

DHANRAJ BAID JAIN COLLEGE
(Autonomous)

Thoraipakkam, Chennai – 600097

Affiliated to the University of Madras

DEPARTMENT OF MANAGEMENT STUDIES
B.B.A



SYLLABUS
(Choice Based Credit System)

Total No. of Semesters: **6**

Total No. of Credits: **140**

SCHEME OF EXMINATIONS

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
I	Foundation Course: Tamil-I or any language	5	3	100	3
II	Foundation Course: English – I	5	3	100	3
Core I	Core Course: Financial Accounting	6	3	100	4
Core II	Core Course: Business Economics	6	3	100	4
Allied Subject -I	Allied – I Business Statistics	6	3	100	5
	Basics of Retail Marketing	1	3	100	2
	Soft Skill	1	3	100	2

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
	Foundation Course: Tamil/language II	5	3	100	3
	Foundation Course: English – II	5	3	100	3
Core III	Production and Materials Management	6	3	100	4
Core IV	Core Course: Management Information System	6	3	100	4
Allied Subject II	Allied – II Quantitative Analysis for Management	6	3	100	5
	Fundamental of Insurance	1	3	100	2
	Soft Skill	1	3	100	2

SEMESTER III

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
Core V	Business Management	6	3	100	3
Core VI	International Business	6	3	100	3
Core VII	Cost Accounting	5	3	100	4
Core VIII	Introduction to Information Technology Theory – 50 Marks Practical's – 30 marks	6	3	100	4
Allied Subject -III	Allied – IV Business Mathematics	6	3	100	5
	Personality Enrichment	1	3	100	3

SEMESTER IV

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
Core IX	Company Law	5	3	100	3
Core X	Services Marketing	5	3	100	3
Core XI	Management Accounting	6	3	100	4
Core XII	Business Communication	5	3	100	4
Allied Subject – IV	Allied – IV Business Environment	5	3	100	5
	Environmental Studies	2	3	100	2
	Computing Skill	2	3	100	3

SEMESTER V

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
Core XIII	Human Resource Management	6	3	100	4
Core XIV	Corporate Financial Management	6	3	100	4
Core XV	Strategic Management	6	3	100	4
Core XVI	Marketing Management	6	3	100	5
Core XVII	Application Oriented Subject I Entrepreneurial Development	6	3	100	5

SEMESTER VI

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Total Marks	Credits
Core XVIII	Core Course: Marketing Research	6	3	100	4
Core XIX	Research Methodology	6	3	100	5
Core XX	Computer Applications – Tally	6	3	100	4
Core XXI	Organizational Behaviour	5	3	100	5
Core XXII	Application Oriented Subject II- Project Work (Project Report and Viva Voce Examination)	6	3	100	5
	Value Education	1	3	100	2
	Extension Activities				1

COURSE CODE	COURSE TITLE	L	T	P	C
14M411A	FINANCIAL ACCOUNTING	6	-	-	4

UNIT	SYLLABUS
UNIT 1	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 2	Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings (Simple Problems).
UNIT 3	Classification of Errors – Rectification of Errors – Preparation of Suspense Account. Average Due Date .
UNIT 4	Depreciation – Meaning, Causes, Types – Straight Line Methods, Written Down Value Method (Change in Method Excluded). Bank Reconciliation Statement (Simple Problems).
UNIT 5	Single Entry – Meaning, Features, Defects, Difference between Single Entry and Double Entry System – Statement of Affairs Methods- Conversion Methods (Only Simple Problems).

REFERENCE BOOK:

1. R.L. Gupta & V.K. Gupta –Advanced Accounting – Sultan Chand – New Delhi
2. T.S. Reddy & a. Murthy –Financial Accounting – Margham Publications – Chennai
3. Shukla & Grewal – Advanced Accounting – S. Chand – New Delhi
4. Jain & Narang – Financial Accounting
5. P.C. Tulsian – Financial Accounting
6. S. Parthasarathy and A. Jaffarulla (Kalyan Publishers) – Financial Accounting
7. R.L. Gupta & Radhaswamy – Advanced Accounting – Volume 1

COURSE CODE	COURSE TITLE	L	T	P	C
16M411B	BUSINESS ECONOMICS	6	-	-	4

UNIT	SYLLABUS
UNIT 1	Introduction to Economics – Wealth, Welfare and Scarcity – Views in Economics – Positives and Normative Economics – Definition – Scope and Importance of Business Economics. Concept – Production Possibility Frontiers – Opportunity Cost – Accounting Profit And Economics – Profit Incremental and Marginal Concepts, Time & Discounting Principle – concept of Efficiency.
UNIT 2	Demand and Supply Functions – Meaning Of Demand – Determinants and Distinctions of Demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply Concept and Equilibrium.
UNIT 3	Consumer Behaviours Theory – Marshallian and Hicksian Interpretation.
UNIT 4	Theory of Production – Law of Variable Proportion – Law of Returns to Scale.
UNIT 5	Market Structure – Role of Time Elements in Price Theory – Competition and Price Determination.

