



MANONMANIAM SUNDARANAR UNIVERSITY,  
TIRUNELVELI-12

## SYLLABUS

### UG - COURSES – AFFILIATED COLLEGES

Course Structure for BBA  
(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards )



Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language	TAMIL/MALAYALAM/HINDI	C1TL41/ C1MY41/ C1HD41	4
II	Language	ENGLISH	C2EN41	4
III	Core	HUMAN RESOURCE MANAGEMENT	CMBA43	4
III	Core	PRODUCTION AND OPERATIONS MANAGEMENT	CMBA44	4
III	Allied	CORPORATE LAW	CABA41	3
IV	Skill Based Practical II	COMPUTER APPLICATIONS IN BUSINESS II (PRACTICAL SUBJECT)	CSBA41	3
IV	Non Major Elective II	ECONOMICS FOR COMPETITIVE EXAMINATIONS – II / ARIMUGATAMIL	CNBA41/ CNTL41	2
IV	Common	COMPUTER FOR DIGITAL ERA	CCBA41	2
V	Extension Activity	NSS/NCC/ PHYSICAL EDUCATION/ YRC	C5EA41	1



**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)**

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

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

➤ **Classification**

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



## பொதுத்தமிழ்

பாடத்திட்டத்தின் நோக்கங்கள் ( Course Objectives) சங்க இலக்கியத்தின் சிறப்புகளை உணர வைத்தல்		
எதிர்பார்க்கும் படிப்பின் முடிவுகள் (Expected Course Outcomes)		
CO1	மாணவர் பன்மைத் தமிழரின் பண்பாட்டினை அறிந்து கொள்வர்	K <sub>1</sub> ,K <sub>4</sub> ,K <sub>6</sub>
CO2	வாழ்வியலுக்கான பொருள் இலக்கணத்தைக் கற்றுக் கொள்வர்	K <sub>2</sub> ,K <sub>5</sub>
CO3	இலக்கியங்கள் வாயிலாக வாழ்வியல் அறங்களைப் புரிந்து கொள்வர்.	K <sub>1</sub> ,K <sub>3</sub> ,K <sub>5</sub>
CO4.	வரலாற்றுப் பின்புலங்களை மையமாகக் கொண்டு நாடகங்கள் படைக்கும் உந்துதலைப் பெறுவர்.	K <sub>2</sub> ,K <sub>6</sub>
CO5	சங்க இலக்கியங்களின் வரலாற்றையும், தனிச்சிறப்புகளையும் அறிந்து கொள்வர்.	K <sub>2</sub> ,K <sub>5</sub>
K1 – நினைவில் கொள்ளுதல் (Remember) K2 – புரிந்து கொள்ளுதல் (understand) K3 – விண்ணப்பித்தல்(Apply) K4 – பகுத்தாய்தல் ( Analyze) K5 – மதிப்பிடு		

### அலகு:1 - செய்யுள்

நற்றிணை முதல் பட்டினப்பாலை வரை  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்., திருநெல்வேலி-1  
தொலைபேசி எண்: 0462 2323990

### அலகு:2 - இலக்கணம்

1. பொருள் இலக்கணம்
2. ஒரெழுத்து ஒருமொழிகள்
3. மரபுச் சொற்கள்
4. பிறமொழிச் சொற்களை நீக்கி எழுதுதல்

### அலகு:3 - உரைநடை

வாழ்வியல் அறம் - தொகுப்பாசிரியர் - முனைவர் ச.பொ.சீனிவாசன்  
நெஸ்லிங் புக்ஸ் பப்ளிஷிங் அன்ட் டிஸ்ட்ரிபிட்டர்ஸ் (பி) லிட்., சென்னை -50  
தொலைபேசி எண் : 044-26251968, 26258410, 48601884

### அலகு:4 - நாடகம்

ஆதி அத்தி - ஆசிரியர் - பெ.தூரன் - பதிப்பாசிரியர் - முனைவர் சொ.சேதுபதி  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்., சென்னை -50  
தொலைபேசி எண் : 044-26251968, 26258410, 48601884



**அலகு:5 - இலக்கிய வரலாறு**

1. எட்டுத்தொகை நூல்கள்
2. பத்துப்பாட்டு நூல்கள்
3. சங்க இலக்கியங்களின் சிறப்பியல்புகள்

**மேற் பார்வை நூல்கள்**

இலக்கணம் : புறப்பொருள் வெண்பாமாலை

இலக்கிய வரலாறு : ஆசிரியர் முனைவர் சி. பாலசுப்பிரமணியன்.

