MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12
SYLLABUS
UG - COURSES – AFFILIATED COLLEGES
Course Structure for BBA
(Choice Based Credit System)

(with effect from the academic year 2024-2025 onwards)

Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	F1TL41/ F1MY41/ F1HD41	3
II	ENGLISH	ENGLISH	F2EN41	3
III	CORE	BUSINESS ENVIRONMENT	FCBA41	5
III	CORE	HUMAN RESOURCE MANAGEMENT	FCBA42	5
III	ELECTIVE	OPERATIONS RESEARCH	FEBA41	3
IV	SEC 5	TALLY (PRACTICAL SUBJECT)	FSBAP4	1
IV		VALUE BASED EDUCATION	FVBE41	2
IV	NAAN MUTHALVAN	*SUBSTITUTE PAPER: INTELLECTUAL PROPERTY RIGHTS		2

Nesamony Memorial Christian College, Marthandam

Total Marks: 100   Internal Exam: 25 marks + External Exam: 75 marks

A. **Scheme for internal Assessment**:
   Maximum marks for written test: **20 marks**
   3 internal tests, each of **I hour** duration shall be conducted every semester.
   To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

   The break up for internal assessment shall be:
   Written test- 20 marks; Assignment -5 marks   Total - 25 marks

B. **Scheme of External Examination**
   3 hrs. examination at the end of the semester
   A – Part : 1 mark question two - from each unit
   B – Part : 5 marks question one - from each unit
   C – Part : 8 marks question one - from each unit

➢ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➢ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma\,(GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➢ **Classification**
   a) First Class with Distinction   : CGPA ≥ 7.5**
   b) First Class   : CGPA ≥ 6.0
   c) Second Class   : CGPA ≥ 5.0 and < 6.0
   d) Third Class   :   CGPA< 5.0

Part 1 TAMIL
பொதுத்தமிழ் 4 - தமிழும் அறிவியலும்

அலகு 1: தமிழரின் அறிவியல் சிந்தனைகள்

1. அறிவியலும் மனித வாழ்வும்
2. ஐந்திணைப் பகுப்பும் சூழலியலும்
3. தொழில்நுட்ப மேலாண்மை
4. நேர் நிலம் மேலாண்மை

அலகு 2: பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்

1. நிலவியல்
2. உலோகவியல்
3. வானவியல்
4. உயிரியல்
5. உளவியல்

அலகு 3: இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்

1. காப்பியங்களில் அறிவியல்
2. சிற்றிலக்கியங்களில் அறிவியல்
3. உரைநூல்களில் அறிவியல்

அலகு 4: இணையத் தமிழ்

1. இணையத் தமிழ் பயன்பாடு - அறிமுகம்
2. இணையத் தமிழ் கல்விக்கழகம்
3. இணைய நூலகம்
4. செயற்கை நுண்ணறிவியல்
5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்

அலகு 5: கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்

1. உறவு முறைக் கடிதப் பயிற்சி
2. அலுவலகக் கடிதப் பயிற்சி
3. விண்ணப்பப் படிவம் எழுதும் பயிற்சி
4. தன் விவரப் படிவம் எழுதும் பயிற்சி
5. கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி
6. பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி

Text Books;

1. அறிவியல் தமிழ் இன்றைய நிலை - இராதா செல்லப்பன், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை
2. மாணவ முஸ்தபா. தமிழில் அறிவியல் படைப்பிலக்கியம், மணவை பூப்பிளிகேஷன், சென்னை.
3. கலைச்சொல்லாக்கம் - மங்கை, ரங்கராசபுரம், சென்னை

Reference Books:

1. தமிழர் மேலாண்மை மரபுகள் - இல). செ. கந்தசாமி
2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பொ. மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ்

Websites:

1. https://www.chennailibrary.com/
2. முகப்பு - சிறுகதைகள்
3. www.tamilvirtualuniversity.org
4. Buy tamil books online 10% to 50% discount, Tamil Novels, Tamil Audio Books online – Buy tamil books online – Established 2010
5. www.katuraitamilblogspot.com

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Part I MALAYALAM
DESKTOP PUBLISHING AND PRINTING IN MALAYALAM

UNIT I

This unit introduces basics of the printing technology, History of Malayalam printing-publishing-Newspapers-Journals-Social commitment -Propagation of ideas- Social struggle against invasion product of industrialization-printing in new era- - Data entry, DTP, editing, layout and Book publishing, e-publishing -: Significance of ISBN and ISSN..