Recommended Books:

1. Stonier & Hague : Text books of Economic theory.
2. H.L. Ahuja : Principles of Micro Economics
3. S.Sankaran : Economics analysis
4. HS Agarwall : Micro economics
5. M.L Seeth : Principles of Economics
6. Watson D.S : Price Theory and its uses

COURSE CODE	COURSE TITLE	L	T	P	C
16C411A	BUSINESS STATISTICS	6	-	-	5

UNIT	SYLLABUS
UNIT 1	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical data – Diagrammatic and Graphical representation of data.
UNIT 2	Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean.
UNIT 3	Measures of Dispersion – Range – Standard deviation – Mean deviation – Quartile deviation.
UNIT 4	Correlation Analysis – Types of Correlation – Karl Pearson's coefficient of correlation – Rank Correlation.
UNIT 5	Regression Analysis – Uses of Regression Analysis – Regression Lines.

BOOK:

1. Contents and Treatment as in Statistical Methods by S.P.Gupta Published by Sultan Chand & Sons, New Delhi.

RECOMMENDED BOOKS:

1. Statistical Methods – S.P. GUPTA
2. Business Statics – P.R. VITAL
3. Basic Statics – B.AGARWAL
4. Business Statistics- J.K. SHARMA.

COURSE CODE	COURSE TITLE	L	T	P	C
14N61ZA	BASIS OF RETAIL MARKETING	1	-	-	2

UNIT	SYLLABUS
UNIT 1	Retailing – Definition – Retail Marketing – Growth of Organized Retailing in India Importance of Retailing
UNIT 2	Functions of Retailing – Characteristics of Retailing – Types of Retailing – Store Retailing – Non-Store Retailing
UNIT 3	Retail Location Factors – Branding in Retailing – Private Labeling – Franchising Concept
UNIT 4	Communication Tools used in Retailing – Sales Promotion, E-Tailing – Window Display
UNIT 5	Supply Chain Management – Definition – Importance – Role of Information Technology in Retailing.

RECOMMENDED BOOKS:

1. Gilbert Pearson, Retail Marketing Education Asia, 2001
2. Vedamani Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000
3. Berman & Evans, Retail Management, Phi, New Delhi, 2001
4. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
5. Dr. L. Natarajan, Retail Marketing, Margham Publication, Chennai

COURSE CODE	COURSE TITLE	L	T	P	C
14S61AA	Soft skill – I ESSENTIALS OF LANGUAGE COMMUNICATION-II	1	-	-	2

UNIT	SYLLABUS
UNIT 1	Recap of language skills – vocabulary, phrase, clause, sentence.
UNIT 2	Fluency building.
UNIT 3	Principles of Communication
UNIT 4	Types of Communication.
UNIT 5	LSRW in Communication.

Recommended Texts

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi.
- Sasikumar. V and P.V. Dhamija. 1993. *Spoken English: A Self-Learning Guide to Conversation Practice*. 34th Reprint. Tata McGraw-Hill. New Delhi.
- Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York.
- Hewings, Martin. 1999. *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students*. Reprint 2003. Cambridge University Press. New Delhi.
- Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books.
- Hall and Shepherd. *The Anti-Grammar Grammar Book: Discovery Activities for Grammar Teaching*. Longman

COURSE CODE	COURSE TITLE	L	T	P	C
16M412C	PRODUCTION AND MATERIALS MANAGEMENT	6			4

UNIT	SYLLABUS
UNIT 1	Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Layout Planning
UNIT 2	Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning.
UNIT 3	Quality Assurance: Application of statistical quality control, Total quality Management - Role, scope and importance of material management - Make-or-buy Decisions.
UNIT 4	Concept and scope of purchasing management, Principles and objectives of purchasing, purchasing procedure: requisitioning, selecting source of supply, Ordering, Delivery, Scientific Purchasing.
UNIT 5	Inventory Management: Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

REFERENCES:

1. Buffa, A.E.S: Modern Production Management
 2. Chase,R.B., Acquilano N.Jr.Production and Operation Management
 3. Laufer A.C.: Operations Management
 4. O.P. Khanna: Industrial Engineering Management
 5. S.K.Hajra & Choudhary & Nihar Roy: Production management
 6. Hicks, P.E.: Introduction to Industrial Engineering & Management Science
 7. S.K.Dutta: Materials Management
 8. Larner & Donald: Purchasing and Material Management
- Dean S.Ammer: Material Management

COURSE CODE	COURSE TITLE	L	T	P	C
14M412D	MANAGEMENT INFORMATION SYSTEMS	6			4

UNIT	SYLLABUS
UNIT 1	Definition of Management Information System – MIS support for planning, Organizing and controlling – Structure of MIS – Information for decision – making.
UNIT 2	Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage
UNIT 3	Computers and Information Processing – Classification of computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware – Software. Database management system.
UNIT 4	System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, production, material, marketing.
UNIT 5	Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and function

REFERENCE BOOK:

1. “Management Information Systems”, Prentice Hall of India – Mudrick & Ross
2. “Management Information System”, - Gordon B. Davis
3. “Information Systems Analysis and Design” – James A Senn
4. “Management Information Systems” – Prentice – Hall of India – Sadagopan
5. “Management Information System” – CSV Murthy – Himalaya Publications

COURSE CODE	COURSE TITLE	L	T	P	C
16C412B	QUANTITATIVE ANALYSIS FOR MANAGEMENT	6			5

UNIT	SYLLABUS
UNIT 1	Origin and Development of OR – Introduction – Definitions – Scope of Operation Research – Phase of OR – Models in operations Research Advantages of a model.
UNIT 2	Linear Programming – Formulation of LP Problem – Graphical solution – Procedure of solving LPP by Graphical method.
UNIT 3	Transportation Problem – Introduction – definitions Finding Initial Solution – North West Corner Rule – Least Cost or Matrix Minima Method Vogel's Approximation method.
UNIT 4	Assignment Problem – Introduction – Definition – Difference between Transportation and Assignment Problem – Unbalanced Assignment problem.
UNIT 5	Network Analysis – PERT and CPM (No crashing).

