



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. B. A.

(Choice Based Credit System)

(with effect from the academic year 2023-2024 onwards)



Semester-I				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE I	TAMIL/ OTHER LANGUAGE		3
II	LANGUAGE II	ENGLISH		3
III	CORE I	PRINCIPLES OF MANAGEMENT		5
III	CORE II	ACCOUNTING FOR MANAGEMENT I		5
III	ELECTIVE PAPER- I	MANAGERIAL ECONOMICS		3
IV	SEC	BASICS OF EVENT MANAGEMENT		2
IV	FC	MANAGERIAL COMMUNICATION		2



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 **1 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)**

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

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

➤ **Classification**

- First Class with Distinction : CGPA $\geq 7.5^*$
- First Class : CGPA ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



பொதுத்தமிழ் – 1

தமிழியல் கல்வி ஆதார வளங்கள்

Learning Objectives

- தமிழ் பயிலும் மாணவர்கள் தமிழியல் தொடர்பாக உள்ள ஆதார வளங்களை அறிதல்
- தமிழ்மொழியைச் சரியாக உச்சரிக்கவும், பிழைகளின்றி எழுதவும் கற்றுக்கொள்ளுதல்
- பயன்பாடு தமிழ் இலக்கணத்தை மொழியியல் ஆங்கில இலக்கண ஒப்பீட்டுடன் கற்றுக்கொண்டு சமகாலப் பொறுத்தப்பட்டோடு திருமுறைப் பயன்படுத்துதல்
- தமிழியல் வள ஆதாரங்கள் கிடைக்கும் இடம், அவற்றைப் பயன்கொள்ளும் முறை முதலியவற்றை மாணவர்கள் அறிந்து பயன்பெற அவர்களை ஆற்றுப்படுத்துதல்
- தொழில்நுட்ப அறிவைப் பெறுவதோடு ஆதார வளங்களை மாணவர்களே உருவாக்கும் முனைப்பைப் பொறுத்தல்

Unit I தமிழைப் பிழையின்றி பேசுதலும் எழுதுதலும்

பேசுதல் திறன்: உரிய ஒலிப்புடன், உரிய உணர்ச்சி வெளிப்பட, பொருளுணர்வுக்கு ஏற்றாற்போல் குரல், ஏற்ற இறக்கத்துடன் தங்கு தடையின்றி, இயல்பாகப் பேசுதல், தமக்கான நடையை உருவாக்கிக் கொள்ளுதல்

1. குறிப்பிட்ட தலைப்பில் பேசுதல்
2. உரையாடுதல்
3. உரையாற்றுதல்
4. கலந்துரையாடுதல்
5. கருத்தாடல்
6. அறிக்கை வாசித்தல்
7. தொகுத்துரைத்தல்
8. செய்யுள், உரை நயங்களை எடுத்துக்கூறும் திறன்
9. வேண்டுகோள் விடுக்கும் முறை
10. நிகழ்வுகளை ஒருங்கிணைத்தல்
11. அறிக்கை வாசித்தல்
12. நிகழ்ச்சி வருணை கூறுதல்
13. நேர்காணல் நடத்துதல்
14. செய்திகள், கருத்துகள், நூல்கள் ஆகியவற்றைத் திறனாய்வு செய்து பேசுதல்

எழுதல் திறன்: பொதுத் தமிழில், எழுத்து வழக்குச் சொற்களைப் பயன்படுத்தி, பிழைகளின்றி (சந்திப் பிழை, மயகொலிப் பிழை, குறில்-நெடில் பிழை, தொடர்ப் பிழை) உரிய நிறுத்தக் குறிகளுடன் தெளிவாகப் பொருள் விளங்கத் தமக்கான நடையில் குறிப்பிட்ட தலைப்பில் எழுதுதல்

1. உரையாடல்
2. உரையாற்றுதல்
3. கலந்துரையாடல்



4. விவாதித்தால்
5. அறிக்கை தயாரித்தல்
6. கட்டுரை எழுதுதல்
7. செய்யுள் உரைநயங்களை எழுதுதல்
8. எழுத்துமொழியில் தெளிவாக விண்ணப்பித்தால் (விண்ணப்பம் நிரப்புதல்/எழுதுதல்)
9. நிகழ்ச்சி நிரல் தயாரித்தல்
10. அறிக்கை எழுதுதல்
11. நிகழ்வரிகை தயாரித்தல்
12. முடிக்கத் தொடர்கள் எழுதுதல்
13. செய்திகள், கருத்துகள் நூல்கள் ஆகியவற்றை திறனாய்வு செய்து எழுதுதல்