UNIT II e -Malayalam – Malayalam in cyber space Detailed Study :

1. Malayalam computing-charithravalokanam.Dr.Mahesh Mangalatt ,Cyber Malayalam Sunitha T.V.(Ed)
2. Vayana, Ezhuthu, prasadhanam digital yugathil Dr.B.Iqbal(Grandhalokam- June 2013)

UNIT III e-Vayana- Reading in digital era Detailed Study :

1. E.vayana innathe Vayana– E-malayalam.Sunitha T.V State Institute of Languages.Thiruvananthapuram
2. Malayalam wiki media samrambhangal.Shiju Alex Cyber Malayalam .Sunitha T.V (Ed).Current Books.
3. Web magazinukal-Ini Vayana E Vayana.V.K Adarsh D C Books

UNIT IV Modern Media

Tools in Cyber space-editing tools

Unicode- Fonts- Drawing Tools, Painting tools. M S Paint- File Types (jpg ,IMG, XMP, Gif, PNG)

Resolution-Layers-Palattes, Greyscale, image, image recognition, Colour space, image transformation- image preview.

Detailed Study:

Unicode – Ini vayana e vayana – V.K Adarsh - D C Books

UNIT V

Proof reading techniques and cataloguing, cover designing, blurb writing

Detailed study:

  Proof thiruthal.Vanijyaparamaya kathidapadukal.G.R.Pilla,

  State Institute of Languages.Thiruvananthapuram

Reading List (Print and Online)

1. https://www.amazon.com/Desktop-publishing-Bittukumar/dp/9350570130
2. Computer parichayavum prayogavum.Dr.Achythsankar S Nair State Institute of languages.Thiruvananthapuram
3. Malayalam computing parimithikalum sadhyathakalum (Combiled.) Dr.Smitha K Nair
4. Sankethika patham-kerala University Publications
5. Computer Gurukulam-DTP ,Kairali Publications Thiruvananthapuram
6. Pusthaka nirmaanam - The state Institute of languages, Thiruvananthapuram
7. Proof reading - The state Institute of languages
8. Printing A to Z - K.J. Sam kutti
9. Ini vayana e vayana- V.K. Adarsh, D.C. books.
10. 1Printing Technology and Compositing- The State institute of Language s . T Thiruvananthapuram
11. Navamadhyamangal Bhaasha sahityam samskaram- Jose K Manuel, N B S
12. Cyber aadhunikata @ Malayalam – Jose K Manuel ,Athma Books
13. Bookstalgia- P.K. Rajasekharan- Mathrubhumi books
14. Pusthakam Untakunnathu- V.K. Haridas, Poorna publications, Kozhikode
15. An Introduction to Book Publishing D,Raghavan
16. Copy Editing- Judith Butcher
17. E Malayalam –Sunitha T.V- The State Institute of Language s

PART I HINDI
Hindi Bhasha aur Computer

Course Objectives

The Main Objectives of this course are to:

- Knowing about computer in Hindi
- Understanding Technical Hindi
- E-Learning and its aspects
- Hindi application with the Technical tools

Unit I

Computer aur Hindi

- Computer ka Parchay aur Vikas
- Computer mein Hindi ke Vividh Prayog

Unit II

Proudyogiki aur Hindi

- Unicode
- Dewanagari Lipi
- Hindi ki Vibhinna Website – Ek Parichay

Unit III

Computer ke madhyam se Hindi shikshan

- Vibhinna Shikshan Takkini ki
- Sarkari aur gair sarkari sansthao mein prayukt Hindi Bhasha

Unit IV

Vividh Paksh

- Internet par Hindi Bhasha
- Hindi SMS
- Hindi Tankan
- Hindi ke Vibhinna Prayukthi

Unit V

Pratiyogi priksha par aadharit Computer sambandhit prashikshan Karya

- Hindi mein Powerpoint banana
- Hindi mein Google Document thaiyar karna
- Hindi mein Google form taiyar karna
- Vibhinna pratiyogi parikshao ke bare mein suchna pradan karna

Reference Books

1. Social Networking: Naye Samay ka Samvad – Ed. Sanjay Dwivedi
2. Jansanchar aur Maas Culture – Jagdeeshwar
3. Media: Bhumandalikaran aur Samaj – Ed. Sanjay Dwivedi
4. Naye Jamane ki Patrakarita – Sourabh Shukla
5. Patrakarita se Media tak – Manoj Kumar