RECOMMENDED BOOKS:

1. Operational Research – Hira and Gupta s. chand
2. Operational Research – Dr. P.R. Vital
3. Operational Research – Handy and A. Tata.
4. Statistical Methods and Operation Research – S.P. Gupta

COURSE CODE	COURSE TITLE	L	T	P	C
14N62ZB	FUNDAMENTALS OF INSURANCE	1			2

UNIT	SYLLABUS
UNIT 1	Origin and history of Insurance – Meaning and definition of Insurance – Features of Insurance – Principles of Insurance – Objectives and advantages of Insurance – Types of Insurance – Insurance organizations in India and their profile – Insurance Regulatory and Development Authority – its duties and functions
UNIT 2	Meaning and Definition of Life Insurance – its features – its fundamental principles – Types of policies in Life Insurance Meaning and definition of Fire Insurance – its features – its fundamental principles – Types of policies in Fire Insurance Meaning and definition of Marine Insurance – its features – its fundamental principles – Types of policies in Marine Insurance

REFERENCE BOOKS:

1. A Murthy – Elements of Insurance
2. M N Mish – Insurance Principle and Practice

COURSE CODE	COURSE TITLE	L	T	P	C
14S62AB	Soft skill – II ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS-II	1			2

UNIT	SYLLABUS
UNIT 1	Thinking and Articulation – cognitive, affect, critical, creative aspects of articulation.
UNIT 2	Acquisition of Oral and Aural Skills.
UNIT 3	Communication Boosters – body language.
UNIT 4	Function of Cultural Codes in Presentation – etiquette.
UNIT 5	Models of Presentation.

Recommended Texts

- Powell. *In Company*. MacMillan.
- Cotton, et al. *Market Leader*. Longman.
- Pease, Allan. 1998. *Body Language: How to Read Others Thoughts by their Gestures*. Sudha Publications. New Delhi.
- Gardner, Howard. 1993. *Multiple Intelligences: The Theory in Practice: A Reader*. Basic Books. New York.
- De Bono, Edward. 2000. *Six Thinking Hats*. 2nd Edition. Penguin Books.
- De Bono, Edward. 1993. *Serious Creativity*. Reprint. Harper Business.

COURSE CODE	COURSE TITLE	L	T	P	C
16M413E	BUSINESS MANAGEMENT	6			3

UNIT	SYLLABUS
UNIT 1	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 2	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.
UNIT 3	Organizing : Types of Organizations – Organization Structure – Span of Control– Departmentalization – Informal Organization.
UNIT 4	Authority – Delegation – decentralization – Difference between Authority and Power – Responsibility –Direction – Nature and Purpose.-- Leader ship and Kinds Motivation Kinds Of Motivation
UNIT 5	Co- Ordination – Need, Type and Techniques and Requisites for Excellent Co - Ordination – Controlling – Meeting and Importance – Control Process.

REFERENCE BOOKS:

1. P.C. Tripathi & P.N. Reddy
2. L.M. Prasad
3. Dinkar Pagare
4. C.B. Gupta
5. N. Premavathy
6. J. Jayasankar

Principles of Management
Principles of Management
Principles of Management
Business Management
Business Management
Principles of Management

COURSE CODE	COURSE TITLE	L	T	P	C
16M413G	INTERNATIONAL BUSINESS	6	-	-	3

UNIT	SYLLABUS
UNIT 1	Difference between Internal and International trade – Importance of International Trade in the Global Context
UNIT 2	Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, haberler's hecksher – ohlin theories only)
UNIT 3	Balance of Trade, Balance of Payment: Concepts, causes of disequilibrium methods of correct disequilibrium: Fixed and floating exchange rates
UNIT 4	International Monetary System: - IMF – International Liquidity – IBRD
UNIT 5	WTO : and its implications with Special reference to India

REFERENCE BOOK:

1. International Economics – K.R. Gupta
2. International Trade: M.L. Jingan

COURSE CODE	COURSE TITLE	L	T	P	C
16M413H	COST ACCOUNTING	5	-	-	4

UNIT	SYLLABUS
UNIT 1	Nature and scope of cost accounting - Cost analysis - Concepts and classifications – Installation of costing systems, cost centers and profit centers.
UNIT 2	Preparation of statement of cost sheet – Meaning – Prime cost – Works cost – Cost of Production – Cost of sales – Profit.
UNIT 3	Material Costing – Issue of Material – FIFO, LIFO, HIFO, STORES control – EOQ – Material purchase control – Levels, Aspects, Need and Essentials of Material control – Inventory Control - Re-order Levels – Minimum, Maximum, and Average Stock Levels.
UNIT 4	Labour Cost – Computation and Treatment – Methods of wage payment – Time rate and Piece rate system(Taylor's, Merrick's, Gantt's task) – Labour turnover.
UNIT 5	Overheads – Classifications – Apportionment and Allocation – Accounting and control of Overheads – Manufacturing, Administration, Selling and Distribution – Primary and Secondary – Direct, Repeated Distribution Method, Step Ladder Method.