பாவை பப்ளிகேஷன்ஸ் 142இ ஜானி ஜான் கான் சாலை இராயப்பேட்டை

சென்னை – 14 தொலைபேசி எண் : 28482441

முனைவர் பெ. சுயம்பு

பாரதி பதிப்பகம் 113இ இராஜீவ் தெரு திசையன்விளை -57

தொலைபேசி எண் :04637 - 272096

மாணவர்களைக் களஆய்விற்கு அழைத்துச் செல்லலாம்

**Mapping with Programme Outcomes**

CO <sub>5</sub>	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	M	M
CO3	S	M	S	S	M
CO4	S	M	M	S	S
CO5	M	S	S	M	M

S- மிகையான (Strong) M- நடுநிலையான (Medium) L- குறைவான (Low)



## MALAYALAM

### UNIT – 1

#### മാധ്യമഭാഷ

മാധ്യമം - നിർവ്വചനം - ചരിത്രം - സാങ്കേതികവിദ്യ - വിവിധതരം  
മാധ്യമങ്ങളെ - സമൂഹം - സംസ്കാരം - സ്വാധീനം

#### FOR DETAILED STUDY

1. ഡോ. ടി. അനിതകുമാരി - മാധ്യമഭാഷ ഇന്ന്

### UNIT – 2

#### അച്ഛിദ്രമാധ്യമം

അച്ഛിദ്രിയുടെ ചരിത്രം - കരളേതലിലെ ആദ്യകാല പരവർത്തനങ്ങളെ -  
പരമാസികകളുടെ ആദ്യകാലം - പുതിയ കാലത്തെ അച്ഛിദ്ര രീതികളെ - ലിപി  
പരിഷ്കരണം - ഡിടിപി - തന്ത്ര ലിപികളെ

#### FOR DETAILED STUDY

2. ഡോ. എസ്.എസ്. ശ്രീകുമാർ - മലയാള ലിപി പരിഷ്കരണം വരുത്തിയ  
വിനകളെ

### UNIT – 3

#### ഭൃഗുശർവ്വമാധ്യമം

റേഡിയോ - ടെലിവിഷൻ - മട്ടുടിമീഡിയ - സിനിമ - പൊതു സ്വഭാവം -  
ഗുണഭാവങ്ങൾ

#### FOR DETAILED STUDY

3. ടെലിവിഷൻ പഠനങ്ങളെ - സി. എസ്. വെങ്കടശേഖരൻ  
ലേഖനം - ജനകീയതയും റിയാലിറ്റിഷോകളും

### UNIT – 4

#### സംബന്ധമാധ്യമം

ഇന്റർനെറ്റ് - ചരിത്രം - മലയാളത്തിലെ ബ്ലോഗുകൾ - സംബന്ധ  
സാന്നിദ്ധ്യം - സോഷ്യൽ മീഡിയ - സ്മാർട്ട് ഫോൺ ഉപയോഗം -  
ഗുണഭാവങ്ങൾ

#### FOR DETAILED STUDY

4. ഡോ. അച്യുത് ശങ്കർ എസ്. നായർ - സംബന്ധ മലയാളം



## UNIT – 5

### പരസ്യകല

പരസ്യം - നിർവ്വചനം - സംസ്കാരം - സ്വാധീനം- വിവിധതരം പരസ്യങ്ങളെ - ആശയബോധനം

### FOR DETAILED STUDY

5. പ്ലായോഗികപരിചയം നേടുന്നതിനാവശ്യമായ പ്ലവർത്തനങ്ങളെ നടത്തുക. പരസ്യം നിർമ്മിക്കുന്നതിനുള്ള വിഷയം നൽകുക.

### REFERENCE BOOKS

പത്മലോകം - ഒരു സംഘം ലേഖകർ - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്  
 ആ ലോകം മുതൽ ഇ-ലോകം വരെ - ഡോ. ജെ. വി. വിളനിലം  
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്  
 പത്മലോകം - കേരള പരസ്യ അക്കാദമി  
 മലയാളഭാഷയും ആഗോളവത്കരണവും - ഡോ. കെ. എസ്. പ്ലക്കാൾ, ഡോ. എസ്. എ. ഷാനവാസ് (പ്രകാശനവിഭാഗം, കേരള സർവ്വകലാശാല)  
 ഭാഷയും മാധ്യമവും - വി. കെ. നാരായണൻ  
 മാധ്യമഭാഷാ മാറ്റങ്ങളെ - കെ. കെ. ശ്രീരാജ്  
 ടെലിവിഷൻ പഠനങ്ങളെ - സി. എസ്. വെങ്കിടശ്വരൻ  
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - എം. വി. തോമസ്  
 ഇൻറർനെറ്റ് ഇൻഫർമേഷൻ വിപ്ലവവും - കെ. രവിന്ദ്രൻ, ഡോ. കെ. ഇബ്രാഹിം  
 ഇൻഫർമേഷൻ സയൻസ് - ഓമുഖം - ഡോ. ജി. ദേവരാജൻ  
 മലയാള സബ്ബർ സാഹിത്യം - ഡോ. മനോജ് ജെ. പാലക്കുടി  
 സബ്ബർ മലയാളം - സുനീത ടി. വി. (എഡി.)  
 മാറുന്ന ലോകം മാറുന്ന മാധ്യമലോകം - എൻ. പി. രാജനേദ്രൻ  
 Progress in Information Technology - Dr. G. Devarajan  
 The Mass Media and You - Desmond D' Abreo  
 Advertising - Dr. C. N. Santakki



## HINDI

### Objectives:

1. To acquire knowledge regarding fundamental concepts in Hindi grammar.
2. To acquire the ability to master translation skills
3. To develop writing skills for official documentation – Letter, Banking terminologies

### Course Outcomes:

C.O. No.	Upon the completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO 1	Understand the writing skills of novelist - Premchand	F,G	K1,K4
CO 2	Understand the basics of navras, vrith and alankars	B,D	K1,K2
CO 3	Understand the history of Hini Literature – modern and medieval	A,C	K3,K5
CO 4	Apply and analyse administrative Hindi	A,C	K5
CO 5	Writing skills - Essay	B,C,D	K4,K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

### UNIT I

#### NOVEL

1. Nirmala

### UNIT II

#### POETICS

##### KavyaPradeep

1. Ras - Navras
2. Chand – Rola, Doha, Soratta
3. Alankar – Anupras, Upama, Roopak

### UNIT III

#### HISTORY OF HINDI LITERATURE

1. Reethikal – Visheshatha, Pramukh Kavi – Bihari Lal



2. Adhunik Kaal – Chaya Vaad – Pramukh Kavi
3. Gadya Sahithya – Bharadendu, Prem Chand

#### UNIT IV

##### ADMINISTRATIVE HINDI

#### UNIT V

##### ESSAY WRITING

(General Topics – Paryavaran Aur Pradooshan, Bhoomandalikaran Aur Hindi, Varthaman Yug Aur Technique, Nari Ki Desha Aur Disha, Desh Vikas Mein Yuva Peedi Ka Yogdaan)

##### Text book:

1. Nirmala – Premchand – Published by Gyan Bharathi Prakashan, Dariabad, Allahabad
2. Kavya Pradeep – Ram Bhaori Shukla – Published by Lok Bharathi Prakshan, Pehli Manzil, Darbari Building, Mahatma Gandhi Maarg, Allahabad
3. Hindi Sahithy ka Saral Ithihas – Viswanath Tripathi – Published by Orient Publication Private Limited, Himayath Nagar, Hyderabad

##### Books for Reference:

1. Hindi Vathayan – Dr. K M Chandra Mohan – Published by Viswavidyalay Prakashan, Varanasi
2. Essay Writing – General Topics

##### Mapping with POs

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S	S	S	M
CO 2	S	S	M	S	M	S	S	S
CO 3	S	S	S	S	S	S	M	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	M	S	S	S	L	S
CO 6	S	S	S	S	M	M	S	S

S – Strong, M – Medium, L – Low





## ENGLISH

### PROGRAMME OUTCOMES – PO

At the end of the course students will be able to

**PO1:** Imbibe moral, ethical, and cultural values through various forms of literature.

**PO 2:** Enable the learner to communicate effectively and appropriately in real life situation.

**PO3:** Able to think, speak, and write independently using grammatical forms and Vocabulary.

**PO4:** Improve their writing and reading fluency skills through extensive reading.

**PO5:** Develop their pronunciation by studying the sounds of language.

### PROGRAMME SPECIFIC OUTCOME: PSO

At the end of the course students will be able to:

**PSO1:** Provide the students with an ability to build and enrich their communication skills.

**PSO2:** Critically analyse and appreciate poetry, prose, fiction and play.

**PSO3:** Enhance sufficient practice in Vocabulary, Grammar, Comprehension.

**PSO4:** Study the Phonetic symbols for correct pronunciation.

**PSO5:** Spot language errors and correct them.

### GENERAL ENGLISH -- PROSE, POETRY, DRAMA, GRAMMAR, LANGUAGE STUDY& ORAL COMMUNICATION SKILLS

#### UNIT I - PROSE

1. Give us a Role Model – A.P.J.Abdul Kalam.
2. The Best Investment I have ever made – A.J. Cronin
3. Seven Good Habits – Robin Sharma
4. How much Land does a Man Need - Leo Tolstoy

#### UNIT II – POETRY

1. 1.Anxiety – A.K.Ramanujam
2. Incident on the French Camp – Robert Browning.
3. Stopping by the woods – Robert Frost
4. Still I raise – Maya Angelo

#### UNIT III - DRAMA - Select scenes from William Shakespeare

1. Antony and Cleopatra – Death Scene of Cleopatra – Act V, Scene II
2. Macbeth – Sleep Walking Scene – Act V, Scene I
3. King Lear – Heath, before a Hovel – Act III, Scene IV.