Related Online Contents (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)

1. https://techshindi.com/%E0%A4%AB%E0%A4%BC%E0%A5%89%E0%A4%A8%E0%A5%8D%E0%A4%9F%E0%A4%95%E0%A5%8D%E0%A4%AF%E0%A4%BE-%E0%A4%B9%E0%A5%88%E0%A4%82-%E0%A4%94%E0%A4%B0-%E0%A4%AF%E0%A5%87-%E0%A4%95%E0%A4%BF%E0%A4%A4%E0%A4%A8/
2. https://www.techyukti.com/2020/12/computer-font-kya-hai.html
3. https://chti.rajbhasha.gov.in/pdf/Chap4HindiShabadSansadhan2ndEditionPart2.pdf

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Part II ENGLISH

UNIT I GOAL SETTING (UNICEF)

Life Story

    1.1 From Chinese Cinderella – Adeline Yen Mah

    1.2 Why I Write - George Orwell

Short Essay

    1.3 On Personal Mastery – Robin Sharma

    1.4 On the Love of Life – William Hazlitt

UNIT II INTEGRITY

Short Story

    2.1 The Taxi Driver – K.S. Duggal

    2.2 Kabuliwala - Rabindranath Tagore

    2.3 A Retrieved Reformation – O Henry

Extract from a play

    2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)

UNIT III COPING WITH EMOTIONS

Poem

    3.1 Pride – Dahlia Ravikovitch

    3.2 Phenomenal Woman – Maya Angelou

Reader's Theatre

    3.3 The Giant's Wife A Tall Tale of Ireland –William Carleton

    3.4 The Princess and the God : A Tale of Ancient India

UNIT IV Language Competency Sentences

    4.1 Simple Sentences

    4.2 Compound Sentences

    4.3 Complex Sentences

Direct and Indirect Speech

UNIT V Report Writing

    5.1 Narrative Report

    5.2 Newspaper Report

Drafting Speeches

    5.3 Welcome Address

    5.4 Vote of Thanks

Text Books (Latest Editions)

1. Oxford Practice Grammar , John Eastwood, Oxford University Press
2. Cambridge Grammar of English , Ronald Carter and Michael McCarthy
3. George Orwell Essays, Penguin Classics

Web Resources

1. http:/www.gradesaver.com/George-orwell-essays/study/summary
2. O' Henry. A Retrieved Reformation.
   https://americanenglish.state.gov/files/ae/resource_files/a-retrieved-reformation.pdf
3. Maya Angelou. Phenomenal Woman.
   https://www.poetryfoundation.org/poems/48985/phenomenal-woman
4. The Quality of Mercy, https://poemana1ysis.com
5. https://www'.oxfordscho1ar1yeditions.coin/disp1ay/10.1093/actrade/9780199235742.book.1/actrade-9780199235742-div1-106-William Hazilitt

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BUSINESS ENVIRONMENT

Course Objectives
- To impart knowledge on the concept of business environment & its significance
- To know the political environmental factors and its impact on business.
- To know the Economic environmental factors and its impact on business
- To throw light on importance of the types of Social Organization.
- To create awareness of industrial-technological advancements.

UNIT I

The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions

UNIT II

Political Environment: Functions of state, economic roles of government, government and legal environment.

UNIT III

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions

UNIT IV

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups

UNIT V

Technology environment – Industry 4.0-Meaning- Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Reading List
1. Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition
2. Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition
3. K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

References Books
1. Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
2. Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
3. Business Environment,Fourth Edition,By Pearson
4. Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

Web Resources
1. https://www.toppr.com/guides/commercial-knowledge/businessenvironment/macro-political-legal-social-environment/
2. https://www.healthknowledge.org.uk/public-healthtextbook/organisationmanagement/5b-understanding-ofs/assessing-impact-external-influences
3. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House,11th Revised Edition,India.
4. https://pestleanalysis.com/political-factors-affecting-business/
5. https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf

HUMAN RESOURCE MANAGEMENT

Learning Objectives
- Explain the concepts, functions and process of HRM
- Examine the selection and placement process
- Evaluate the training and performance
- Understand the importance of employee engagement and compensation
- Understand the recent trends in HR

UNIT I

Introduction - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM

UNIT II

Human Resource Planning- Job Evaluation methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement

UNIT III

Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.