REFERENCE BOOKS:

1. Jain S.P And Narang K.L – Cost Accounting – Kalyani Publishers
2. Reddy And Murthy – Cost Accounting – Margham Publications
3. S.N. Maheswari – Cost Accounting – Sultan Chand & Sons

COURSE CODE	COURSE TITLE	L	T	P	C
16M413J	INTRODUCTION TO INFORMATION TECHNOLOGY	6	-	-	4

UNIT	SYLLABUS
UNIT 1	<ul style="list-style-type: none"> The Computer system-their uses and components-CPU: control & logic unit Generation of computers-Classification of Computers PC-Laptop Memory: Volatile, non-volatile & virtual memory-Types of Bus.
UNIT 2	<ul style="list-style-type: none"> Input devices: Keyboard, mouse, joystick, scanner, light pen, and touch screen Output devices: printers, dot-matrix printer, ink-jet printer, laser printer-monitor. Storage devices: Magnetic tape, Hard disks, CD-ROM, Speakers
UNIT 3	<ul style="list-style-type: none"> Software concepts: Types of software System software: Operation System and its types, Assembler, Compiler, Interpreter. Application software: Word processing, Presentation tools, Electronic Spreadsheets Database system, DTP Packages, Graphic packages, Business system.
UNIT 4	<ul style="list-style-type: none"> Principles and Techniques of Programming: Program definition-Program lifestyle. Flow-Chart: Definition, Symbols, Benefits, Limitations and examples. Characteristics, Benefits, Drawbacks and Examples of Algorithms.
UNIT 5	<ul style="list-style-type: none"> Databases: Structure of a data table. Internet features– E-mail

TEXT BOOKS:

1. C.S.V.Murthy, 2001, *Fundamentals of Computers*, 1st Edition, Himalaya publishing House.
2. LPEditorial Board, *Fundamentals of Computer*, 1st Edition, Law Point Publishers.

REFERENCES

1. V.RAJARAMAN, 2002, *Fundamentals of Computers*, 3rd Edition, Prentice Hall of India.
2. Marilyn W. Meyer and Roberta L. Baber, *Computers in your future*, 2nd Edition Prentice Hall of India.
3. www.itmagz.com
4. En.wikipedia.org

COURSE CODE	COURSE TITLE	L	T	P	C
16C413C	BUSINESS MATHEMATICS	6	-	-	5

UNIT	SYLLABUS
UNIT 1	Sets – Introduction – Definition – Sets Operation – Laws of Sets
UNIT 2	Matrices – Introduction – Fundamental Idea about Matrices – Matrix Operation – Types of Matrix
UNIT 3	Time Series Analysis – Introduction – Uses of Analysis of Time Series – Components of Time Series – Measurement of Secular Trend – Method of Semi Averages – Methods of Moving Averages – Methods of Least Squares
UNIT 4	Index Numbers – Introduction – Classification of Index Numbers – Uses of Index Numbers – Laspeyre's – Paasche's – Fisher's Index Numbers – Time Reversal Test – Factor Reversal Test
UNIT 5	Vital Statistics – Introduction – Uses of Vital Statistics – Methods of obtaining Vital Statistics – Measurement of Mortality – Crude Death Rate – Specific Death Rates – Standardized Death Rates – Infant Mortality Rate

REFERENCE BOOKS:

1. Statistical Methods by S.P.Gupta Published by Sultan Chand & Sons, New Delhi.
2. Business Mathematics & Statistics – P.R. Vittal
3. Business Mathematics – Sunderasen & Jayaselan.
4. Elements of Mathematics – Prem Narain.
5. Business Mathematics – P.P. Gupta & G.S. Malik

COURSE CODE	COURSE TITLE	L	T	P	C
14S63AC	PERSONALITY ENRICHMENT	1	-	-	3

PERSONALITY ENRICHMENT

UNIT	SYLLABUS
UNIT 1	Introduction Definition of Personality Components of Personality – Structural and Functional aspects Determinants of Personality – Biological, Psychological and Socio-Cultural factors Assessment of Personality – Observation, Interview and Psychological Tests Misconceptions and Classifications Need for Personality Development
UNIT 2	Self Awareness and Self Motivation Self Analysis through SWOT and Johari window Elements of Motivation Seven rules of Motivation Techniques and Strategies for Self Motivation Motivation Checklist and Goal Setting based on the principles of SMART Self Motivation and Life
UNIT 3	General Knowledge and Current Affairs Regional, National and International events Geographical, Political and Historical facts Information on sports and other recreational activities Basic knowledge with regard to health and health promotion
UNIT 4	Memory, Decision Making and Study Skills Definition and Importance of Memory Causes of Forgetting How to forget (thought stopping), how to remember (techniques for improving memory) The technique of passing exams The rational decision making process Improving creativity in decision making and components of creativity
UNIT 5	Power of Positive Thinking Thinking power – seven steps for dealing with doubt Traits of positive thinkers and high achievers Goals and techniques for positive thinking Enhancement of concentration through positive thinking Practicing a positive life style

PRACTICAL TRAINING – The course would include the following practical exercises

- Ice Breaking
- Brainstorming
- Stimulation Exercises
- Thought Stopping
- Memory
- Study Skills Training

REFERENCES

1. Mile, D J (2004), Power of Positive Thinking, Delhi, Rohan Book Company.
2. Pravesh Kumar (2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3. Dudley, G A (2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4. Lorayne, H (2004), How to develop a super power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5. Hurlock, E B (2006), Personality Development, 28th Reprint, New Delhi, Tata MCGraw Hill.