Unit II: பயன்பாட்டுத் தமிழ் இலக்கணமும் மொழிப பயிற்சியும்

மாற்றுப்பெயர்கள்-மாற்றுப்பெயர்களும் விகுதிகளும்(நான் - ஏன், நீ - ஆய்,நாம், நங்கள் - ஓம், நீங்கள்-ஈர்கள், அவன்-ஆன், அவள்-ஆள் =, அவர்-ஆர், அவர்கள்-அர்கள்/அர், அது/இது-அது,அவை/இவை-அன)-பெயர்ச்சொல் வேற்றுமை ஏற்றல் - வினைச்சொல்லும் எதிர்மறை விகுதிகளும் (இறந்தகாலம்: இல்லை/நிகழ்/ எதிர்: மாட்டு),

Unit III: தொல்லியலும் அகழாய்வுகளும்

கல்வெட்டுகள் - செப்பேடுகள் - சுவடிகள் - நாணயங்கள் - பிற ஆவணங்கள் - நூல்கள்-இதழ்கள் - நூலகங்கள் - அருங்காட்சியங்கள் - அகழ் வைப்பகங்கள் ஆகியன குறித்து அறிமுகம்-அவற்றில் மொழிப் பயன்பாடு

Unit IV: மின்னணுக் கருவிகளில் தமிழை பயன்பாடு

செல்பேசி, கணினி மற்றும் மின்னணுக் கருவிகளில் தமிழை உள்ளிடுதல் - தமிழ் 99 தட்டச்சு முறையில் தமிழைத் தட்டச்சு செய்தல்-கூகுள்(gboard) கூகுள் ட்ரான்ஸ்லேட்டர்(google translator), கூகுள் லென்ஸ்(lens) போன்றவற்றில் தமிழ் பயன்பாடு

Unit V: மின் நூல்கள் - தமிழ் இணையதளங்கள் - செயலிகள்

மின் நூல்கள் - மின் நூலகங்கள் - மின் இதழ்கள் - பேசும் புத்தகங்கள் (audio books) - விக்கிப்பீடியா - தமிழ் விக்சனரி - மின் அகராதிகள் - தமிழ் இணையக் கிழவிகழகம் - தமிழ்மொழி தொடர்பான இணையதளங்கள் வலைப்பூக்கள் (இலக்கியம் சார்ந்தவை - பொதுவானவை) இருபத்தொன்றாம் நூற்றாண்டுத் திறன்கள் 21st Century Skills: Learning Skills (1.Critical Thinking, 2.Creative Thinking, 3.Collaborating, 4.Communicating), Literacy Skills (5.Information, 6.Media, 7.Technology), Life Skills(Flexibility, 9.initiative, 10. Social Skills, 11.Productivity, 12.Leadership)



Text Books

- தமிழில் நாமும் தவறில்லாமல் எழுதலாம் - பொற்றோ, பூம்பொழில் வெளியீடு, சென்னை, 2012
- கணினித் தமிழ்- இல. சுந்தரம், விகடன் பிரசுரம், சென்னை, 2022
- சுவடியியல் - பூ. சுப்பிரமணியன், உலகத் தமிழராயிச்சி நிறுவனம், சென்னை, 1991