UNIT IV

Employee Engagement- Meaning- Importanceevaluation- measuring employee employee engagement- Employee Compensationcomponents- incentives- benefits- welfare and social security measures

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Recent trends in HRM: Green HRM &Virtual HRM Practices,

Reading List

1. Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3. Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018
4. Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5. Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013

References Books

1. VSP Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition , 2010
2. K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4. LM Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

Web Resources

1. https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2. http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3. https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4. https://www.studocu.com/row/document/jagannathuniversity/businesscommunication/hrm-notes-bba/4305835
5. http://14.139.185.6/website/SDE/SLMIII%20Sem%20BBA%20Human%20Resource%20Management.pdf

OPERATION RESEARCH

Learning Objectives

- Introduction to Operations Research definition and concept Essential features of LPP.
- Formulation of Transportation problem and finding an initial basic feasible solution.
- Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
- Analyse Network models and constructing network- critical path, various floats.
- Analyse Game Theory and Decision Theory

UNIT I

Introduction - Overview of Operation Research - Nature - Scope and Characteristics of OR - Features of OR - Stages in OR - Limitations of Operational Research

UNIT II

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT III

Vogel's approximation method to find the optimal solution.

UNIT IV

Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

UNIT V

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.

Reading List

1. Operational Research | Research.com
2. Operations Research | PubsOnLine (informs.org)
3. Prabandhan : Journal of Management
4. International Journal of Operations research
5. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

References 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 – NewDelhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- NewDelhi
5. P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Web Resources

1. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindor. com/wp-content/uploads/2021/04/Operations-Research.pdf
2. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/ dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf
3. https://www.onlinemathlearning.com › linear-programming-example
4. https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees
5. www.pondiuni.edu.in › sites › default › files

TALLY

Learning Objectives

- To impart knowledge about basic use of Tally and its functions
- To understand the creation of groups and Ledgers
- To provide understanding about Data Management in Tally
- To understand the process of GST, EPF etc.
- To familiarize students about significance of Tally in implications in the Organizations

UNIT I

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

UNIT II

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

UNIT III

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers,

Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.

UNIT IV
Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.

UNIT V
Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9

Reading List
1. Journal of Emerging Technologies and Innovative Research
2. Global Journal for Research Analysis
3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5. Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications

References Books
1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

Web Resources
1. https://tallysolutions.com/learning-hub/
2. https://www.tutorialkart.com/tally/tally-tutorial/
3. https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4. https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/
5. https://www.javatpoint.com/tally

VALUE BASED EDUCATION

Unit-I Introduction to Value based Education

a. Value: meaning and Classification

b. Value based Education: Meaning, Characteristics, Components and Contents

c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values

Unit-II Harmony in Being and Living

a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body.

b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.

Unit III: Social Issues, Social Justice and Human Rights

Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment

Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers.

Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women

Unit IV: Values and Mass Media

Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – **Media Power** – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media- prospects and challenges – Role of media in value building

Unit V: Ethics

Ethics: Meaning and importance

Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian

Professional Ethics: Dedication to work and duty – Commitment to the Profession

References:

1. Allport, G.W., Vermon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin.
2. Central Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education.
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4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press.
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Web Resources

https://testbook.com/ugc-net-paper-1/value-education

INTELLECTUAL PROPERTY RIGHTS

Learning Objectives
- To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents in India and abroad and registration aspects
- To evaluate the copyright law
- To disseminate knowledge on copy rights and its related rights and registration aspects
- To understand about Geographical Indicators

UNIT I
IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing

UNIT II
Introduction–Classification–Importance–Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.

UNIT III
Introduction–Fundamentals –Concept–Purpose– Functions–Characteristics– Guidelines – For Registration of Trade Mark – Kinds of TM – Protection – Non-Register Trademarks

UNIT IV

Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement

UNIT V

Geographical Indications: Concept, Protection & Significance

Reading List
1. Journal of Intellectual Property Rights
2. Intellectual Property Rights Text and Cases: DR.R. Radhakrishnan, DR.S. Balasubramanian
3. Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim
4. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
5. Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

References Books
1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3. Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4. Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain

Web Resources
1. https://nptel.ac.in/courses/110/105/110105139/
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. https://ipindia.gov.in/
4. https://www.tutorialspoint.com/explain-the-intellectual-property-rights
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf