

VERY IMPORTANT INSTRUCTIONS:
Kindly refer the official communication of the University in the
B.A. R&S file .
Reduced Syllabi for Part-I Tamil and Part-IV Tamil (VI Std) and
advanced level in Tamil are in the PDF Format
UNIVERSITY OF MADRAS

BACHELOR DEGREE COURSES - UNDER THE FACULTY OF COMMERCE
AND MANAGEMENT SCIENCES (B.COM)

CHOICE BASED CREDIT SYSTEM
REGULATIONS
(Effective from the academic year 2008-2009)

1. ELIGIBILITY FOR ADMISSION :

Candidates for admission to the first year of the Degree of Bachelor of Commerce Courses, BBA and B.Sc. Information Systems Management shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras

2. ELIGIBILITY FOR THE AWARD OF DEGREE: -

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and also fulfilled the such conditions as have been prescribed thereof.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working 'days for each semester.

4. COURSE OF STUDY:

The main subject of Study for Bachelor Degree shall consist of the following and shall be in accordance with **APPENDIX - A**

PART -I
Tamil or Other Languages

PART-II
English

PART-III
CORE Subjects, ALLIED Subjects and PROJECT/ELECTIVE with three courses).

PART-IV

1. (a) Those who have not studied Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses (level will be at 6th standard)

(b) Those who have studies Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses.

(c) Other who do not come under a + b can choose non-major elective comprising of two courses.

2. Skill based subjects (Elective) (Soft Skills)

3. Environmental Studies

4. Value Education

PART-V
Extension Activities

5. EXTENSION SERVICE (Part-V)

A candidate shall be awarded a maximum of 1 credits for Extension Service.

All the students shall have to enroll for NSS / NCC / NSO (Sports & Games) Rotract / Youth Red Cross or any other service organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First Year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One Year will get HALF CREDIT and those who complete the attendance of 80 or more hours in Two Years will get ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION:

Scheme of Examination shall be as given in **APPENDIX - B.**

Model Scheme

Course Component Name of the course	Inst. Hour	Credits	Exam Hours	Max. Marks		
				Ext.mark	Int. mark	Total
PART-I Language				75	25	100
PART-II English				75	25	100
PART-III Core subject :				75	25	100
Core Subject				75	25	100
Allied Subject				75	25	100
PART – IV 1.(a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Tamil comprising of two course (level will be at 6 th Standard). (b) Those who have studies Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses. (c) Others who do not come under a + b can choose non-major elective comprising of two courses.						
2*Skill based subjects(Elective) – (Soft Skill)						

The following procedure be followed for Internal Marks:

Theory Papers:	Internal Marks
Tests (2out of 3)	10 marks
Attendance*	5 marks
Seminars	5 marks
Assignment	5 marks

	25 marks

***Break-up Details for Attendance**

Below 60%	- No marks
60% to 75%	- 3 Marks
76% to 90%	- 4 Marks
91% to 100%	- 5 Marks

Practical:	Internal Marks	40
Attendance		5 marks
Practical Test best 2 out of 3		30 marks
Record		5 marks

Project:

Internal Marks	best 2 out of 3 presentations	20 marks
Viva		20 marks
Project Report		60 marks

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS:

- (i) Candidates shall register their names for the First Semester Examination after the admission in the UG Courses.
- (ii) Candidates shall/be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) Semester subjects.
- (iii) Candidates shall be eligible to go to subsequent semester, only if they earn, sufficient attendance as prescribed therefor by the Syndicate from time to time, provided in case of a candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorised Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the course of study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the course, after paying the fee for the break of study as prescribed by the University from time to time.

8. PASSING MINIMUM:

A candidate shall be declared to have passed:

- a) There shall be no Passing Minimum for Internal.

- b) For External Examination, Passing Minimum shall be of 40%(Forty Percentage) of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-voce.
- c) In the aggregate (External + Internal) the passing minimum shall be of 40% .
- d) He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practicals wherever prescribed / as per the scheme of examinations by earning 140 CREDITS in Parts-I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 Credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART – I TAMIL/OTHER LANGUAGES:

TAMIL/OTHER LANGUAGES OTHER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART – II ENGLISH:

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES :

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class. .

PART-IV (consisting of sub items 1 (a), (b) & (c), 2, 3 and 4) as furnished in the Regulations 4 Part-IV supra.

PART -V EXTENSION ACTIVITIES:

Successful Candidates earning a minimum of Half Credit or a maximum of One Credit SHALL NOT BE taken into consideration for Classification / Ranking / Distinction.

10. RANKING

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction;

provided in the case of Candidates who pass all the examinations prescribed for the Course with a break in the First Appearance due to the reasons as furnished in the Regulations 7. (iii) supra are only eligible for Classification.

11. TRANSITORY PROVISION:

Candidates who have undergone the course of study prior to the academic year 2008-2009 will be permitted to appear for the examinations under those Regulations for a period of TWO years i.e. upto and inclusive of April May 2012 Examinations. Thereafter, they will be permitted to appear for the examination only under the Regulations then in force.

12. PATTERN OF QUESTION PAPER

Part - A(30 words)

10 out of 12 questions	10 x 2 marks =	20 marks
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Part – B (200 words)

5 out of 7 questions	5 x 5 marks =	25 marks
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Part - C (500 words)

3 out of 5 questions	3 x 10 marks =	30 marks
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	Total	----- 75 marks
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APPENDIX - A

UG DEGREE COURSES UNDER VARUOUS FACULTIES

Sl.No.	Degree	Name of the Course	Name of the Faculty
1.	B.Com.	Bachelor of Commerce	Commerce
2.	B.Com. (AF)	Bachelor of Commerce (Accounting & Finance)	Commerce
3.	B.Com. (BM)	Bachelor of Commerce (Bank Management)	Commerce
4.	B.Com. (MM)	Bachelor of Commerce (Marketing Management)	Commerce
5.	B.B.A	Bachelor of Business Administration	Management Sciences
6.	B.Sc. (ISM)	Bachelor of Science (Information System Management)	Management Sciences
7.	B.Com.(CS)	Bachelor of Commerce (Corporate Secretaryship)	Commerce
8.	B.Com. (Co-operation)	Bachelor of Commerce (Co-operation)	Commerce

**BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A)**

I SEMESTER	CREDIT	HOURS
Language	3	6
English (Incl. Skill based subject)	3	6
Core Subject – Financial Accounting	4	5
Core Subject - Principles of Management	4	5
Allied - Managerial Economics	5	6
Skill based subject (English Dept)	2	-
Non-Tamil Students : Tamil (VI Std)		
Tamil Students : Non – Major Elective*	2	2
	23	30

II SEMESTER	CREDIT	HOURS
Language	3	6
English (Incl. Skill based subject)	3	6
Core Subject – Business Communication	4	5
Core Subject – Management Accounting	4	5
Allied – International Trade	5	6
Skill based subject (English Dept)	2	-
Non-Tamil Students : Tamil (VI Std)		
Tamil Students : Non – Major Elective*	2	2
	23	30

* Non-Major Elective – Any one of the following (Semester-wise)

I Semester

1. Basics of Computer
2. Basics of Retail Marketing
3. An Overview of ISO
4. Basics of Health care Mgt.

II Semester

1. Basics of cyber law
2. Basics of Business Insurance
3. Fundamentals of Disaster Mgt.
4. Concept of Self Help Group

UNIVERSITY OF MADRAS

PART - I - HINDI

(Common for all U.G. & P.G. Five Year Integrated Courses effective
from the Academic Year 2008-2009)

(CBCS)

I YEAR – I SEMESTER CREDITS : 3

PART – I PAPER – I - PROSE, FUNCTIONAL HINDI &

LETTER WRITING

I . PROSE (Detailed Study): HINDI GADHYA MALA
Ed. by Dr. Syed Rahamathulla
Poornima Prakashan
4/7 Begum III Street
Royapettah,
Chennai – 14.

LESSONS PRESCRIBED : 1. Sabhyata ka Rahasya
2. Yuvavon Se
3. Tooti Hui Zindagi
4. Badte Shore Ka Gaharata Sankat
5. Computer-Ek Nayee Dastak

II. FUNCTIONAL HINDI & LETTER WRITING

Students are expected to know the office and Business Procedures,
Administrative and Business Correspondence.

1. General Correspondence:

1. Personal Applications
2. Leave Letters
3. Letter to the Editor
4. Opening an A/C
5. Application for Withdrawal
6. Transfer of an A/C
7. Missing of Pass Book / Cheque Leaf
8. Complaints
9. Ordering for Books
10. Enquiry

III. OFFICIAL CORRESPONDENCE:

1. Government Order
2. Demi Official Letter
3. Circular
4. Memo
5. Official Memo
6. Notification
7. Resolution

8. Notice

BOOKS FOR REFERENCE :

1. Karyalayeen Tippaniya : Kendriya Hindi Sansthan, Agra
2. Prayojan Moolak Hindi : Dr. Syed Rahamathulla
Poornima Prakashan
4/7, Begum III Street
Royapettah, Chennai – 14.