Reference Book

1. வைகை நதி நாகரிகம் (கீழடி குறித்த பதிவுகள்) - வெங்கடேசன், விகடன் பிரசுரம் சென்னை, 2018
2. நல்ல தமிழில் எழுதுவோம் - என். சொக்கன், கிழக்கு பதிப்பகம், சென்னை 2016
3. தமிழ்நடைக் கையேடு - மொழி அறக்கட்டளை, அடையாளம் பதிப்பகம், திருச்சி 2004
4. அடிப்படைத் தமிழ் இலக்கணம்- எம்.ஏ. நுஃமான் , அடையாளம், திருச்சி 2013.
5. இக்காலத் தமிழ் இலக்கணம்-பொற்கோ, பூம்பொழில் வெளியீடு, சென்னை, 2006
6. தவறின்றித் தமிழ் எழுதுவோம் - ம.நன்னன், ஏகம் பதிப்பகம் சென்னை 2006
7. நல்ல தமிழ் இலக்கணம் செ. சீனி நைனா முகம்மது, அடையாளம் பதிப்பகம், திருச்சி 2013
8. புதிய தமிழ்ப்புணர்ச்சி விதிகள் - செ சீனி நைனா முகம்மது, அடையாளம் பதிப்பகம், திருச்சி 2013
9. இணையம் கற்போம் - மு. இளங்கோவன் - வயல்வெளிப் பதிப்பகம், புதுச்சேரி 2010
10. தமிழ்க் கணினி இணையப் பயன்பாடுகள் - துரை. மணிகண்டன், கமலினி பதிப்பகம், தஞ்சாவூர், 2012
11. சொல் வழக்குக் கையேடு-பா.ரா. சுப்பிரமணியன், மொழி அறக்கட்டளை, சென்னை 2017
12. ஒரு பண்பாட்டின் பயணம்: சிந்துமுதல் கங்கை வரை - ஆர்.பாலகிருஷ்ணன், ரோஜா முத்தையா நூலகம், சென்னை, 2023

Websites

- <https://www.tamilvu.org/>
- <https://www.tamildigitallibrary.in/>
- <https://www.tamiluniversity.ac.in/english/library-2/digital-library/>
- <https://www.tamilelibrary.org/>
- <http://www.projectmadurai.org/>
- <https://www.tamilvu.org/ta/library-libcontnt-273141>
- <https://www.tamildigitallibrary.in/>



MALAYALAM – I

PROSE, COMPOSITION AND TRANSLATION

Unit I

This unit focuses on Translation: Word level and syntactic level and also discuss the writing style of Essay. It introduces the proverbs, paraphrasing in Malayalam

Unit II

This unit briefs the importance of Nalukettu in the history of Malayalam literature. The following unit examines the characteristics of the novel chapter ways. Chapter First to 10

Unit III

Remaining Chapters are introduced and discussed.

Unit IV This unit focuses on Marappavakalum Mattu Kadhakalum by Karur. It also introduces the story

Story I Marappavakal- Discussion

Story II Uthuppante Kirnar

Story III Kalchakaram

Story IV Poovamabhazham

Story V Vallakkaran

Story VI Chekuthan

Story VII Mothiram

Unit V Story VIII Safety Pin

Story IX Aranhaanam

Story X Kuta nannakkaanuntoo

Story XI Chudala thengu

Story XII Ampala parmbil

Story XIII Ezhunnallathu Duty

Story XIV Pisachinte Kuppayam

Reading List (Print and Online)

1. Malayala Sahithya Charithram – Dr. K.M.George (Ed.)
2. Cherukadha Innale Innu - M.Achuthan
3. Kadha Thedunna Kadha - N.Prabhakaran
4. M.T. Vakkinte Vismayam – V.R.Sudheesh
5. Kadhayum Kalavum –K.S.Ravikumar
6. Malayala Novalilee Desakaalanga- E. Ramkrishnan
7. Maranunna Malayala Noval- K.P. Appan
8. Andhanaya Daivam- P.K.Rajasekharan
9. Shyalee shilppam- Dr.K.M. Prabhakra Varir
10. Bhasha gadhyam- C.V. Vasudeva Bhattathiri
11. Karur Kadha patanam- M.M.Basheer

Recommended Texts

1. NALUKKETTU (NOVEL) : M.T. VASUDEVAN NAIR
2. MARAPPAVAKALUM MATTU KADHAKALUM (SHORT STORIES): KAROOR



HINDI I

Unit I

Buniyadi Hindi

- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

Unit II

Hindi Shabdavali

- Rishto ke Naam
- Gharelu padartho ke Naam

Unit III

Vyakaran

- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

Unit IV

Chote Gadyansh ka Pathan

- Bacho ki Kahaniya
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

Unit V

Nibandh

- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena

Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Reference Books

1. Hindi ke Avyay Vakyanish – Chaturbhuj Sahay
2. Subodh Hindi Vyakaran – Phoolchand Jain
3. Sankshipt Hindi Vyakaran – Kamta Prasad
4. Vyavaharik Hindi – Nagappa
5. Abhinav Hindi Vyakaran – Nagappa
6. Saral Hindi Vyakaran – Shyamchandra Kapur
7. Vyakaran Pradeep – Ramdev
8. Laghu Bal Kathaye – Ramashankar
9. Manoranjak Kahaniya – Premchand
10. CONCISE GRAMMAR OF THE HINDI LANGUAGE - H.C Scholberg
11. Hindi Grammar – Edwin Greaves