COURSE CODE	COURSE TITLE	L	T	P	C
16M414K	COMPANY LAW	5	-	-	3

UNIT	SYLLABUS
UNIT 1	<ul style="list-style-type: none"> Meaning, Definition & Salient Features of Companies Act, 2013 Kinds of Companies Promotion, Role of Promoters-Incorporation of a Company
UNIT 2	<ul style="list-style-type: none"> Memorandum of Association, Contents & Alteration Articles of Association, Contents & Alteration Prospectus, Contents & Consequences of misstatement Doctrine of Ultra Virus & Indoor Management.
UNIT 3	<ul style="list-style-type: none"> Directors-Appointment, Qualification-Disqualification Membership in a Company, Modes of acquiring Membership Rights and Liabilities of Members, Termination of Membership Corporate Governance- Meaning, benefits of good governance, factors influencing corporate governance.
UNIT 4	<ul style="list-style-type: none"> General and Statutory Meeting, Extraordinary Meetings Resolutions, Meaning and Kinds Role of Company Secretary with respect to meetings
UNIT 5	<ul style="list-style-type: none"> Meaning and modes of winding up Powers of court in winding up Consequences and procedures for winding up Powers, Liabilities and Duties of Liquidators

TEXT BOOK

N.D.Kapoor, 2003, *Elements of Company Law*, 27th Ed., Sultan Chand & Sons, New Delhi.

REFERENCES

1. S.Kathireasan & Dr.V.Radha, 2006, *Company Law*, 6th Ed., Prasanna Publishers, Chennai.
2. P.C.Tulsian, 2005, *Business & Corporate Laws*, 1st Ed., Tata McGraw Hill, New Delhi.
3. Majumdar & G.K.Kapoor, 2005, *Company Law*, 9th Ed., S.Chand & Sons, New Delhi.

COURSE CODE	COURSE TITLE	L	T	P	C
16M414L	SERVICES MARKETING	5	-	-	3

UNIT	SYLLABUS
UNIT 1	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 2	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 3	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 4	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 5	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.

REFERENCE BOOKS:

1. Adrhian Payne, The Essence of Marketing, New Delhi, Prentice Hall of India Pvt Ltd., 2001.
2. Christopher Lovelock, Services Marketing, 4th Ed, Pearson Education Asia, 2001.
3. K. Douglas, Hoffman, John E G Bate son, Essentials of Service Marketing, 2nd Ed,
4. Thomas southwestern year 2002.
5. Helen Woodroffe – Services Marketing, Mcmillan India Ltd, year 1997.
6. S M Jha, Services Marketing, New Delhi, Himalaya Publishing House.

COURSE CODE	COURSE TITLE	L	T	P	C
16M414M	MANAGEMENT ACCOUNTING	6	-	-	4

UNIT	SYLLABUS
UNIT 1	Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting vs. Cost Accounting – Management Accounting vs. Financial Accounting.
UNIT 2	Analysis and interpretation of financial statements – Nature, Objective, Tools – Methods – Comparative statements, Common size statement and Trend Analysis – Ratio Analysis – Classification of ratios – Profitability, Turnover & Solvency Ratio
UNIT 3	Funds Flow and Cash Flow Statements (Simple Problems only)
UNIT 4	Budgets and Budgetary control – Meaning, Objectives, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets.
UNIT 5	Marginal Costing (excluding decision making) – Break Event Analysis – Break Even chart.

REFERENCE BOOKS:

1. Dr. Maheswari S.N – Management Accounting – Sultan Chand & Sons
2. Reddy and Murthy - Management Accounting – Margham Publications

COURSE CODE	COURSE TITLE	L	T	P	C
16M414N	BUSINESS COMMUNICATION	5	-	-	4

UNIT	SYLLABUS
UNIT 1	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.
UNIT 2	Kinds of Business Letter: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.
UNIT 3	Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.
UNIT 4	Report Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.
UNIT 5	Modern Forms of Communication : Fax – e-mail – Video Conferencing – Internet – Websites and their use in Business.

REFERENCE BOOK:

1. Essentials of Business Communication – Rajendra Pal & J.S. Korlahalli
2. Communication for Business – Shirley Taylor.
3. Business Communication Today – Bovee, Thill, Schatzman
4. Advanced Business Communication – Penrose, Rasbery, Myers

COURSE CODE	COURSE TITLE	L	T	P	C
16C414D	BUSINESS ENVIRONMENT	5			5

UNIT	SYLLABUS
UNIT 1	The concept of Business Environment – its nature and significance – Brief overview of political – Cultural – legal – economic and social and environments and their impact on business and strategic decisions.
UNIT 2	Political Environment – Government and Business relationship in India – Provisions of Indian Constitution pertaining to business.
UNIT 3	Social environment – Cultural heritage – social attitudes – impact of foreign culture – castes and communities – joint family system – linguistic and religious groups – Types of social organization –social responsibilities of business.
UNIT 4	Economics Environment – Economic systems and their impact on business – Macroeconomic parameters like GDP – growth rate of population – Urbanisation – Fiscal deficit – Plan investment – Per capita income and their impact on business decisions – Five Year Planning.
UNIT 5	Financial and Technological environment– Financial system – Commercial banks – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs

REFERENCE BOOKS:

1. Sankaran S – Business Environment
2. Francis Cherunilam - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta – Government and Business in India
5. Srinivisan K. – Productivity and social Environment.

COURSE CODE	COURSE TITLE	L	T	P	C
14E64AA	ENVIRONMENTAL STUDIES	2			2

UNIT	SYLLABUS
UNIT 1	The Multi disciplinary Nature of Environmental Studies Definition, scope and importance, Need for public awareness
UNIT 2	Natural Resources Renewable and non-renewable resources: Natural resources and associated problems <ul style="list-style-type: none"> • Forest Resources: Use and over-exploitation, deforestation case studies, timber extraction, mining, dams and their effects on forests and tribal people. • Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems. • Mineral Resources: Use and exploitation, environmental effects of extracting using mineral resources case studies. • Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging salinity, case studies. • Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources – Case Studies. • Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual and conservation of natural resources – Equitable use of resources for sustainable life styles.
UNIT 3	Ecosystems Concept of an Ecosystem – Structure and Function – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristics, features, structures and function of Forest Ecosystem, Grassland Ecosystem, Desert Ecosystem and Aquatic Ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)
UNIT 4	Biodiversity and its Conservation Introduction – Definition genetic species and eco-system diversity – Bio-geographical classification of India – Value of the biodiversity – consumptive use, productive use, social, ethical. Aesthetic and option values – Biodiversity at Global, National and Local levels – India as a mega – diversity nation – Hot-Spots of biodiversity – Threats to biodiversity habitat loss, poaching of wildlife, man wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT 5	Environmental Pollution Definition Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards – Solid waste management causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution of case studies – Disaster management, floods, earthquake, cyclone and landslides.
UNIT 6	Social Issues and the Environment Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns & Case Studies – Environmental ethics issues and possible solutions – Climate change, global warming, Acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies, Wasteland reclamation – Consumerism and waste products – Environmental Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and Control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness.
UNIT 7	Human Population and the Environment Population growth, variation among nations – Population explosion – Family Welfare Programme – Environment and human health – Human Rights – Value Education – HIV / AIDS – Women and Child welfare – Role of Information Technology in Environment and human health – Case Studies
UNIT 8	Field Work Visit to a local area to document environmental assets – river / forest / grassland / hill mountain – Visit to a local polluted site – Urban / Rural / Industrial / Agricultural – Study of common plants, insects, birds – Study of simple ecosystems – pond, river, hill slopes, etc. (Field work equal to 5 lecture hours)

COURSE CODE	COURSE TITLE	L	T	P	C
14S64AD	COMPUTING SKILL	2			3

UNIT	SYLLABUS
UNIT 1	<i>Introduction to Computers</i> – Classification of Computers; Role of Computer 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 2	<i>Word Processing</i> – Open, Save and close word document; Editing text – text formatting, bullets; Spell Checker; Navigating in word – keyword, Macro; document formatting – paragraph alignment, indentation, headers and footers; numbering; printing – preview, options.
UNIT 3	<i>File Management</i> – Understanding the importance of file management; backup of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulating windows – maximize, minimize; Power point basics – terminology, template viewing.
UNIT 4	<i>Spreadsheets</i> – 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 5	<i>Networks</i> – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages.

References:

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

COURSE CODE	COURSE TITLE	L	T	P	C
16M415P	HUMAN RESOURCES MANAGEMENT	6			4

UNIT	SYLLABUS
UNIT 1	Human Resource Management (HRM) Definition – Objectives – Functions – nature and scope of HRM – Difference between personnel management and HRM – Qualities of good HR manager – changing roles of a HR manager – problems and challenges of HR manager.
UNIT 2	Human Resource Planning (Man power planning) Definition of HR planning – objectives – Steps in HR Planning – Types of Planning – Need and importance – Tools and Techniques - Job analysis – Job analysis – Job Description Job Specification - Job evaluation.
UNIT 3	Recruitment & Selection Recruitment and Selection – objectives of Recruitment Recruitment – Sources – internal and external recruitment – application blank – Testing – Interviews – Techniques in selection – Placement & Induction.
UNIT 4	Training & Development Training and Development – Principles of Training – Assessment of Training needs – methods – evolution of effectiveness of training programme.
UNIT 5	Performance Appraisal Performance Appraisal – Process – Methods of Performance appraisal – appraisal counseling – Motivation Process – Theories of motivation – compensation – Incentives – Monetary & Non-Monetary – Promotion & Transfers

REFERENCE BOOKS:

1. Aswathappa - HRM Tata me grow hill Publishing co. New Delhi.
2. LM Prasad, HRM – Sultan Chand & Sons, New Delhi.
3. Jayashankar – HRM – Margham Publications, Chennai.
4. Chitra Atmaran Naik – Hen – Ane books Pvt.Ltd.
5. Dr. Radha – HRM

COURSE CODE	COURSE TITLE	L	T	P	C
16M415Q	CORPORATE FINANCIAL MANAGEMENT	6			4

UNIT	SYLLABUS
UNIT 1	Meaning, objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation
UNIT 2	Financial planning and control – Break – even analysis – Operation leverage – Cost – volume – Profit analysis
UNIT 3	Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings
UNIT 4	Capital structure decision of the firm – Composition and sources of long – term funds – financial leverage – Factors determining funds requirements.
UNIT 5	Financial Information systems

REFERENCE BOOK:

1. Financial Management – Prasanna Chandra
2. Khan and Jain – Financial Management
3. Pandey I M – Financial Management
4. Vanhorne – Fundamentals of Financial Management

COURSE CODE	COURSE TITLE	L	T	P	C
16M415R	STRATEGIC MANAGEMENT	6			4

UNIT	SYLLABUS
UNIT 1	An overview of strategic Management: Defining Strategy, levels at which strategy operates: Approaches to strategic decision making: Strategic intent, vision, Mission, Business definition, objectives and goals, Environmental analysis and Diagnosis: concept of environment and its components; Environment scanning and appraisal, Organization appraisal, Strategic advantage analysis and diagnosis.
UNIT 2	Corporate-level strategies: Grand, Stability, Expansion, Retrenchment, Combination strategies, corporate Restructuring, Business-level/strategies: Generic and tactics for business strategies.
UNIT 3	Strategic Analysis and choice: Process of strategic choice, corporate and business level strategic analysis, subjective factors in strategic choice, contingency strategies and strategic plan.
UNIT 4	Activating Strategies: Interrelationship between formulation and implementation. Aspects of strategy implementation, Project and Procedural Implementation. Resource allocation, Structural and Behavioural implementation.
UNIT 5	Functional and Operational implementation: Financial, Marketing, Operation/production Personnel plans and policies, information, integration of functional plans and policies, strategic evaluation and control: Techniques of strategic evaluation and control.

BOOKS RECOMMENDED

1. Azhar Kaxmi: Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2005
2. Jain, P.C.L.,: Strategic management (Hindi), 2005
3. Bhattacharry, S.K. and N.VEnkataraman: Managing Business Enterprises.
4. Strategies, structure and Systems, Vikas publishing house, New Delhi, 2004

COURSE CODE	COURSE TITLE	L	T	P	C
16M415S	MARKETING MANAGEMENT	6			5

UNIT	SYLLABUS
UNIT 1	Marketing Management Definition of Marketing and Marketing Management Marketing Process – marketing management – orientation – marketing plan – marketing mix – functions of marketing management – MIS.
UNIT 2	Emerging Issues in Marketing Consumer orientation – Integrated marketing – Business Ethics in Marketing – Direct and online marketing (Cyber Marketing) – Green Marketing – Quantitative Techniques for marketing Decisions – Consumerism – Customer Relation Building.
UNIT 3	Product and Pricing Decisions Product – features – Product Mix – Product Policy – Product Planning – New Product Development – Product Life Cycle – Pricing – Importance – Objectives – Pricing Policies, Strategies and Techniques – Pricing Methods.
UNIT 4	Consumer / Business Market Segmentation Definition – Need for Segmentation – factors deciding the success of market segmentation – Bases for Segmentation – Process of market segmentation – Niche Marketing – Characteristics of Niche Market.
UNIT 5	Sales Promotion and Advertising Sales Promotion Techniques and Methods – Advertising – Objectives Benefits – Selection of Media, Advertising copy – Ethics in Advertising Salesmanship – Objectives, qualities and types of salesman – E-marketing.

REFERENCE BOOKS:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi
2. Kotler Philip Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, new Delhi
3. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi
4. Mc Garchy, E. Nenome and William D Perrault, Jr. Basic Marketing management Approach, Richard D. Irwin, Homewood, Illinois.
5. Ramaswamy, V.S, and Namakumari, S: Marketing Management, macmillan India, New Delhi
6. Srinivasan R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi
7. Santon, William, J and Charles Futrell: Fundamentals of Marketing: McGraw Hill Publishing co, New York
8. Still, Richard R, Edward W, Clundiff and Norman A.P

COURSE CODE	COURSE TITLE	L	T	P	C
16A415A	ENTREPRENEURIAL DEVELOPMENT	6			5

UNIT	SYLLABUS
UNIT 1	Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs
UNIT 2	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 3	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 4	Entrepreneurial Development programmes (EDP) – their role, relevance, and achievements – Role of Government in organizing EDPs – critical evaluation
UNIT 5	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

COURSE CODE	COURSE TITLE	L	T	P	C
16M416T	MARKETING RESEARCH	6			4

UNIT	SYLLABUS
UNIT 1	Introduction – Definition of Marketing Research – Nature and Scope – Marketing Research as aid rational decision making.
UNIT 2	Sampling techniques – Random – Stratified – Area – Quota – Questionnaire – Interview techniques – Interviewing skills on the part of investigator.
UNIT 3	Motivation Research – Product Research
UNIT 4	Consumer Survey – Sales Control Research
UNIT 5	Media Research – Various Techniques – Measuring advertising effectiveness – Analysis and reporting research finding to the management.

REFERENCE BOOKS:

1. Majumdar – Marketing Research
2. Green and Tull - Marketing Research
3. Donal H. McBurn, Research Mathics – Thomson.
4. M. Basher Ahmed Khan - Marketing Research : Text and Cases, PHI, New Delhi
5. Sharma DD - Marketing Research
6. Tull and Hawkins : Marketing Research

COURSE CODE	COURSE TITLE	L	T	P	C
16M416W	ORGANIZATIONAL BEHAVIOUR	5			5

UNIT	SYLLABUS
UNIT 1	The concept of organization, meaning of organization theory. Organization goals, determinants of goals, goal displacement, goal distortion, organizational and industrial goals, integration of goals. Concept and determinants of organization structure. Different types and importance of organizational structure. Environment and structure, designing and organizing structure, planning for the structure.
UNIT 2	Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional analysis.
UNIT 3	Attitudes and perception : Concept of attitude; attitude, opinions and beliefs; attitudes and behaviour, formation of attitude, factors determine formation of attitude, attitude measurement; attitude change. Definition and meaning of perception; perceptual process; factors influencing perception.
UNIT 4	Conflict and change: Meaning and Process of conflict; causes, sources, consequences of conflict; conflict resolution strategies. Kind of change; Identification of the problem and implementation of change; resistance to change, overcoming resistance to change.
UNIT 5	Organizational Effectiveness : The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

REFERENCES:

1. Fred Luthans: Organizational Behaviour
2. Keith Davis: Human Behaviour at work
3. Stephen Robbins: Organization Behaviour
4. V.S.P. Rao & P.S.Narayan: Organization Theory and Behaviour
5. LM Prasad: Organizational Theory and Behaviour
6. R.A.Sharma: Organization Theory and Behaviour
7. Paul Hersey & Keith: Management of Organizational Behaviour Blanchard
8. Edgar H Schien: Organizational Psychology
9. Udai Pareek, T.V.Rao & Pestonjee, D.M: Behavioural process in Organisation

COURSE CODE	COURSE TITLE	L	T	P	C
16M416U	RESEARCH METHODOLOGY	6			5

UNIT	SYLLABUS
UNIT 1	Research – Meaning, Objectives and Purpose - Types of Research - Pure and applied, survey, case study experimental, exploratory – Research Process - Criteria of good research.
UNIT 2	Research Design – Meaning, Significance and Features - Research Problem - Steps in selection and formulation of research problem - Review of Literature - Formulation of Hypothesis
UNIT 3	Methods of data collection - Primary and secondary data - observation - interview -questionnaire - construction of tools for data collection
UNIT 4	Data Analysis and Interpretation – Types of Analysis – Chi-Square Test - Multivariate Analysis – t-Test – ANOVA (Only Theory)
UNIT 5	Report Writing – Significance – Steps in writing Report – Layout of the Research Report – Types of Reports.

REFERENCE BOOKS:

1. William C Emory, Business Research Methods, Richard D Irwin, NJ,
2. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001
3. Krishnaswami OR, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
4. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
5. C R Kothari & Gaurav Garg, Research Methodology Methods and Techniques, New Age International Publishers

COURSE CODE	COURSE TITLE	L	T	P	C
16M416V	COMPUTER APPLICATIONS – TALLY	6			4

UNIT	SYLLABUS
UNIT 1	Computer - Environment usage - Tally loading - Setting the directory.
UNIT 2	Tally - Starting - Creating Company - Altering company operations - General environment configuration – Functional keys and shortcut keys.
UNIT 3	Voucher entry - delivery note - Payment voucher - Receipt voucher debit note - Credit note.
UNIT 4	Creations of various accounts - Indexing - Creation of ledgers - Multiple ledgers - Cost categories - cost centers, Budget - Bank reconciliation - Inventory maintenance - Inventory valuation - Interest calculation.
UNIT 5	Consolidation of accounts - Import / export data - Final accounts - Reporting - Fund flow statements, cash flow statements - Inventory analysis report - Printing of Report – ERP

Reference Books:

1. Vishnu Priya Singh – Tally 9
2. Kogent Solutions Inc – Tally 9
3. Ramaiah Publications – Tally 9

COURSE CODE	COURSE TITLE	L	T	P	C
16A416B	APPLICATION ORIENTED SUBJECT II	6			5

PROJECT WORK

UNIT	SYLLABUS
UNIT 1	<p>A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same.</p> <p>The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.</p> <p>Project report shall carry 75 marks and Viva – Voce examinations 25 marks.</p> <p>Those who fail in the project work will have to redo the project work and submit to the college for external examination.</p>

COURSE CODE	COURSE TITLE	L	T	P	C
14V66AG	VALUE EDUCATION	1			2

UNIT	SYLLABUS
UNIT 1	Introduction: Value Education and its relevance to present day – Meaning of Value Education – The meaning of the word value – Significance of Thirukkural about ‘Value Education’ – Personal Values: Meaning – Different personal values – Love – Compassion – Gratitude – Courage – Optimism – Friendship
UNIT 2	Family Values: Meaning – Social Attitude to Women, Children and Elders – Familal Responsibilities – Dos and Don’ts for Stronger Family bonding – Significance of Thirukkural about ‘Family Values’.
UNIT 3	Self Esteem: Fear of failure – Approval seeking – Self Esteem is not selfishness / Ego – Self Esteem / Arrogance – Qualities of a person with Self Esteem – Significance of Thirukkural about ‘Self Esteem’ – Anger: Common situations where people fly into rage – Anger at services – Some practical methods of handling anger – techniques to handle our anger – Handling anger in others – methods to replace anger.

REFERENCE BOOKS:

1. Value Education - N S Raghunathan, Margham Publication