**UNIT IV – GRAMMAR**

1. Transformation of Sentences
2. Synthesis of Sentences
3. Spot the Error

**UNIT V – LANGUAGE STUDY AND ORAL COMMUNICATION**

1. Phonetics – Vowel sounds
2. Dialogue Writing
3. One word Substitution
4. Report writing.

**COURSE OUTCOMES:** At the end of the course students will be able to

Course Outcomes		Cognitive level
CO1	Use English accurately across the curriculum	K1, K2, K3
CO2	Attained enhanced vocabulary and improved language skills	K2, K3, K4

CO3	Analyse and interpret prescribed text	K2, K4
CO4	Conceptualize the Shakespearean drama in the prescribed text	K2, K4
CO5	Gain proficiency in LSRW skills	K1, K2, K3, K4, K6

K1- Remember, K2- Understand, K3- Apply ,K4- Analyse , K5- Evaluate,K6- Create

**MAPPING OF COURSE OUTCOMES WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	POS1	POS2	POS3	POS4	POS5
CO1	S	M	S	S	S	S	M	S	M	S
CO2	M	S	M	M	M	M	M	M	S	M
CO3	M	S	M	S	M	S	M	S	M	S
CO4	S	M	S	M	M	S	S	M	S	M
CO5	M	M	M	S	M	S	S	M	S	M

S – Strongly correlated, M – Moderately Correlated, w- weakly correlated, No Correlation - 0

### E- LINKS

1. [https:// www.msuniversity.ac.in](https://www.msuniversity.ac.in)
2. <https://www.bdu.ac.in>
3. <https://www.scribd.com>
4. <https://www.goodreads.com>
5. <https://casenglishdepartment.wordpress.com>
6. <https://www.poetryfoundation.org>
7. <https://www.britannica.com>
8. <https://englishgrammar.org>



# **COST ACCOUNTING**

## **COURSE OBJECTIVES:**

1. To provide basic knowledge on cost concepts
2. To impart knowledge on accounting techniques useful in managerial functions.
3. To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activates planned

## **COURSE OUTCOMES:**

CO1: Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation

CO2: To differentiate methods of calculating material consumption

CO 3: Apply various labor control Techniques for cost reduction and smooth functioning of business.

CO4: Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.

CO 5: Apply costing methods and costing techniques appropriately

## **UNIT-1:INTRODUCTION TO COST ACCOUNTING**

Cost Accounting -Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts -Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

## **UNIT-2: MATERIAL COSTING**

Classification of Materials-Material Control-Purchasing Procedure-Store Keeping- Techniques of Inventory Control-Setting of Stock Levels- EOQ Method of Pricing-Materials Issues -LIFO-FIFO - Weighted Average Method- Simple Average Method.

## **UNIT-3: LABOUR COSTING**

Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. O

## **UNIT-4: OVERHEAD COST CONTROL**

Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

## **UNIT-5: TECHNIQUES OF COSTING**

Unit costing, Job Batch costing, Contract costing, Process Costing-excluding inter process profits.



**TEXT BOOKS:**

1. Jain, S.P. & Narang, Cost Accounting: Principles & Methods - K.L.-Kalyani Publishers
2. M.N. Arora , A Text Book of Cost Accountancy - Vikas Publishing Pvt. Ltd.

**REFERENCE BOOKS:**

1. R.S.N.Pillai&Bagavathi, Management accounting- S.Chand, New Delhi.
2. N.P.Srinivasan & M.Sakthivel Murugan, Accounting For Management- S.Chand, New Delhi
- S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
1. S.N. Maheshwari, Studies in Cost Management- Sultan Chand & Sons

**WEB RESOURCES:**

1. <https://www.prestoexperts.com>
2. <https://www.tutorialspoint.com>
3. <https://www.accounting-simplified.com>
4. <https://www.study.com>

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

**MARKETING MANAGEMENT****Course Objective:**

- To understand the nature and significance of the Marketing Function and the Marketing management process.
- To gain knowledge about the key aspects of the Buying Behavior of consumers and develop an understanding of the STP Process.
- To explain the factors affecting various product, pricing, channel management and Marketing communication decisions



## **COURSE OUTCOMES:**

- CO1: Identify the marketing functions, environment and segmentation for effective positioning of the products.
- CO 2: Assess the factors influencing consumer behavior and apply recent marketing trends in business
- CO 3: Develop new products and services that are consistent with evolving marketing needs.
- CO 4: Formulate effective pricing policy and select an appropriate channel of distribution
- CO 5: Summarize the nature and functions of the elements of Promotion mix

## **UNIT-I: INTRODUCTION**

Nature, Scope and importance of marketing – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation Targeting and Positioning

## **UNIT-II: CONSUMER BEHAVIOUR**

Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers-Recent concepts in marketing – Green marketing, Digital marketing, Relationship marketing

## **UNIT-III: PRODUCT**

Product –definition – levels of product- classification of products – Product Mix: Levels, Hierarchy, Classifications, Mix. Product life cycle: The Concept and its Strategic Implications, Significance of branding, New Product development Process.

## **UNIT-IV: PRICING AND PHYSICAL DISTRIBUTION**

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Factors to be considered in selecting a channel – Channel conflicts (causes and overcoming conflicts).

## **UNIT-V: PROMOTION**

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events& Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix.

## **TEXT BOOKS:**

1. Dr. C B Gupta, Dr. N. Rajan Nair, Marketing Management - Sultan Chand & Sons, New Delhi



- Philip Kotler, Marketing Management - Prentice Hall of India Pvt Ltd., New Delhi

### REFERENCE BOOKS:

- R.S.N.Pillai & Bagavathi, Marketing Management, S. Chand Publishing.
- Rajan Sexna, Marketing Management, MC Graw Hill Education
- Ramaswamy, V.S., Namakumari, S- Marketing Management: Global Perspective, Sage publications India Private Ltd, New Delhi
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0- John Wiley & Sons, Inc., USA,

### WEB RESOURCES

- <https://www.tutorialspoint.com>
- <https://www.feedough.com>
- <http://www.yourarticlelibrary.com>
- <https://www.tutor2u.net>

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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

## HUMAN RESOURCE MANAGEMENT

### Course Objective:

- To equip the students with knowledge, skills and competencies required to manage people.
- To acquaint the students with various functions and processes related to human resource management.
- To provide conceptual framework required for human resource planning and development.

### COURSE OUTCOMES:

CO 1: Develop an understanding of the human resource functions and



environment to manage human resource effectively.

CO 2 Identify the human resource requirement and select suitable work force.

CO 3: Evaluate the performance of human resource and develop suitable training, development and career planning programs

CO 4: Frame sound compensation policy for high employee retention

CO 5: Develop an effective grievance handling procedure

## **UNIT- I: INTRODUCTION**

HRM-meaning, nature, objectives and scope– Importance –Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

## **UNIT –II: HUMANRESOURCE PLANNING**

Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

## **UNIT-III: TRAININGANDDEVELOPMENT**

Meaning and Importance – Methods of Performance Appraisal. Training – Importance- Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives

## **UNIT-IV: COMPENSATIONMANAGEMENT**

Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option PlansWage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans(ESOP).

## **UNIT-V: GRIEVANCE HANDLING**

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process – approaches – punishment – exit interview - Legislative Framework–Trade Unions - Collective Bargaining - Labour participation in management and workers empowerment.

## **TEXT BOOKS:**

1. Dr. C B. Gupta, Human Resource Management-Sultan Chand & Sons, New Delhi





2. K. Aswathappa, Human Resource Management - Mc Graw Hill, India Pvt Ltd.,

### REFERENCE BOOKS:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Rao V.S.P. Human Resource Management, Excel books
3. C.B. Memoria, Personal Management- Himalaya Publishing House
4. Dr. S S. Khanka, Human Resource Management- S. Chand & company ltd., New Delhi

### WEB RESOURCES:

1. <https://www.citehr.com>,
2. <https://www.whatishumanresource.com>
3. <https://shrm.org>
4. <https://www.coursera.org>

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

## PRODUCTION AND OPERATIONS MANAGEMENT

### Course Objective:

- To understand the basic concepts and theories of the production management
- To comprehend the operations management situations with greater confidence.
- To expand individual knowledge of operations management principles and practices.

### COURSE OUTCOMES:

CO 1: Develop an understanding of the role of production manager and also select a suitable production system.

CO 2: Analyse and decide a good location for the plant and its layout.

CO 3: Demonstrate efficient planning and control of production activities

CO 4: Analyze and apply skills in operations function to improve plant maintenance.

CO 5: Develop strategies to ensure high quality products are manufactured and distributed.



## **UNIT- I: INTRODUCTION TO OPERATIONS MANAGEMENT**

Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity –Production System-Continuous- Intermittent-Job-Batch(Meaning, Advantages and Disadvantages)- Recent trends in Production Management – Green Production – Importance of green production.

## **UNIT- II: FACILITY LOCATION AND LAYOUT**

Objectives – Importance – Factors influencing Plant Location– Advantages and disadvantages of Urban, Sub-Urban and Rural locations. Plant Layout: Objectives – Factors influencing Plant Layout – Types of Plant Layout-Product, Process and Stationary layout.

## **UNIT- III: PRODUCTION PLANNING AND CONTROL**

Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow Up. Maintenance Management: Objectives – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives –Types – Advantages – Limitations.

## **UNIT- IV: QUALITY CONTROL**

Inspection: Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages – SQC [Statistical Quality Control]: Techniques – Benefits – Control Charts – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages – TQM – Meaning- Objectives- Importance

## **UNIT- V:- WORK STUDY**

Objectives – Importance – Procedure – Benefits - Method Study: Objectives – Procedure Involved in Method Study - Work Measurement: Objectives – Techniques – Procedure for work measurement – Steps for Conducting Time Study.

## **TEXT BOOKS**

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

## **REFERENCE BOOKS**

1. R.B Khanna, Production and materials management -, Prentice Hall Publications
2. Paneerselvam, Production and operations management- Prentice Hall



Publications, New delhi.

3. Chary S.N, Production and Operations Management-TMH Publication.

4. Buffa E.S, Modern Production and Operations Management-TMH Publication

## WEB RESOURCES

1. <http://www.classcentral.com>
2. <http://www.alison.com>
3. <http://www.oxfordhomestudy.com>
4. <http://www.nitc.ac.in>

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CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

## CORPORATE LAW

### Course Objective:

- To understand the management and working of directors in companies.
- To know the procedure of conducting various meeting of shareholders and directors.
- To know the procedure of GST collection

### COURSEOUTCOMES:

CO 1: Understand the meaning and nature of company

CO 2: Discuss the procedure of formation of companies

CO 3: Understand various important documents of company

CO 4: Understand the concept of GST

CO 5: Analyze the collection procedure of GST.

### UNIT –I: COMPANY ACT 2013

Meaning– Nature & Characteristics of a Company– Types of companies– Meaning, Duties, Rights, Responsibilities & Liabilities of a promoter– Incorporation of



companies– Memorandum of association & Articles of Association and their alteration– Doctrine of Ultravires– Doctrine of Indoor Management– Doctrine of Constructive Notice- Doctrine of alter ego– Prospectus: Meaning– Types (Abridged, Red Herring, Shelf Prospectus) – Contents.

## **UNIT II: - FINANCIAL STRUCTURE:**

Equity share capital– Preference share capital– Allotment of shares– Minimum subscription– Share certificate– Share warrants– Membership in a company: Modes of acquiring membership– Rights of members– Register of members– Dematerialization & Re-materialization of securities– Transfer & Transmission of shares– Borrowing powers and Debentures.

## **UNIT III-COMPANY ADMINISTRATION AND MEETINGS**

Directors: Types– DIN– Appointment of directors– Qualification– Disqualifications  
Meetings: Company Meetings- Meetings of Shareholders- Meetings of Directors- Meetings of Creditors- Meetings of Debenture holders-Introduction to E-Governance and XBRL: CIN – FCRN- Digital Signature Certificate- E-filing of documents under the MCA-21 system. Categories of E-Forms- XBRL – Benefits of XBRL

## **UNIT IV:- GOODS AND SERVICES ACT**

Goods and Services Tax - Introduction – Objectives – Major benefits of GST  
Difference between GST and earlier tax structure - GST vs. VAT – Strengths, weaknesses opportunities, and Threats of GST system in India – Types of GST in India-CGST,SGST,IGST and UTGST

## **UNIT V:- GST COLLECTION PROCEDURE**

GST - Levy and collection of tax - Compensation cess - Reverse charge levy - Special provisions relating to electronic commerce operators - Composition levy - Procedure for opting composition scheme - Exemption from GST – Registration - persons liable for registration -Compulsory registration - Procedure for registration - Input Tax Credit - Documents for availing credit - Availability of credit in special circumstances – Reversal of credit - Utilization of input tax credit

## **TEXT BOOKS:**

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi
2. M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.



**REFERENCE BOOKS**

1. Shukla M.C, Mercantile Law- S.Chand & co Ltd, New Delhi
2. G.K.Kapoor, Business & corporate laws- Sultan Chand & sons, New Delhi
3. P C Tulsian - Business Law - Tata McGraw - Hill Education.
4. R.S.N.Pillai & Bagavathi, Business law - S.Chand Publishing, New delhi

**WEB RESOURCES:**

1. <https://www.edx.org>
2. <https://openstax.org>
3. <https://rmit.libguides.com>
4. <https://nluo.ac.in>

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CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

## COMPUTER APPLICATIONS IN BUSINESS-II (PRACTICALSUBJECT)

**Course Objective:**

- To impart knowledge regarding concepts of Financial Accounting.
- To make students capable to create company, enter accounting voucher entries including advance voucher entries, and also print financial statements.
- To make students ready with required skill for employability in the job market.

**Course Outcomes:**

CO1: To help students to work with well- known accounting software i.e. Tally ERP.9.

CO2: Students will learn to create company, enter accounting voucher entries including advance voucher entries

CO3: Demonstrate an understanding of various predefined inventory vouchers



to suit the various business requirements and flexibility to create unlimited stock items.

CO 4: Demonstrate an understanding of how to maintain a payroll register .

CO5: To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc

### **SOFTWARE: Tally**

1. To Create, Alter and Delete a Company owned by you.

2. Do the voucher entry for the transactions

1. Mr. Girish started business with Rs. 1,00,000

2. Bought furniture for Rs.1,000

3. Goods purchased for Rs.1,500

4. Goods sold for Rs.2,500

5. Goods purchased from Selva & Co for credit worth Rs.7,500

6. Goods sold from Cheenu & Co for credit worth Rs.10,000

3. Alter the following vouchers:

Entry No	Date	Party Name	Alterations
4	7.4.2019	Britannia Industries	Order No. SO 118-due on 7.4.2019
6	9.4.2019	Britannia Industries	Order No. SO 156-due on 10.4.2019 for both items
33	3.5.2019	Beauty Care Centre	Order No. So 1189-due on 5.5.2019
41	5.5.2019	Beauty Care Centre	Order No. SO 2369-due on 15.5.2019

4. Enter the following transactions of the company in Tally and show various reports

January 1	Commenced business with a capital of 80,000
January 3	Purchased machinery 10,000
January 5	Withdrawn from bank for office use 10,000
January 7	Purchased goods from Siana on credit 9,000
January 8	Paid cash to Siana 8,800
	Discount received 200
January 11	Sold goods to Kima 5,000
January 16	Received cash from Kima 4,900
	Discount allowed 100
January 18	Purchased goods from Siana from cash 6,000
January 20	Paid wages 3,000
January 22	Rent received 5,000



5. Record the following transaction that took place during the April to September 2020

S.No	Transactions	Item	Quantity	amount
1	Purchase from Suresh	Reynolds Pen	20	200
2	Sales to Vani	Parker Pen	125	2400
3	Sales to Ragu	Camel Geometry	100	7500
4	Paid money to Suresh in full settlement for the transaction at Ser.No 1 above			190
5	Received from Vani and Ragu Rs.9,500 cash in full settlement for their asset transaction at Ser.No 2 and 3 above.			
6	Paid to Manoj			1000
7	Purchase from Hari	Parker Pen	15	1600
8	Purchase from Manoj	Reynolds pen	18	360
9	Sales to Priya	Pilot Pen	100	15000
10	Purchased furniture			2500
11	Paid insurance premium			1560
12	Sold all the investments			25000
13	Paid 1. Outstanding salaries 2. Electricity charges 3. Tax of the last year			2000 1000 23000
14	Out standing 1. Salaries 2. Provision for Tax			5000 24000

Charge depreciation for the period 1.4.2020 to 30.9.2020 on furniture @ 20% p.a and Machinery @10% p.a.

1. Create a company as per details given above
2. Create appropriate groups and ledgers
3. Enter the transaction as given selecting appropriate voucher type
4. Trail balance as on 30.9.2020
5. Profit and loss account
6. Balance sheet as on 30.9.2020
7. Cash book

6. From the following Trial Balance, prepare Trading, Profit & Loss A/c and a Balance Sheet as on 31st March, 2015 :

Particulars	Debit	Credit
Machinery	14,000	
Furniture	200	
Opening stock	2,000	
Wages	5,000	
Purchases	10,500	
Return inward	400	
Cash at bank	800	
Cash in hand	200	
Debtors	2,400	
Drawings	1,000	
Manufacturing expenses	800	
Rent	400	
Depreciation	420	
Sundry expenses	400	
Repairs	50	
Traveling expenses	100	
Bad debts	150	
Printing and stationary	50	

## **ECONOMICS FOR COMPETITIVE EXAMINATIONS – II**

### **Course Objectives:**

This course will help the students

1. To acquire knowledge in Economics to compete in the competitive Examinations by understanding the concepts.
2. To identify the appropriate sources of data, perform basic demographic analysis using various techniques.
3. To analyse the causes and effects of inflation on the Indian economy.
4. To explain the practices of both monetary and fiscal policy and their impact on economic activity by using a combination of monetary and fiscal policy.
5. To focus on the policy issues raised by the development and functioning of international organizations.

### **Unit I: Globalization and New Economic Policy**

Globalization – Features – Components – Advantages and Disadvantages of Globalization. New Economic Policy 1991- Objectives. (06L)

### **Unit II: Population Census**

History of Indian Census - MPI, HDI, PQLI, GEM, GDI, TAI, Green index (concept only). Poverty: Definitions – Causes – Types - Measurement - Poverty Eradication Programmes: NRLM-NULM. (06L)

### **Unit III: Inflation**

Meaning – Types – WPI – CPI – Causes – Remedial measures. (06L)

### **Unit IV: Monetary Policy and Fiscal Policy**

Monetary Policy: Meaning - Objectives - Instruments.  
Fiscal Policy: Meaning - Objectives - Instruments - VAT - FRBM – GST (Meaning only).

### **Unit V: Foreign Trade and Organisation**

Concept of Balance of Payment – Exchange Rate – FERA – FEMA.  
International Organizations (Meaning and Objectives only): IMF – UNCTAD – ADB – OPEC – EEU - SAARC. (06L)

### **References:**

1. Dutt, G. and A. Mahajan, Indian Economy, S. Chand Publishing, New Delhi, 2016.
2. Economic Survey (Various issues), Ministry of Finance, GoI.
3. Government of India (various issues), Economic Survey of India, Economic





Division, Ministry of Finance, Government of India, New Delhi.

4. Gupta, K.R., & Gupta, J.R., Indian Economy, Atlantic Publishers, New Delhi, 2008.
5. Puri, V.K., & Misra, S.K., Indian Economy: Its Development Experience, Himalaya Publishing House, New Delhi, 2015.
6. Sankaran, S., Indian Economy, Margham Publications, Chennai, 2002.
7. Statistics and Abstract (various issues), Ministry of Statistics and Programme Implementation, Government of India, New Delhi.

### Course Outcomes

After the completion of the course, the students will be able to

CO 1. Show the links between trade, international finance, economic growth, and globalization and demonstrate the implication of globalization on society as a whole.

CO 2. Demonstrate the importance of population in economic development and to interpret the quantitative and qualitative aspects through various demographic techniques.

CO 3. Identify different types of inflation, causes of inflation, and measures to control it.

CO 4. Examine the tools of monetary and fiscal policies and their implications on the Indian Economy.

CO 5. Evaluate the objectives of various international organizations.

ECONOMICS FOR COMPETITIVE EXAMINATIONS – II															COGNITIVE LEVEL
CO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 1
CO 2	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 2
CO 3	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 3
CO 4	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 4
CO 5	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated - 1



## அறிமுகத்தமிழ்

### அலகு- 1 : செய்யுள் பகுதி

1. கடவுள் வாழ்த்து
2. கல்வி:
3. அறம்
4. ஆத்திசூடி
5. ஓடி விளையாடு பாப்பா
6. பசுவும் கன்றும் பாடல்

### குறிப்பு:- மனப்பாடப்பகுதி

1. கடவுள் வாழ்த்து
2. கல்வி
3. அறம்
4. ஆத்திசூடி

### அலகு-2: கதை வாசித்து கதை சொல்லல்

1. பணிமிருந்தும் பட்டினி
2. அறிவால் வெல்லுவேன்

### அலகு-3 : பொதுக்கட்டுரை

1. ஒன்றுபட்டால் உண்டு வாழ்வு
2. வாய்மையே வெல்லும்

### அலகு -4 : சொற்பொருள் அறிதல்

### அலகு- 5: மொழித்திறன் பயிற்சி



## **COMPUTERS FOR DIGITAL ERA**

### **Objectives:**

1. To create the awareness about the digital India among the student community.
2. To make the student to understand the role of computer in the day to day living.
3. To create the awareness about the e-learning and security issues.

### **Unit I**

#### **FUNDAMENTALS OF COMPUTERS**

The role of computers in the modern society – Types of Computers and their specifications – Server – Desk Top Computers - Lap Top – Tablet – Smart Phones - Block diagram of Digital Computer –Working Principle of Computer, I/O Devices – Central Processing Unit – Types of Memory - Display – Port – UPS – Setting up and Maintenance of Computer.

### **Unit II**

#### **TYPES OF SOFTWARE AND OFFICE AUTOMATION**

Types of Software with examples – System Software – Application Software – Utility Software - Operating System – Basics on Windows – Introduction to Android –Application Software - Free Open source software – Database and its applications – Office Automation Software – applications of Microsoft Word – Microsoft Power Point – Microsoft Excel.

### **Unit III**

#### **INTERNET AND MOBILE APPLICATIONS**

Introduction to computer networks – LAN – WAN – MAN – Wired and wireless network – Wi Fi Networks - Network Devices – Modem – Switch – Router – Broad Band – Leased Lines- Internet – WWW – URL- Browser – e-mail – SMS – MMS - Client Server Computing - Cloud – Public and Private cloud – Mobile Applications.

### **Unit IV**

#### **E – GOVERNANCE IN INDIA**

E-Governance initiative by the Government – Digital India Platform – Agencies enabling Digital India - Electronic Payment and Receipt – Digital Locker – e-district service – electronic signature service – Digital AIIMS – India BPO Scheme – Integrated Nutrient Managment – GIS – Mobile Seva App Store- GARV- Grameen Vidyutikaran



## Unit V

### E – LEARNING AND MOOC

E – Learning – Digital Library – E- Journals – Introduction to MOOC – Edex – Course era etc - SWAYAM – NPTEL – Cyber Security – Virus – Malware – Network Security - Hacking – Big Data – Data Analytics – Social Networks – Social Media Analytics- Introduction to IT Act.

### ➤ 10 Hours Practical Sessions are to be allotted for Computer & Mobile Applications

#### Suggested List of Exercises:

1. Setting up of computers – Connecting I/O device, UPS, CPU, Printers, Mouse, Key Boards, Pen Drives, etc. (Mandatory)
2. Minor fault findings.
3. Preparing a word Document and saving, copying files, deleting files, renaming files, etc. (Mandatory)
4. Preparing slides – Animation – Slide Transition – Back Ground Changing – Word Art , etc. (Mandatory)
5. Preparing Mark Sheet with Excel - Calculating First Class, second class, etc. (Mandatory)
6. Browsing – Searching for documents – e-mail id creation - Useful mobile apps – downloading. (Mandatory)
7. Data/Wi-Fi Connectivity and Exchanging of Data.
8. Electronic Payment – Online Application Processing
9. Browsing for NPTEL/ SWAYAM Courses
10. Browsing the useful e-learning sites

#### Learning Outcomes:

At the end of the course the students will be able to:

1. apply the computing technology in their day to day life
2. create awareness regarding digital India initiatives to their surroundings
3. identify the areas where he can extend the digital computing for their benefits.

#### Text Book:

1. E- Materials of Manonmaniam Sundaranar University on “Computer for Digital Era”, <http://msuniv.ac.in>

#### References:

1. Andrew S. Tanenbaum, Computer Networks, 4th Edition, Eastern Economy Edition, PHI Private Ltd, New Delhi, 2003.



2. Gautam Shroff, Enterprise Cloud Computing, Technology, Architecture, Applications, Cambridge University Press, First Edition, 2010.
3. Reza B'Far, Mobile Computing Principles, Cambridge University Press, First Edition, 2005.
4. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
5. <https://swayam.gov.in>
6. <http://www.digitalindia.gov.in/content/social-media-analytics>

Scheme of Examination	
Internal – 25 Marks	External – 75 Marks
Internal Break Up - 15 for Continuous Assessment Test (CAT) + 5 for Assignment + 5 for Seminar. 3 CATs ( Two tests on Theory and one on Practical )are to be conducted	