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

1. fr#oYyqoj%

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b. http://gadyakosh.org/gk/%E0%A4%86%E0%A4%88%E0%A4%AF%E0%A5%87!_%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3_%E0%A4%AC%E0%A4%9A%E0%A4%BE%E0%A4%8F%E0%A4%81!/_%E0%A4%85%E0%A4%A8%E0%A5%8D%E0%A4%A4%E0%A4%B0%E0%A4%BE_%E0%



PART II ENGLISH

Learning Objectives

- To enable learners to acquire self awareness and positive thinking required in various life situations.
- To help them acquire the attribute of empathy
- To assist them in acquiring creative and critical thinking abilities
- To enable them to learn the basic grammar
- To assist them in developing LSRW skills

Unit I SELF-AWARENESS (WHO) & POSITIVE THINKING(UNICEF)

Life Story

- 1.1 Chapter 1 from Malala Yousafzai, I am Malala
- 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi

Poem

- 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
- 1.4 Love Cycle – Chinua Achebe

Unit II EMPATHY

Poem

- 2.1 Nine Gold Medals – David Roth
- 2.2 Alice Fell or poverty – William Wordsworth

Short Story

- 2.3 The School for Sympathy – E.V. Lucas
- 2.4 Barn Burning – William Faulkner

Unit III CRITICAL & CREATIVE THINKING

Poem

- 3.1 The Things That Haven't Been Done Before – Edgar Guest
- 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost

Readers Theatre

- 3.3 The Magic Brocade – A Tale of China
- 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit IV Part of Speech

- 4.1 Articles
- 4.2 Noun
- 4.3 Pronoun
- 4.4 Verb
- 4.5 Adverb
- 4.6 Adjective
- 4.7 Preposition



Unit V Paragraph and Essay Writing

- 5.1 Descriptive
- 5.2 Expository
- 5.3 Persuasive
- 5.4 Narrative

Reading Comprehension

Text books (Latest Editions)

1. Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.
2. M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4. N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5. Aaron Shepard. Stories on Stage, Shepard Publications, 2017.
6. J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

Web Resources

1. Malala Yousafzai. I am Malala (Chapter 1) <https://archive.org/details/i-am-malala>
2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011
<https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)
<https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard. Stories on Stage, Shepard Publications, 2017
<https://amzn.eu/d/9rVzINv>
5. J C Nesfield. Manual of English Grammar and Composition.
<https://archive.org/details/in.ernet.dli.2015.44179>



Principles of Management

Learning Objectives

- To impart knowledge about evolution of management
- To provide understanding on planning process and importance of decision making in organization
- To learn the application of principles in organization
- To study the process of effective controlling in organization
- To familiarize students about significance of ethics in business and its implications.

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

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT IV

Direction – Nature and Purpose. Co- ordination – Need, Type 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

Reading list

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

1. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>



Accounting for Management I

Learning Objectives

- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company
- To understand the gross profit and net profit earned by organization
- To foster knowledge on Hire Purchase system
- To understand the procedures of Accounting under Single entry system.

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

UNIT II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V

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

Reading List

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education

References Books

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & A.Murthy; Financial Accounting - Margham Publications , 6th Edition, 2019



3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Web Resources

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

Managerial Economics

Learning Objectives

- To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
- To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
- To Understand the optimal point of cost analysis and production factors of the firm
- To describe the pricing methods and strategies that are consistent with evolving marketing needs
- To Provide insights to the various market structures in an economy.

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- Determinants 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 concepts – Cost output relationship short run and long run – Revenue curves of firms – 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

Reading List

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

References Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

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1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
5. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>



Basics of Event Management

Learning Objectives

- To know the basic of event management its concepts
- To make an event design
- To make feasibility analysis for event.
- To understand the 5 Ps of Event Marketing
- To know the financial aspects of event management and its promotion

UNIT I

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

UNIT III

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Reading List

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

References Books

1. Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. International Journal of Hospitality & Event Management
4. <https://www.emeraldgrouppublishing.com/journal/ijefm>
5. International Journal of Event and Festival Management
6. <https://www.eventbrite.com/blog/?s=roundup>
7. <https://www.eventindustrynews.com/>



Managerial Communication

Course Objectives

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.
- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

Reading List

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

References Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

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1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