UNITISED SYLLABUS

UNIT – I

1. Sabhyata ka Rahasya
2. Personal Applications
3. Leave Letters
4. Government Order
5. Administrative Terminology Hindi to English (25 Words)

UNIT - II

1. Yuvavon Se
2. Letter to the Editor
3. Opening an A/C
4. Demi Official Letter
5. Administrative Terminology English to Hindi (25 Words)

UNIT-III

1. Tooti Hui Zindagi
2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English (25 Words)

UNIT-IV

1. Badte Shore Ka Gaharata Sankat
2. Transfer of an A/C
3. Missing of Pass Book / Cheque Leaf
4. Official Memo
5. Administrative Terminology English to Hindi (25 Words)

UNIT-V

1. Computer-Ek Nayee Dastak
2. Complaints
3. Ordering for Books
4. Notification

5. Official Noting Hindi to English (25 words)

UNIT-VI

1. Enquiry
2. Resolution
3. Notice
4. Official Noting English to Hindi (25 words)

PART – I : PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum

Marks : 75

SECTION – A (5x3= 15)

I Answer any **5 out of 8** Questions . Answer in **50 Words**

- i) 1 to 4 from Prose
 - ii) 5 to 7 from Functional Hindi
- 5) Equivalent Administrative Terminology six from English to Hindi 6 out of 10 Q
 - 6) Equivalent Administrative Terminology six from Hindi to English 6 out of 10 Q
 - 7) Equivalent Official Phrases three out of five from English to Hindi 3 out of 5 Q
 - 8) Equivalent Official Phrases three out of five from Hindi to English 3 out of 5 Q

SECTION – B (in 200 words)(3x5= 15)

II. a) Three Annotations out of Five (3x5 = 15)

(Q. No.9 to 13 annotations from Prose only)

b) One Question from out of two (1x5 = 5)

(Q. No.14 to 15)

(Definition and references of official letter i.e., D.O., Circular, Order, Memo, Notification, Resolution, Notice Etc.)

SECTION C (4X 10 = 40)

III. Answer in **500 Words**

a) Two essays out of Three from Prose (2x10 = 20)

(Q. No. 16 to 18)

b) Two Letter out of Three (2x10 =20)

(Q. No.19 to 21)

(From General Correspondence i.e. Personal Applications, Leave Letters, Letter to Editor, Opening an A/C, Application for withdrawal, Transfer of an account, Missing of Pass Book/Cheque leaf, Insurance Letters, Ordering Books, Enquiry, Complaints, Exchange, Damages etc.)

II SEMESTER

PART – I: PAPER – II ONE ACT PLAY, SHORT STORY & TRANSLATION

SYLLABUS

- I One Act Play (Detailed Study): EKANKI RATNAKAR
Ed.by Dr. Sridhar Singh,
Vani Prakashan, 21-A, Dariya Gunj
New Delhi – 1.

LESSONS PRESCRIBED: 1. Dus Hajar
2. Balheen
3. Yah Meri Janmabhoomi Hai
4. Mai Bhi Manav Hoon only

- II Short Stories : KATHA MATHURI
(Non-Detailed Study) Ed. By: Dr. Chitti. Annapurna
Rajeswari Publications
4/3, Mothilal Street
T.Nagar, Chennai – 17.

STORIES PRESCRIBED: 1. Mukthi Dhan
2. Tayee
3. Aadmi Ka Bachcha

- III Translation Practice : English to Hindi

Ref. Book : Prayojan Moolak Hindi
Dr. Syed Rahamathulla
Poornima Prakashan
4/7 Begum III Street
Royapettah, Chennai – 14.

UNITISED SYLLABUS

UNIT – I

1. Dus Hajar
2. Mukthi Dhan

UNIT - II

1. Balheen
2. Tayee

UNIT-III

1. Yah Meri Janmabhoomi Hai
2. Aadmi kaa Bachcha

UNIT-IV

1. Mai Bhi Manav Hoon
2. Translation
Hindi to English 2 Passages

UNIT-V

1. Translation
Hindi to English 4 Passages

UNIT-VI

1. Translation
Hindi to English 4 Passages

PART – I : PAPER – II ONE ACT PLAY, SHORT STORY & TRANSLATION
PRACTICE

QUESTION PAPER PATTERN

CREDITS : 3

Time : 3 Hours

Maximum

Marks : 75

SECTION – A (5x3= 15)

I Answer any 5 out of 8 Questions . Give Answer in 50 Words

- i) 1 to 4 from One Act Play
- ii) 5 to 8 from Katha Mathuri

SECTION – B (in 200 words) (4x5= 15)

II. a) Three Annotations out of Five (3x5 = 15)

(Q. No 9 to 13 annotations from One Act Play only)

b) One Question from out of two (1x5 = 5)

(Q. No. 14 to 15 One characteristic out of two from Short Stories)

SECTION C - (4X 10 = 40)

III. Answer in **500 Words**

1) Literary Evaluation of One Act Play 2 out of 3 (2X10 = 20)
(Q. No. 16 to 18)

2) Literary Evaluation of Short Story 1 out of 2 (1X10 = 10)
(Q. No. 19 to 20)

3) One Translation Passage English to Hindi (1X10 = 10)
(Q. No. 21)

UNIVERSITY OF MADRAS
PART-I KANNADA
(B.A., B.Sc., B.Com., B.B.A. etc)
(CBCS)

(Common for all U.G. Courses effective from the Academic year 2008-2009)

FIRST YEAR

Semester - I

Paper-I-Modern Kannada Prose & Novel Credits:4

- | | |
|---|-----------------------|
| 1.Vyakti gowrava | - Bartrend Russel |
| 2.Parisara mattu vikaasa | - Sundaralal Bahuguna |
| 3.Yavudu kale | - K.Shivaramkaranth |
| 4.Mogksha hudukutta pritiya bandhanadalli | - P.Lankesh |
| 5.Eradu lekhanagalu | - Dr.H.Narasimhaiah |
| 6.Mahile mattu vijnana | - Nemi Chandra |

Prescribed Text :

Vichara Dhare, Ed : Prof. Chandramma, Dr. B.S. Subbarao, Ist Edition, 2005,
Prasaranga, Bangalore University, Bangalore-560 001

NOVEL:

Chomana Dudi(Novel) Dr. Shivarama Karanatha

Semester II

Paper II-Modern poetry and General Essay Credits: 4

1 to 20 poems for Modern Poetry

Prescribed Text :

Hosagannada Kavya, Ed. Dr. R. Lakshmi Narayana and Prof. M. Govindaiah, II
Edition, 2006, Prasaranga, Bangalore University, Bangalore-560 001

General Essay

No Prescribed Text

UNIVERSITY OF MADRAS
PART – I - MALAYALAM.
(CBCS)

(Common for all UG& PG, Five year Integrated Course effective from the
academic year-2008-2009)

I Year –I Semester- Credits-3

Part-1 Paper-1. Prose, Composition and Translation

(a)Prescribed Texts

- 1.Randidangazhi(Novel)by Takazhi Sivasankarapillai(DC Books, Kottayam, Kerala).
- 2.Puzhakadannu Marangalude Idayilekku(Collection of Short Stories) by
T.Padmanabhan (DC.Books, Kottayam-1, Kerala).

(b) Composition

Expansion of ideas, Correction of words and Sentences.

(c)Translation

Translation from English to Malayalam . A general passage in English about 100 words may be given.

I Year. II Semester-Paper-II. -Prose, Nonfiction- Credits-3

Prescribed Texts

1. Kappirikalute Nattil (Travelogue) By- S.K.Pottekkad.(DC.Books, Kottayam-1, Kerala)
2. Seetha Muthal Sathyavathivare (essays) by Lalithambika Antharjanam (DC.Books, Kottayam-1, Kerala)

PATTERN OF QUESTION PAPER

Paper-1 Prose, Composition and Translation (Maximum Marks – 75)

Section – A (5*3 = 15 Marks)

Answers to be of 100 words each 8 Questions to be asked from the prescribed Texts out of which 5 to be answered.

Section – B (5*6 = 30 Marks)

Answers of 200 words each.

8 Questions to be asked from the prescribed Texts out of which 5 to be answered.

Section – C (30 Marks)

Correction of Sentences and words.

1.5(five) incorrect sentences and 5(five) incorrect words may be given for correction

- 5 Marks

2.Three(3) ideas may be given out of which 2 (two) to be expanded.

-10 Marks

3.Translation: 15 Marks

A simple English passage of about 100 words may be given for translating in to Malayalam.

UNIVERSITY OF MADRAS

PART – I - SANSKRIT (CBCS)

(Common for all U.G. Courses effective from the academic year 2008-2009).

Semester – I

Paper I - Prose and Grammar

(3 Credits)

- I. Grammar Text : Sanskrit for Beginners. Lessons 1 to 15.
II. Prescribed Text for Prose : Candrapida Caritam. Pages 1 to 15. (Upto the end of Mahasveta's story). Published by R. S. Vadhyar & Sons, Palghat.
Unit wise Division :

Unit I	-	Grammar Lessons 1-8
Unit II	-	Grammar Lessons 9-15
Unit III	-	Prose text pages 1 to 5
Unit IV	-	Text pages 6 to 10
Unit V	-	Text pages 11 to 15.

Semester – II

Paper II - Drama & History of Dramatic Literature

(3 Credits)

- Prescribed Texts: (1) Karnabhara of Bhasa
(2) Dutavakya of Bhasa Published by R.S.Vadhyar & Sons, Palghat.
(3) History of Dramatic Literature
(a) Origin of Sanskrit Dramas
(b) Characteristics of Sanskrit Dramas
(c) Bhasa Problem
(d) Works of Bhasa.
(e) Dramas of Kalidasa, Bhavabhuti and King Harsha.

Recommended Text : History of Sanskrit Literature by T. K. Ramachandra Iyer, R. S. Vadhyar & Sons, Palghat.

Unit wise Division :

Unit I	-	History of Sanskrit Lit. (Characteristic of Sanskrit Dramas and 10 types of Drama)
Unit II	-	Dramas of Selected authors (Bhasa, Kalidasa, King Harsa, Bhavabhuti)
Unit III	-	Drama - Kamabhara of Bhasa
Unit IV	-	Drama - Dutakavya of Bhasa

UNIVERSITY OF MADRAS
PART –I- TELUGU
(CBCS)
I YEAR
SEMESTER-I

PAPER-I, Credits -3
CLASSICAL POETRY

1. Kumarastra vidya pradashanam - Nannya
2. Prahlada charitra - Potana
3. Pravrakhyuni vruttantam - Peddana
4. Kunti kumari - Jandhyala Papayaa Sastri

SEMESTER-II

PAPER-II, Credits -3
MODERN POETRY

1. Purnamma - Gurajda Appa Rao
2. Palitakesamu - Duvvuri Rami Reddy
3. Desacharitralu - Srirangam Srinivasa Rao
4. Simhasana (Telangana) - Kundurti Anjeneyulu
5. Rachayita rayani natakam - Nagnamuni

(POETRY SELECTIONS : CLASSICAL & MODERN POETRY -
Text Book Published by the University of Madras, 2002)

QUESTION PAPER PATTERN
PART-I TELUGU

(Under CBCS system from the academic year 2008-09)

Time: 3 hrs.

Max.Marks:75

SECTION-A (50 words)

I. Answer any 5 out of 7
(Short Answer Questions)

5x3=15

SECTION-B (150 words)

II. Answer any 5 out of 7
(Poetry:Annotations/Prose:Questions)

5x6=30

SECTION-C (500 words)

III. Answer any 2 out of 4
(Essay type questions)

2x15=30

UNIVERSITY OF MADRAS
PART-I- URDU
(CBCS)
(FOR B.A/B.Sc/B.Com/BBA/BCA/Etc.,)

FIRST SEMESTER

PAPER-I PROSE AND LETTER WRITING

3 Hours

Max Marks: 75

(A) PROSE (following lessons only)

1. Umeed Ki Khushi by Sir Syed Ahmed Khan.
2. Internel – by Izhar Ahmed
3. Khanvada-e-Walajahi ke Gumnam Shaer – by Dr.Syed Sajjad Hussain.

Book Prescribed

Soghath-e-Adab Ed. By Dr. Syed Sajjad Hussain, published by University of Madras.

(B) LETTER WRITING

1. letter to the Principal asking for leave
2. Letter to the Publisher or Book seller placing order for books
3. Letter to a Firm Manager seeking a job.
4. Letter to a Bank Manager seeking a loan
5. Letter to the father asking money for payment of college fees.

Unit wise distribution

Unit-I	(1) Umeed Ki Khushi (First Half) (2) Letter to the Principal
Unit-II	(1) Umeed Ki Khushi (Second Half) (2) Letter to the Publisher
Unit-III	(1) Internel (First Half) (2) Letter seeking a job
Unit-IV	(1) Interner (second half) (2) Letter to a Bankd Manager
Unit-V	(1) Khanvada-e-Walajahi (Full)

(2) Letter to the father.

SECOND SEMESTER

PAPER-II PROSE GRAMMAR AND TRANSLATION

3 Hours

Max Marks: 75

(A) PROSE (following lessons only)

1. Ghalib Ke Khutooth by Ghalib
2. Abdul Haqw Marhoom by Rasheed Ahmed Sioddqui.
3. Thirukkural by Dr. Hayath Ifthkhar.

Book Prescribed

Soghath-e-Adab Ed. By Dr. Syed Sajjad Hussain, published by University of Madras.

(B) GRAMMAR –following topics only.

1. Ism aur Uski Qismein
2. Sifath
3. Zameer
4. Fel
5. Tazkeer-o-Taneez

Book Prescribed

Urdu Grammar – Yaqoob Aslam

(C) TRANSLATION

1. Translation of unseen passage from English to Urdu
2. Translation of commercial Words

Commercial Words

1.Profit, 2.Loss 3.Expensess 4. Investment 5.Debit 6.Credit 7.Export 8. Import
9.Wages 10.Salary 11.Warehouse 12.Cash 13.Account 14.Invoice 15.Tranportations
16.Customer 17.Seller 18.Buyer 19. Discount 20.Commission 21.Interest 22.Bank
Loan 23.Voucher 24.Inventory 25.Godown 26.Insurance 27.Rate of Interest
28.Receipt 29.Share 30.Trade 31.Commerce 32. Finance.

Unit wise distribution

Unit-I (1) Ghalib Ke Khutooth
(2) Ism aur Uski Qismein

Unit-II	(1) Abdul Haqw Marhoom (2) Sifath
Unit-III	(1) Thirukkural (2) Zameer
Unit-IV	(1) Zameer (2) Fel
Unit-V	(1) Tazkeer-o-Taneez (2) Translation of unseen passage from English to Urdu. (3) Translation of commercial Words

QUESTION PAPER PATTERN

PART- A (5X3=15)

5 out of 7 Questions (One or two sentences)

PART- B (5x6=30)

5 out of 7 Questions(Paragraph)

PART -C(3x10=30)

3 out of 6 Questions (Essay Type)

UNIVERSITY OF MADRAS
PART – I - FRENCH
(CBCS)
(COMMON TO ALL U.G. COURSES / P.G. FIVE YEAR INTEGRATED COURSES)
(Effective from the Academic Year 2008-2009)

PAPER-I

SCHEME OF EXAMINATION

SEMSTER SYSTEM:

Semester	Title of Paper	Hours	Marks
I	Paper I: Prescribed Text and Grammar-I	3	75
II	Paper II: Prescribed Text and Grammar-I	3	75

SYLLABUS

FIRST YEAR
SEMESTER-I

PAPER – I PRESCRIBED TEXT AND GRAMMAR – I

Prescribed Text book: MERIEUX, Régine, LOISEAU, Yves. *Connexions* - Niveau 1, Didier, Paris, 2004

- Module 1 - *Parler de soi* Pages 7 – 39

And the following related pages: Test 1, pg 166; Test 2, pg 167; Test 3, pg 168; Autoévaluation du module 1, pg 38.

- Module 2 - *Echanger* Pages 41 – 73

And the following related pages: Test 4, pg 169; Test 5, pg 170; Test 6, pg 171; Autoévaluation du module 2, pg 72.

(The following pages are not included: pg 40 & 74)

SEMESTER-II

PAPER – I PRESCRIBED TEXT AND GRAMMAR – I

Prescribed Text book: MERIEUX, Régine, LOISEAU, Yves. *Connexions* - Niveau 1, Didier, Paris, 2004.

- Module 3 - *Agir dans l'espace* Pages 75 – 107

And the following related pages: Test 7, pg 172; Test 8, pg 173; Test 9, pg 174; Autoévaluation du module 3, pg 106.

- Module 4 - *Se situer dans le temps* Pages 109 – 141

And the following related pages: Test 10, pg 175; Test 11, pg 176; Test 12, pg 177; Autoévaluation du module 4, pg 140.

(The following pages are not included: pg 108, 142 & 143)

QUESTION PAPER PATTERN FOR PART –I FOUNDATION COURSE IN FRENCH SEMESTER – I PAPER I- PRESCRIBED TEXT AND GRAMMAR – I

Section A: Questions on Grammar. (7x5=35)

For example: [Choisissez Sept de ces questions tirées du manuel prescrit]

1. Comptez et écrivez les nombres en lettres
2. Complétez avec les articles définis
3. Complétez avec des adjectives féminines
4. Complétez avec les verbes à la forme qui convient
5. Complétez avec des adjectives possessifs
6. Ecrivez les verbes entre parenthèses au présent
7. Complétez avec les verbes indiqués au futur proche
8. Regardez les pendules et écrivez l'heure en lettres
9. Remplacez les mots soulignés par lui, elle, eux ou elles
10. Transformez les phrases
11. Complétez les phrases avec le, la, l', les, du, de l' ou de la
12. Ecrivez des phrases à la forme négative

Section B : Civilisation & Vocabulaire (5 x 4=20 marks)

For example:

1. Répondez aux questions suivantes : (5x1=5)
 - a) Qu'est-ce que c'est un TGV.
 - b) Nommez deux chaînes de télévision française ?
 - c) Nommez deux fêtes françaises ?
 - d) Quels sont les plats préférés des Anglais quand ils ne sont pas chez eux ?
 - e) Relevez deux loisirs des jeunes Français.

2. Chassez l'intrus (5x1=5)
3. Choisissez la meilleure réponse (5x1=5)
4. Faites des phrases avec les expressions tirées du manuel prescrit . (5x1=5)

Section C :

(4x5=20)

1. Ecrivez une carte postale à votre ami en décrivant vos vacances de Noël /une fête nationale ou religieuse / un repas que vous avez aimé/ votre appartement
2. Complétez le dialogue (tiré du texte)
3. Remettez le dialogue dans l'ordre (tiré du texte)
4. Lisez le passage (tiré d'un autre manuel destiné aux débutants -Niveau 1) et répondez aux cinq questions qui s'en suivent.

QUESTION PAPER PATTERN FOR PART –I FOUNDATION COURSE IN FRENCH

SEMESTER – II

PAPER II- PRESCRIBED TEXT AND GRAMMAR – II

Section A: Questions on Grammar.

(7x5=35)

For example: [Choisissez Sept de ces questions tirées du manuel prescrit]

1. Ecrivez des verbes soulignés à l'impératif
2. Trouvez une autre façon d'exprimer chaque phrase
3. Complétez avec qui, que, où
4. Mettez les phrases au passé
5. Remplacez l'élément souligné par un pronom
6. Rétablissez ces phrases familières en français standard
7. Transformez les questions (Est-ce que -> l'inversion)
8. Mettez les verbes entre parenthèse au passé composé
9. Remplacez les mots soulignés par leur contraire
10. Mettez les verbes entre parenthèse au futur simple
11. Mettez les verbes entre parenthèse au subjonctif
12. Complétez les phrases avec des indicateurs de temps

Section B : Civilisation & Vocabulaire

(5 x 4=20 marks)

1. Répondez aux questions suivantes : (5x1=5)
 - a) Nommez deux jeux préférés des Français.
 - b) Pourquoi faut-il trier les déchets ?
 - c) Que veut dire BD ?
 - d) Nommez deux pays francophones à part la France ?
 - e) Quelle invention française est –elle aujourd'hui complètement dépassée par l'internet ?
2. Chassez l'intrus (5x1=5)
3. Choisissez la meilleure réponse (5x1=5)
4. Faites des phrases avec les expressions tirées du manuel prescrit. (5x1=5)

Section C:

(4x5=20 marks)

1. Ecrivez une carte postale à votre ami en décrivant vos vacances de Noël /une fête nationale ou religieuse / un repas que vous avez aimé/ votre appartement

2. Complétez le dialogue (tiré du texte)
3. Remettez le dialogue dans l'ordre (tiré du texte)
4. Lisez le passage (tiré d'un autre manuel destiné aux débutants -Niveau 1) et répondez aux cinq questions qui s'en suivent.

UNIVERSITY OF MADRAS
PART – II – ENGLISH
(CBCS)

(Common to all U.G Degree Courses and P.G Five Year Integrated Courses)
CHOICE BASED CREDIT SYSTEM
(Effective from the academic year 2008 -2009)

SYLLABUS

SEMESTER - I – Paper – I

Unit I Touchstone : Synergy of Values (Madras University Publications)

1. Antony Robbins – Living Excellence
2. David J. Schwartz – Use Goals to Help You Grow
3. Rudyard Kipling – If

Unit II Prose : Words of Wisdom Ed; S. Subramanian (Anu Chitra)

4. W. R. Inge - Spoon Feeding
5. L. A. G. Strong - Reading for Pleasure
6. M. K. Gandhi - Women not the Weaker Sex – M. K. Gandhi

Unit III Poetry : Symphony Ed., S. Devaprasad (Allied Publishers)

7. William Wordsworth - Te Tables Turned
8. W. B. Yeats - The Lake Isle of Innisfree
8. Robert Frost - Stopping by Woods on a Snowy Evening

Unit IV Short Stories : Spectrum of Short Stories Ed., K. V. Ragavendra

10. Katherine Mansfield -- A Cup of Tea
11. Somerset Maugham - A Friend in Need
12. K. A. Abbas - The Sparrows

Unit V - Functional English

Text Based : Synonyms, Antonyms, Substitution of a single word for a group of Words, Word Classes

Grammar : Sentence Types, Sentence Structure, Completion of Sentences, Transformation of sentences – Negatives - Interrogatives, Yes / No Questions, 'Wh' Questions, Question Tags.

Verbs – Tense - Present and Past – Aspect – Infinitive, Present Participle, Past Participle, the Auxiliaries, Concord

Comprehension (Text based)

QUESTION PATTERN

SEMESTER – I - ENGLISH I

PART –A (25 MARKS)

SECTION – I Short Answers – 50 words – Choice 5 out of 7 - Marks - 5 x 2 = 10

- Question 1 & 2 - Prose
Question 3 & 4 - Poetry
Question 5, 6 & 7 - Touchstone and Short Stories

SECTION – II (Grammar & Functional English) – Choice 10 out of 12

Marks - 10 x 1 = 10

- (i) Filling the blanks with suitable verbs given in the brackets – (2 questions)
(ii) Change into negatives (1 question)
(iii) Change into Interrogative - Yes/No questions, Wh questions, Question tags (3 questions)
(iv) Correction of sentences -Tense/Concord (2 questions)
(v) Answer a question, question to an answer (2 questions)
(vi) Using a word both as a noun and verb in sentence of their own - (1 questions)
(vii) Synonyms of two words (1 question)

SECTION – III - comprehension - 5 MARKS)

A passage of about 100 words from the prescribed texts followed by 5 questions

PART – B (5 x 4 = 20 MARKS)

Paragraph questions – 150 words - 5 paragraphs - Choice 5 out of 7 -

Five marks each - 5 x 4 = 20 Marks

- Question 1 - Prose
Question 2 & 3 - Poetry
Question 4 & 5 - Touchstone
Question 6 & 7 - Short Stories

PART – C (3 x 10 = 30 MARKS)

Essay questions - 300 words each – 3 Essays - Choice 3 out of 5 -

- Question 1 & 2 - Prose
Question 3 - Poetry
Question 4 - Touchstone
Question 5 - Short Stories

Model Question Paper
First Semester – English Paper I

Time 3 Hrs

Max 75 Marks

PART –A (25 MARKS)

SECTION – I (5 x 2 = 8 Marks)

Answer Five of the following each in about 50 words

1. Explain Inge's reference to Lord Averbury's ants.
2. Why does Gandhi feel that the future is with women?
3. How does Frost describe the forest on the snowy evening?
4. Sum up Wordsworth's criticism of intellect.
5. Why is Kipling's poem titled, 'If'?
6. In what context does Schwartz refer to Dave Mahoney?
7. What motivated Rosemary Fell to take Miss. Smith home for a cup of tea?

SECTION – II (10 x 1 = 10 Marks)

8. Rewrite as directed any Ten of the following
- i. The man in the white hat who --- (walk) past the door --- (work) in our complex
(Fill up the blanks with suitable present tense of the verbs given in the brackets)
 - ii You (speak) to my sister yesterday?
No, I ---- (not see) her for some months.
(Fill up the blanks with suitable verbs given in the brackets)

- iii She did it pretty well
(Change into negative)
- iv. Yes, they are French
(Frame a question for the above reply)
- v. I intend to meet her next week
(Frame a question for the above reply)
- vi. You didn't respond to my invitation,
(Add a question tag)
- vii. Neither money nor fame have given him happiness
(Correct the sentence if necessary)
- viii I want to know why did you not attend the meeting..
(Correct the sentence if necessary)
- ix How do you come to college?
(Frame an answer to the question)
- x . Does she come regularly to classes?
(Frame a negative response to the above question)
- xi Use Waste both as noun and verb in sentences of your own
- xii. Give the synonyms of Monotonous Obliterate

SECTION – III (5 x 1 = 05 Marks)

9. Read the following passage and answer the questions given below

Some good people, when they saw me reading penny bloods in the train on my way to school, would shake their heads and say they wondered my parents allowed it. But my father, a man of great sympathy and good sense, took a wise and tolerant view. He argued that, if I had sense, I would grow out of this type of reading; if I had not, it did not matter what I read, as I should be a fool anyway. Besides he argued, if he forbade me to read these things, I should want to read them all the more because they would have the charm of being illegal. He was proved right on that point.

- a. What was the author doing while he was on his way to his school which made some good people shake their heads?
- b. Why did some good people shake their heads?
- c. How does the author describe his father and why?
- d. What was the father's tolerant view?

- e. What is the charm of being illegal?

PART –B (5 x 4 = 20 MARKS)

Answer five of the following each in about 150 words, choosing two from each section

- 10 Why does Gandhi want to rebel when women are called the weaker sex? What is his advice to women as to how they should fight against this libel?
11. Describe the conflict in the mind of the traveler in Stopping by the Woods and how it is Resolved.
12. What attraction does the Lake Isle of Innisfree hold for Yeats?
13. How does Robbins show that happiness and success in life are not the result of what we have but rather how we live?
14. What are the qualities does Kipling want a man to develop to possess the earth?
15. Why did Rahim Khan decide to avenge himself on his parents, his family and on society and how did he execute his resolve?
16. ‘Rosemary Fell was not exactly beautiful’ – Bring out the significance of this opening sentence of ‘A Cup of Tea’.

PART – C (3 x 10 = 30 MARKS)

Answer three of the following each in about 300 words

17. What, in Inge’s view, are the damages which civilization has been causing to man?
- 18 What are the various wrong reasons for which people read books? How does Strong want us to read books? Why?
- 19 Why does Wordsworth call books ‘barren leaves’ and why does he want books to be replaced by nature?
- 20 Why does Schwartz establish that no one stumbles into success without a goal?
21. Bring out the calculated callousness and cruelty of Burton to his friend in need?

SEMESTER – II – Paper - II

Unit I Touchstone : Synergy of Values (Madras University Publications)

1. Essential characteristics of Human Rights – H. Victor Conde
2. A Negro Labourer in Liuverpool – David Rubadri

3. Adams and Eves - Anand Kumar Raju

Unit II Prose : Words of Wisdom Ed., S. Subramanian (Anu Chitra)

4. Try Prayer Power – Norman Vincent Peale
5. On Not Answering the Telephone – W. Plomer
6. Ecology – Barry Commoner

Unit III Poetry : Symphony Ed., S. Devaprasad (Allied Publishers)

7. Prometheus Unbound - A. D. Hope
8. Looking for a Cousin on a Swing - A. K. Ramanujam
9. My Grandmother's House - Kamals Das

Unit IV Short Stories : Spectrum of Short Stories Ed., K. V. Ragavendra

10. An Astrologer's Day – R. K. Narayan
11. Search for A Stranger – Gordon S. Livingstone
12. The Model Millionaire – Oscar Wilde

Functional English

Text Based : Synonyms, Antonyms, Substitution of a single word for a group of Words, Word Classes

Grammar : Revision of tenses, Voice, Conditional Sentences, Infinitive and Gerund, Introductory It, There

Clauses- Dependent, Independent – Simple, Compound, complex

Comprehension (unknown text)

QUESTION PATTERN - SEMESTER – II

PART –A (25 MARKS)

SECTION – I Short Answers – 50 words – Choice 5 out of 7 - Marks - 5 x 2 = 10

Question 1 & 2 - Prose

Question 3 & 4 – Poetry

Question 5 , 6 & 7 - Touchstone and Short Stories

SECTION – II (Grammar & Functional English) – Choice 10 out of 12 - Marks - 10 x 1 =10

(i) Filling the blanks with suitable verbs in conditional sentences
(2 questions)

- (ii) Completing the sentence with dependent, independent clauses – Transformation of simple, compound and complex sentences (2 questions)
- (iii). Change the Voice = active to passive (1 question). Passive to active (1 question)
- (iv) Competing a sentence in passive voice in the tense suggested
- (iv) Rewriting the sentence with introductory It, There (1 question)
- (v) Combining a pair of sentence using a participle (1 question)
- (vi) One word substitute – 2 (1 question)
- (viii) Synonyms - 2 (1 question)
- (ix) Changing a word class to another – 2 – (1 question)

SECTION – III - Comprehension – Marks – 5

An unknown passage of about 100 words followed by 5 questions

PART – B (5 x 4 = 20 MARKS)

Paragraph questions – 150 words - 5 paragraphs - Choice 5 out of 7 - 5 x 4 = 20 Marks

- Question 1 - Prose
- Question 2 & 3 - Poetry
- Question 4 & 5 - Touchstone
- Question 6 & 7 - Short Stories

PART – C (3 x 10 = 30 MARKS)

Essay questions - 300 words each – 3 Essays - Choice 3 out of 5 - 3 x 10 = 30 MARKS

- Question 1 & 2 - Prose
- Question 3 - Poetry
- Question 4 - Touchstone
- Question 5 - Short Stories

Model Question Paper
Second Semester – English Paper II

Time 3 Hrs

Max 75 Marks

PART –A (25 MARKS)

SECTION – I (5 x 2 = 10 Marks)

Answer Five of the following each in about 50 words

1. Account for Plomer's dislike for typewriters.
2. Why does Barry Commoner compare the moderns to the sorcerer's apprentice?
3. Why is Prometheus described as a 'Friend of Man'?
4. What does the girl in Ramanujam's poem try "to be innocent about it"?
5. How did Surekha handle Bimmy and his group?
6. Why did Colonel Merton not approve of Hughie as his son – in – law?
7. How did the astrologer endear himself to the hearts of his clients?

SECTION – II (10 x 1 = 10 Marks

7. Rewrite as directed any Ten of the following
 - i. We would have won the match if the rain ----(play) the spoil sport.
(Fill up the blank with suitable form of the verb given in the brackets)
 - ii. It was so hot -----
(Complete the sentence with a subordinate clause)
 - iii. On my pressing the button the lift came to a stop
(Change the phrase 'On my pressing the button' into a main clause)
 - iv. Poverty drove him to desperation.
(Change the voice)
 - v. My mood was noticed by others with sympathy
(Change the voice)
 - vi. What ---- (do) about this?
(Complete using passive voice - present perfect tense of the verb given)
 - vii. We are not certain when the results will be announced.
(Rewrite the sentence with an introductory It)
 - viii. Having failed in my practicals, the examiner asked me to try again.
(Correct the sentence if necessary)
 - ix. He got angry. He slapped the boy.
(Complete the sentence using a particle)
 - x. Give one word equivalent for
Not fit to live in , To make an open declaration
 - xi. Give the synonyms of Listless, Asphyxiated
 - xii. Change the following into nouns.

SECTION – III (1 x 5 = 05 Marks)

8. Read the following passage and answer the questions given below

One Indian virtue that has impressed me greatly and touched me deeply is the Indian people's freedom from rancour. When you the people of India, find yourselves forced to struggle with other people – there are situations in which this cannot be avoided – you manage, so it seems to me, to do this without letting yourselves fall into adversaries. A recent example is the spirit in which you conducted your successful struggle with my country for your country's independence. And when one struggle is over you certainly do not brood over the past or nurse grievances

- a. To which country does the speaker belong? How do you know?
- b. How did the Indian people's freedom from rancour impact the speaker?
- c. What does 'freedom from rancour' mean?
- d. Is the speaker critical of India's struggle with other people? How do you know?
- e. What is special about Indian way of struggle?

PART –B (5 x 4 = 20 MARKS)

Answer four of the following each in about 150 words

10. How does Peale bring out the effectiveness of prayer power?
11. How does Hope re- create the myth of Prometheus and to what end?
12. How does Kamal Das contrast her past with the present?
13. What do you understand from Uncle T's discussion to be the various reasons for the prevalence of eve-teasing?
14. How does Rubadri present the loneliness and hopelessness of the Liverpool labourer?
15. Outline the role of Alan Trevor.
16. How did the astrologer escape the wrath of Guru Nayak?

PART – C (3 x 10 = 30 MARKS)

Answer four of the following each in about 250 words, choosing two from each section

17. Why does Barry Commoner caution us against reckless scientific enterprises in the name of expansion of technology?

18. How does Plomer defend his dislike for telephone? Is his dislike absolute?
19. Critically examine, ‘ Looking for a Cousin on a Swing’.
20. What are the distinctive characteristics of human rights and explain the various functional principles necessary to implement human rights in a non –political way?
21. Describe Livingstone’s search for a stranger and how it ends.

Level – I - Programme

Programme	: <i>UG</i>
Programme Title	: <i>B.A., B.Sc., B.Com.</i>
Branch (Code & Name)	: <i>Foundation French</i>
Faculty	: <i>Arts</i>
Pattern	: <i>CBCS</i>
Duration	: <i>3 years (2 years of Foundation French)</i>
Semester	: <i>6 (4 semesters)</i>
Total Credits	: <i>Required to obtain degree</i>
Eligibility Criteria	: <i>10 + 2; Students should have completed Foundation French in Semester 1</i>
Course Prospects	: <i>The course is designed so that all students will have survival skills in the French language. Students who are motivated can build on what they have acquired in Semester 1 and strengthen their knowledge of French language and culture.</i>
Fee Structure	: -----

Level – II – Individual Course

I - Course – Basic Details

Course Code & Title	: <i>Prescribed Text and Grammar – II</i>
Semester	: <i>II</i>
Course Type	: <i>Foundation Course</i>
Credits	: <i>3 credits per semester (12 credits over 2 years/4 semesters)</i>
Credit equivalence	: -----
Pre-requisites	: <i>Students should have completed Foundation French in Semester</i>

1

II - Course Description

Students will have the opportunity to perfect the skills acquired in semester I in terms of grammar and sentence structure while increasing their vocabulary through new scenarios of communication.

Course Objective: *By the end of this course, students will be able to*

- i. Speak on select themes in French (describe past incidents, different countries)
- ii. Write descriptive texts about their country, culture etc and past events

Course Content :

Lessons 8 to 10 taken from the prescribed textbook *Le Tramway Volant - I*

Lessons 1 to 3 taken from the prescribed textbook *Le Tramway Volant - II*

- **Krishnan, C & Albert Adeline, *Le Tramway Volant - I*, Saraswathi House Pvt Ltd, India, 2011.**
- **Krishnan, C & Albert Adeline, *Le Tramway Volant - II*, Saraswathi House Pvt Ltd, India, 2012.**

Detailed Course Content:

Unit I	(12 hours - Leçon 8 du texte
prescrit I)	
5.1 Acheter un billet	- 2 hrs
5.2 Les nombres au-delà de 100	- 1 hr
5.3 Les différents types de places (fumeur, non fumeur, aller-retour)	- 1 hr
5.4 Les adjectifs démonstratifs	- 1 hr
5.5 L'interrogation avec inversion	- 1 hr
5.6 Les vêtements	- 1 hr
5.7 L'entraînement DELF	- 2 hrs
5.8 Compréhension/Production écrite	- 2 hrs
5.9 Épreuves	- 1 hr
Unit II	(12 hours – Leçons 9 et 10 du texte
prescrit I)	
1.1 Discuter les plats au restaurant	- 2 hrs
1.2 Les recettes, des plats et boissons différents, les formules de cuisine, des recettes simples des différents pays	- 1 hr
1.3 Le passé récent	- 2 hrs
1.5 Les pronoms toniques	- 1 hr
1.6 <i>Il faut</i> + infinitif, Le pronom <i>en</i>	- 1 hr
1.7 Faire des projets pour les vacances, décrire le temps les lieux touristiques et le climat des différents pays	- 2 hrs
1.8 Le futur proche et les adverbes, le <i>il</i> impersonnel, le pronom <i>y</i>	- 2 hrs
1.9 Épreuves et entraînement DELF	- 1 hr

Unit III	(12 hours – Leçon 1 du texte	
prescrit II)		
2.1	Le passé composé	- 3 hrs
2.2	Les pronoms relatifs (qui, que)	- 1 hr
2.3	Québec et son histoire	- 2 hrs
2.4	Parler du passé et de soi	- 2 hrs
2.5	Compréhension/ production écrite	- 1 hr
2.6	Entraînement DELF	- 2 hrs
2.7	Épreuves	- 1 hr

Unit IV	(12 hours – Leçon 2 du texte	
prescrit II)		
3.1	Les verbes réfléchis	- 2 hrs
3.2	Les pronoms relatifs (dont, où)	- 2 hrs
3.3	L’impératif négatif	- 1 hr
3.4	Québec et son histoire	- 1 hr
3.5	Parler du passé et de soi	- 2 hrs
3.6	Compréhension/ production écrite	- 1 hr
3.7	Entraînement DELF	- 2 hrs
3.8	Épreuves	- 1 hr

Unit V	(12 hours – Leçon 3 du texte	
prescrit II)		
4.1	L’imparfait	- 3 hrs
4.2	La place des pronoms doubles	- 2 hrs
4.3	Décrire les mœurs et les pays	- 1 hr
4.4	La Réunion	- 2 hrs
4.5	Compréhension/ production écrite	- 1 hr
4.6	Entraînement DELF	- 2 hrs
4.7	Épreuves	- 1 hr

Course Outcome : Students should have acquired sufficient competence to appear for the Certificate level language proficiency tests in basic French.

III – Pedagogy

Assignments – Draw/ describe different regions of France or India

Library work – Simple texts like the Français Facile series (200 words) can be read.

Laboratory – One hour a week may be allotted to listening comprehension activities if there is access to a language laboratory.

Group activities – Role play and educational games can be conducted to improve interaction in French.

IV – Policies

Attendance : 75% of total hours

Evaluation Scheme : Continuous Assessment – two sessional tests and one final exam.

A minimum of 40% overall is required to pass the course.

Course Schedules : Semesters as prescribed by the respective college

V- Suggested Readings

Books

- ❖ BAGLIETO, David, GIRARDEAU, Bruno, MISTICHELLI, Marion – *Agenda 1*, Hachette, Paris, 2011
- ❖ POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, *Amical -1*, CLE International, Paris, 2011
- ❖ GIRARDET, Jacky, PECHEUR, Jacques – *Écho A1*, CLE International, Paris, 2010
- ❖ MIQUEL, Claire, *Vite et Bien-1*, CLE International, Paris, 2009
- ❖ MERIEUX, Régine; LOISEAU, Yves, *Connexions-1*, Didier, Paris, 2004
- ❖ CAPELLE Guy; MENAND, Robert *Taxi-1*, Hachette, Paris, 2003

Websites

- ✓ <http://bouche-a-oreille.pagesperso-orange.fr>
- ✓ www.franparler.org
- ✓ www.francaisfacile.com/exercices/
- ✓ www.lepointdufle.net/
- ✓ www.ccdmd.qc.ca/fr/

QUESTION PAPER PATTERN Semester II – Part-I - FRENCH Prescribed text and Grammar – II

SECTION A (5 x 5 = 25 points)

25 points pour les questions de Grammaire tirées du texte prescrit.

SECTION B (5 x 4 = 20 points)

20 points pour les questions de Vocabulaire tirées du texte prescrit.

SECTION C (30 points)

30 points pour les questions de production et compréhension écrite.

- | | | | |
|------|---|---|-----------|
| i. | Rédigez une carte postale (1/3) | - | 5 points |
| ii. | Répondez brièvement aux questions (5/8) | - | 10 points |
| iii. | Rédigez un dialogue/ Rédigez un petit texte (1/3) | - | 10 points |
| iv. | Texte de compréhension tiré du livre prescrit | - | 5 points |

Level – I - Programme

Programme	: <i>UG</i>
Programme Title	: <i>B.A , B.Sc</i>
Branch (Code & Name)	: <i>Foundation French</i>
Faculty	: <i>Arts</i>
Pattern	: <i>CBCS</i>
Duration	: <i>3 years (2 years of Foundation French)</i>
Semester	: <i>6 (4 semesters)</i>
Total Credits	: <i>Required to obtain degree</i>
Eligibility Criteria	: <i>10 + 2; Students should have completed Foundation French in Semesters 1 and 2</i>
Course Prospects	: <i>The course is so designed that all students will be able to build on the basic skills in the French language that they have acquired after two semesters of study. Students who are motivated can now consider doing extra courses and getting their language levels certified.</i>
Fee Structure	: -----

Level – II – Individual Course

I - Course – Basic Details

Course Code & Title	: <i>Paper III: Language and Culture - I</i>
Semester	: <i>III</i>
Course Type	: <i>Foundation Course</i>
Credits	: <i>3 credits per semester (12 credits over 2 years/ 4 semesters)</i>
Credit equivalence	: -----
Pre-requisites	: <i>Students should have completed Foundation French in Semesters 1 and 2</i>

II - Course Description

This course is designed to improve students' reading comprehension and written expression in French, through the use of short stories. Students are introduced to literary writing styles and are exposed to French writing from various cultures.

Course Objective(s) : *By the end of this course, students will be able to*

- Read and understand long texts with cultural references
- Write long texts like essays and letters

Course Content : The following passages from «*De Bouche à Oreille : Contes favoris* » and the corresponding pages from the «*De Bouche à Oreille : Contes favoris –Fiches d’activités*»

- | | | |
|-------------------------|---|---------------------------------------|
| 1. Marie Annick Montout | - | <i>Peau d’Ane</i> |
| 2. Achmy Halley | - | <i>Djeha et l’homme changé en âne</i> |
| 3. Edith Furtado | - | <i>Le violoniste</i> |
| 4. Philippe Barbeau | - | <i>La Loire et ses rives</i> |
| 5. Eric Auzoux | - | <i>Hans et la digue</i> |
| 6. C Radhika | - | <i>Grand poussin</i> |

Detailed Course Content:

<i>Peau d’ane</i> <i>hours)</i>	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>Djeha et l’homme changé en âne</i> <i>hours)</i>	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>Le violoniste</i> <i>hours)</i>	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>La Loire et ses rives</i> <i>hours)</i>	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>Hans et la digue</i> <i>hours)</i>	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>Grand poussin</i> <i>(10 hours)</i>	
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour

Course Outcome : The students should be capable of conversing with reasonable ease with a native speaker on basic aspects of everyday life.

III – Pedagogy

Assignments – Develop their own short story based on the texts read in class.

Library work –Français Facile series (400 words) can be read.

Laboratory – One hour a week may be allotted to listening comprehension activities if there is access to a language laboratory.

Group activities – Role play and educational games can be conducted to improve interaction in French.

IV – Policies

Attendance : 75% of total hours

Evaluation Scheme : Continuous Assessment – two sessional tests and one final exam.

A minimum of 40% overall is required to pass the course.

Course Schedules : Semesters as prescribed by the respective college

V- Suggested Reading

Books

- ❖ BAGLIETO, David, GIRARDEAU, Bruno, MISTICHELLI, Marion – *Agenda 2*, Hachette, Paris, 2011
- ❖ POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, *Amical -2*, CLE International, Paris, 2011
- ❖ GIRARDET, Jacky, PECHEUR, Jacques – *Écho A2*, CLE International, Paris, 2010
- ❖ MERIEUX , Régine; LOISEAU, Yves, *Connexions-2*, Didier, Paris , 2004
- ❖ MENAND, Robert *Taxi-2*, Hachette, Paris, 2003

Websites

- ✓ <http://bouche-a-oreille.pagesperso-orange.fr>
- ✓ <http://www.bonjourdefrance.com/>

QUESTION PAPER PATTERN Semester III – Part-I - FRENCH

PAPER III: Language and Culture I

All exercises and question to be based on selected extracts from the prescribed books

Section - A (30 marks)

- I. 6 Vocabulary and Grammar exercises (5 marks) with 5 questions each from the *Livret de fiches d'activités* - objective type questions
(6 x 5 = 30 marks)

Section - B (30 marks)

- II. 10 questions from the Comprehension section from the prescribed extract in the *Livret de fiches d'activités*: - maximum of 2 sentences **Choice of 10/15**
(10 x 2 = 20 marks)

- III. Question & Answers based on the civilisation explained at the end of each extract prescribed in the *Livret de fiches d'activités*: - maximum of 2 sentences
Choice of 10/15
(10 x 1 = 10 marks)

Section C: (15 marks)

- IV. Writing a “carte postale” based on a simple situation: (favourite film, book, monument, conte, etc.)
(1 x 5 = 5 marks)
- V. Comprehension based on unseen passage of around ten lines taken from *De Bouche à Oreille: Contes favoris*
(5 x 1 = 5 marks)
- VI. Put the sentences in the right order to make a meaningful text (10 sentences) Text prescribed)
(1 x 5 = 5 marks)

Level – I - Programme

Programme	: <i>UG</i>
Programme Title	: <i>B.A., B.Sc., B.Com.</i>
Branch (Code & Name)	: <i>Foundation French</i>
Faculty	: <i>Arts</i>
Pattern	: <i>CBCS</i>
Duration	: <i>3 years (2 years of Foundation French)</i>
Semester	: <i>6 (4 semesters)</i>
Total Credits	: <i>Required to obtain degree</i>
Eligibility Criteria	: <i>10 + 2; Students should have completed Foundation French in Semesters 1, 2 and 3</i>
Course Prospects	: <i>This course intends to take the students to a level where they have sufficient confidence to initiate a conversation or do independent reading of simple texts in the French language.</i>
Fee Structure	: -----

Level – II – Individual Course

I - Course – Basic Details

Course Code & Title: *Paper IV: Language and Culture - II*

Semester : *IV*

Course Type	: <i>Foundation Course</i>
Credits	: <i>3 credits per semester (12 credits over 2 years/ 4 semesters)</i>
Credit equivalence	: -----
Pre-requisites	: <i>Students should have completed Prescribed Text and Grammar papers 1 and 2 and Language and Culture Paper 1</i>

II - Course Description

Reading comprehension and written expression in French are extended further through the use of more short stories. Students are introduced to literary writing styles and are exposed to French writing from various cultures and can draw comparisons with legends and stories from their own culture.

Course Objective(s) : *By the end of this course, students will be able to*

- *Compose simple texts drawn from their imagination*
- *Compare and draw parallels*

Course Content :

The following passages from «*De Bouche à Oreille : Contes favoris* » and the corresponding pages from the «*De Bouche à Oreille :Contes favoris –Fiches d’activités*»

- | | | |
|-------------------------|---|--|
| 1. Philip Whyte | - | <i>Le chasseur de phoque et l’homme sirène</i> |
| 2. Christine Raguét | - | <i>Le pave sonnante</i> |
| 3. Renaud Fabri | - | <i>La Dent au chat</i> |
| 4. Chitra Krishnan | - | <i>Ganesa, le scribe</i> |
| 5. Raymond Richelot | - | <i>La Légende de Chirapa</i> |
| 6. Kausalya Jagan Mohan | - | <i>Les questions d’enfance</i> |

Detailed Course Content:

<i>Le chasseur de phoque et l’homme sirène</i>	(10
hours)	
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
 <i>Le pave sonnante</i>	 (10
hours)	
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
 <i>La Dent au chat</i>	 (10
hours)	
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours

Aller plus loin	- 1 hour
<i>Ganesa, le scribe</i> hours)	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>La Légende de Chirapa</i> hours)	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour
<i>Les questions d'enfance</i> hours)	(10
Presentation and study of the text	-3 hours
Oral and Written comprehension	- 2 hours
Grammar and Activities from workbook	- 4 hours
Aller plus loin	- 1 hour

Course Outcome : Students should be capable of communicating confidently with a native speaker in day to day situations. Motivated students can attempt intermediate level language proficiency tests.

III – Pedagogy

Assignments – Develop their own short story based on the texts read in class.

Library work –Français Facile series (400 words) can be read.

Laboratory – One hour a week may be allotted to listening comprehension activities if there is access to a language laboratory.

Group activities – Role play and educational games can be conducted to improve interaction in French.

IV – Policies

Attendance : 75% of the total hours

Evaluation Scheme : Continuous Assessment – two sessional tests and one final exam.

A minimum of 50% overall is required to pass the course.

Course Schedules : Semesters as prescribed by the respective college

V- Suggested Readings

Books

- ❖ BAGLIETO, David, GIRARDEAU, Bruno, MISTICHELLI, Marion – *Agenda 2*, Hachette, Paris, 2011
- ❖ GIRARDET, Jacky, PECHEUR, Jacques – *Écho A2*, CLE International, Paris, 2010

- ❖ DENYER, Monique, GARMENDIA, Augustin, LIONS-OLIVIERI, Marie-Laure – *Version Originale 2*, Editions Maison des Langues, 2009
- ❖ MIQUEL, Claire, *Vite et Bien-2*, CLE International, Paris, 2009

Websites

- ✓ <http://bouche-a-oreille.pagesperso-orange.fr>
- ✓ <http://www.bonjourdefrance.com/>

QUESTION PAPER PATTERN
Semester III – Part-I - FRENCH
PAPER IV: Language and Culture II

All exercises and question to be based on selected extracts from the prescribed books

Section - A (30 marks)

- I. 6 Vocabulary and Grammar exercises (5 marks) with 5 questions each from the *Livret de fiches d'activités* - objective type questions
 (6 x 5 = 30 marks)

Section - B (30 marks)

- II. 10 questions from the Comprehension section from the prescribed extract in the *Livret de fiches d'activités*: - maximum of 2 sentences **Choice of 10/15**
 (10 x 2 = 20 marks)

- III. Question & Answers based on the civilisation explained at the end of each extract prescribed in the *Livret de fiches d'activités*: - maximum of 2 sentences
Choice of 10/15

(10 x 1 = 10 marks)

Section C: (15 marks)

- IV. Writing a “carte postale” based on a simple situation: (favourite film, book, monument, conte, etc.)
 (1 x 5 = 5 marks)

- V. Comprehension based on unseen passage of around ten lines taken from *De Bouche à Oreille: Contes favoris*
 (5 x 1 = 5 marks)

- VI. Put the sentences in the right order to make a meaningful text (Text prescribed)(10 sentences)

(1 x 5
= 5 marks)

AC.S'15

ALLIED SUBJECT: MANAGERIAL ECONOMICS

Unit – I

Nature and scope of managerial economics – definition of economics – important concepts of economics- relationship between micro /macro and managerial economics – nature and scope – objectives of firm.

Unit – II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis meaning of demand-law of demand-types of demand-Determination of demand-Elasticity of demand- Demand Forecasting.

Unit III

Production and cost analysis – production- factors of production – production function – concept – law of variable proportion – law of return to scale and economics of scale – cost analysis – different cost concept – cost output relationship – short run and long run – revenue curves of firm- supply analysis.

Unit IV

Pricing Methods and strategies – objectives – Factors – General consideration of pricing – Methods of Pricing – Dual pricing – Price Discrimination.

Unit V

Market Classification- Perfect Competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

REFERENCE BOOKS:

1. Varshney and Maheswari - Managerial Economics
2. P.L. Metha - Managerial Economics
3. D.N. Dwivedi - Managerial Economics
4. R.Cauvery and others - Managerial Economics

Core Paper:I - PRINCIPLES OF MANAGEMENT

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.

UNIT III

Organisation: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation – Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility

UNIT IV

– Recruitment – Sources, Selection, Training – Direction – Nature and Purpose- Co-ordination need, Types and techniques and requisites for excellent co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

Definition of Business Ethics- types of ethical issues – role and importance of business ethics and values in business - ethics internal – ethics external –environment protection – responsibilities of business.

Recommended Texts

1. C.B.Gupta, Management Theory & Practice -Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective.
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

NON MAJOR ELECTIVE – Any one of the following(Semester wise)

B.Com. (General) , B.Com (Accounting Finance), B.Com (Banking Management), B.Com (Marketing Management), BBA, & B.Sc. ISM

I SEMESTER

1. BASICS OF COMPUTER Syllabus

INTRODUCTION - UNIT – I

1. Introduction to computers

2. Input Devices
3. Output Devices
4. Operating System

MS WORD – UNIT - II

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

MS-EXCEL - UNIT – III

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

MS-POWER POINT – UNIT – IV

21. Inserting Clip arts and Pictures
22. Frame movements of the above
23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

INTERNET – UNIT – V

27. Introduction to Internet
28. WWW
29. E-Mail

REFERENCE BOOKS :

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

FINANCIAL ACCOUNTING (Core Subject)

Theory 15: Problems 60

UNIT I

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

UNIT II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts – Final Accounts of Partnership firms- basic concepts of admission, retirement and death of a partner including treatment of goodwill – rearrangement of capitals (single problems of partnership accounts)

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

1. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia - Can -004603454.
2. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
3. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

Semester II

Core Paper II BUSINESS COMMUNICATION

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd - London.
6. Mary Ellen Guffey, Business Communication – Process and Product International Thomson Publishing - Ohio.

Allied I Paper I (Any one of the subject)

Recommended Texts

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi – 02.

3. Francis Cherunilam, Business Environment - Himalaya Publishing House - Mumbai – 04.
4. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia -Can -004603454.
5. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

1. P.R Vittal, Business Mathematics & Statistics
2. S.C.Gupta and V.K.Kapoor.

MANAGEMENT ACCOUNTING (Core Subject)
Theory : 15 Problems : 60

Core Paper – IV :MANAGEMENT ACCOUNTING

UNIT I Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – AneBooks India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

INTERNATIONAL TRADE (Allied Subject)

UNIT I

Difference between Internal and International trade – Importance of International Trade in the Global Context

UNIT II

Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

UNIT IV

International Monetary system:- IMF – International Liquidity – IBRD

UNIT V

WTO and its implications with special reference to India

Recommended Texts

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.
4. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.
5. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi – 14.

NME – MAJOR - ELECTIVE BASICS OF BUSINESS INSURANCE

UNIT 1

Introduction to insurance –types of insurance –principles of insurance.

UNIT 2

Salient feature of IRDA act-administration of IRDA act-regulatory measures of IROA

UNIT 3

Life insurance products –term whole life ,endowment

UNIT 4

Introduction to general insurance –fire,marine and motor insurance

UNIT 5

Government and insurance companies LIC india –private players in insurance in india

III SEM

COMPUTER APPLICATIONS IN BUSINESS (Allied Subject)

UNIT I

Word Processing: - Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check. Thesaurus. etc., in word processors (MS Word), Electronic Spreadsheet, Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic / sensitive worksheet; Concept of absolute and relative cell -reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications; Strategies of creating error- free worksheet (MS Excel)

UNIT II

Programming under a DBMS environment; The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records. Designing queries, and reports; Linking of data files; Understanding Programming environment in DBMS; Developing menu drive applications in query language (MS – Access).

UNIT III

Electronic Data Interchange (EDI) :- Introduction to EDI – Basics of EDI; EDI standards; Financial EDI (FEDI) (FEDI for international trade transaction; Application of EDI, Advantages of EDI; Future of EDI.

UNIT IV

The internet and its basic concepts: - Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Generic Top-Level Domain (g TLD); Country code Top Level Domain (cc TLD) – India;- Allocation of second level domains;- IP addresses, Internet Protocol;- Applications of internet in business, Education, Governance, etc.

UNIT V

Information System Audit:- Basic idea of information audit; - Difference with the traditional concepts of audit:-Conduct and applications of IS audit in internet environment.

Recommended Texts

1. R.K.Taxali, PC Software for Windows Made Simple - Tata McGraw Hill publications - India.
2. Ananthi Sheshasaayee, G.Sheshasaayee - Computer Application in Business - Margham Publications - Chennai.
3. Herbert Schildt, Windows 2000 Programming from the Ground Up - Tata McGraw Edition 2000.
4. Comdex Computer Course Kit, Training Kit for Windows 98/me, Word, Excel, Access 2000 and Internet dream tech press
5. Kalakota & Whinston, Frontier of Electronic Commerce - Addison Wesley Longman Inc.
6. Napier, Judd, River Wagner, Creating a Winning E-Business - Vikar Publishing House

Allied Paper - III : BUSINESS MATHEMATICS & STATISTICS

UNIT – I Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT – II Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl pearson’s correlation – Rank correlations – regressions.

UNIT – III Analysis of Time series – methods of measuring trend and seasonal variations.

UNIT – IV Index number s- consumer’s price index and cost of living indices – statistical quality control.

UNIT – V Sampling procedures – simple, stratified and systematic. Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

Reference Books:

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta & V.K.Kapoor.

CORE SUBJECT VIII: MARKETING MANAGEMENT

UNIT I Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT IV Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

UNIT V A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

CORE SUBJECT: ORGANISATIONAL BEHAVIOUR

UNIT I Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

UNIT II Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III Work environment -Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V Organizational culture and climate - Organizational Development

Recommended Books :

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd.
2. Gangadhar Rao, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition .

3. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi.
4. J.Jayasankar , Organisational Behaviour , Margham Publications , Chennai -3

CORE SUBJECT: FINANCIAL MANAGEMENT

UNIT I Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis)

UNIT V Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

- Reference Books :
1. Financial Management - I.M. Pandey
 2. Financial Management – Prasanna Chandra
 3. Financial Management – S.N. Maheswari
 4. Financial Management – Y. Khan and Jain

PERSONALITY ENRICHMENT – LEVEL II

UNIT I: STRESS MANAGEMENT

The Nature of stress – A wellness lifestyle – Distress symptoms: emotional distress, cognitive distress, behavioral distress, physical distress symptoms – managing stress : exercise, nutrition, sleep, healthy pleasures – self talk and stress – Relaxation Methods: breathing techniques. Meditation techniques, visualization techniques – self hypnosis – muscle relaxation techniques – using social support.

Exercise:

1. Distressors and Distress Symptoms.
2. Identifying Personal uses for self talk management.

3.Social support networks from which you draw and networks through which you give social support.

UNIT II: MAINTAINING TRUST

Developing and maintaining trust – being trusting and trustworthy – building interpersonal trust – reestablishing trust after it has been broken – trusting appropriately – trust and friendship.

Exercise:

- 1.Practicing Trust Building Skills
- 2.Developing Trust

UNIT 3: RESOLVING INTERPERSONAL CONFLICTS

Understanding conflicts of Interests – conflict strategies – negotiating to win – negotiating to solve the problems – steps for effective problem solving negotiating – refusal skills.

Exercise:

- 1.Non verbal conflict
- 2.confronting the opposition
- 3.Using the conflict strategies – role playing.

UNIT 4: APPLYING EMOTIONAL INTELLIGENCE

Emotional Intelligence and emotional competence – components of emotional intelligence – behavioral skills of emotional intelligence.

Exercise:

- 1.Role model using a modeling/group exercise

UNIT 5:ENHANCING SELF ESTEEM

Self theory and the Johari window – Characteristics of fully functioning individuals manifestations of low and high self esteem – techniques for enhancing self esteem – nurturance techniques –

Exercise:

- 1.Weakness-strength
- 2.managing your pig identify areas if self criticism and dealing with negative messages.
- 3.Nurturing relationships.

IV SEM

CORE SUBJECT: XIX- HUMAN RESOURCE MANAGEMENT

UNIT I Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers’ participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS :

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

CORE SUBJECT: X - BUSINESS REGULATORY FRAME WORK

UNIT I Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II Brief outline of Indian Companies Act 1956.

UNIT III Brief outline of FEMA - Consumer Protection Act

UNIT IV The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V Brief outline of Cyber Laws

Recommended Text books:

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws ,Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA , Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication.

ALLIED: IV - OPERATIONS RESEARCH

UNIT – I Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP- Formulation graphical method – Simplex method- Big M Method application in Business – merits and Demerits.

UNIT – II Transportation model – basic feasible solution – formulation, solving a TP. Assignment models – formulation – solution.

UNIT – III Network analysis – work break down analysis – construction – numbering of event. Time Calculation – critical path, slack, float – application.

UNIT – IV Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V Decision theory – statement of Baye’s theorem application. Probability – decision trees. Game theory meaning and characteristics – saddle point – Dominance property.

RECOMMENDED TEXTS / REFERANCE BOOKS:

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi.
3. V.K.Kapoor, Introduction to operational Research – Sultan chand & sons – New Delhi.
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi.

Core Paper – XI : FINANCIAL SERVICES

UNIT I Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV Venture Capital – Credit Rating – Consumer Finance

UNIT V Mutual Funds : Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS:

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu

UOM S 007 COMPUTING SKILLS

Objective: The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel, MS Access, Power point etc., at two levels based on their knowledge and exposure. It provides essential skills for the user to get adapted to any work environment, as most of the systems in any6 work place have MS Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching.

Pre-requisite: NIL.

Unit I: *Introduction to Computers* – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.

Unit II: *Word Processing* – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options.

Unit III: *File Management* – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing.

Unit IV: *Spreadsheets* – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing.

Unit V: *Networks* – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages.

Note: *Unit II to Unit V needs exposure thru practicals.*

References:

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill.
2. Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.

Examination:

1. Internal assessment could be based on Theory and/or practicals.
2. End semester is based on practicals.

V SEM

Core Paper – XIV : RESEARCH METHODOLOGY

UNIT-I Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

UNIT -II Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

UNIT –III Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

UNIT –IV Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

UNIT –V Presenting results and writing the report: - The written research Report.

REFERENCE:

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari .

Core Paper – XV : OPERATIONS MANAGEMENT

UNIT – I Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

UNIT – IV Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of

Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT – V Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

Reference Books:

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd

CORE PAPER–X III : ADVERTISING MANAGEMENT AND SALES PROMOTION

UNIT I Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

UNIT II Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

UNIT III Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

UNIT IV Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

UNIT V Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Reference Books:

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson, 2007.

(1) ENTERPRENEURIAL DEVELOPMENT

UNIT I Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of entrepreneurs.

UNIT II Entrepreneurial Development – Agencies

Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT III Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal.

UNIT IV

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

UNIT V Economic development and entrepreneurial growth

Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

REFERENCE BOOKS:

- 1.Srinivasan N.P. – Entrepreneurial Development.
- 2.Saravanavel – Entrepreneurial Development.
- 3.Vasant Desai – Project management
- 4.Jayashree Suresh – Entrepreneurial development.
- 5.Holt – Entrepreneurship – New Venture Creation.
- 6.J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
- 7.P.C. Jain – Handbook for New Entrepreneurs.
- 8.Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

CORE SUBJECT: XVI – MATERIAL MANAGEMENT

UNIT I

Material management – Definition and function – Importance of materials management.

UNIT II

Integrated materials management – The concept – Service function advantages – inventory control – Function of inventory – Importance – Replenishment stock – Material demand forecasting – MRP – Basis stocks – Inventory control – ABC – VED – FSN analysis – Inventory control of spares and slow moving items – EGO – ESQ – Stores planning.

UNIT III

Purchase management – Purchasing – Procedure – Dynamic Purchasing – Principles – import substitution – International purchase – Import purchase procedure.

UNIT IV

Stock keeping and materials handling – Objectives – Functions store keeping – Stores responsibilities – Location of store house – centralized store room – Equipment – security measures – Protection and prevention of stores.

UNIT V

Vendor rating – Vendor management – Purchase department – Responsibility – Buyer – seller relationship – Value analysis – ISO – Types.

Recommended Texts:

1. Sumathi & Saravanel, Production & Materials management, Margham Publications, Chennai.
2. M.M. Varma, 1999, Materials Management, 4th Edition, Sultan Chand & Sons, New Delhi.
3. Hill, Operations management, Palgrave Macmillan.

VI SEM

Core Elective – IV : SERVICES MARKETING

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service With Special Reference To: 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.

Recommended Texts 1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing , Second Edition. Palgrave Macmillan
3. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
5. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

VI SEMESTER

Core Paper – XIV: BUSINESS TAXATION

UNIT – I

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

UNIT – II

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT – III

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT - IV

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

REFERENCE BOOKS

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes – Datt
7. Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy .

Core Elective – II : E- BUSINESS

UNIT I

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

UNIT II

Web based tools for e - business - e - business software - overview of packages

UNIT III

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

UNIT V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

REFERENCE BOOKS:

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3. Kosivr, David - Understanding E-Commerce

Core Elective – BUSINESS ENVIRONMENT

UNIT1

The concept of Business environment – Its nature and significance – Brief Overview of litical –cultural –Legal – economic and social environments and there impact on siness and strategic decisions

UNIT 2

Political Environment- Government and business relationship in India.

Unit 3

Social environment – Cultural Heritage – Social Attitudes – Caste & Communities – Joint Family System – Linguistic & Religious Groups – Types of Social Organisation

Unit 4

Economic Environment – Economic Systems & their impact of Business – Fiscal Deficit – Plan Investment – Five Year Planning.

Unit 5

Financial Environment - Financial System – Commercial bank Financial institutions- RBI stock exchange – IDBI – Non Banking Financial Companies NBFCs

Recommended Texts

Dr.S.Sankran, Business Environment, Margham Publications.

Joshi Rosy Kappor Sangam, Business Environment, Kalyani Publishers, Ludhiana.

