

**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE PROGRAMME**  
**B.COM - ISM**  
**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF COMMERCE PROGRAMME**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**SRM UNIVERSITY**  
**SRM Nagar**  
**Kattankulathur- 603 203**

**BACHELOR OF COMMERCE  
FOR B.COM – ISM  
(For students admitted from the academic year 2014-15 onwards)**

**CURRICULUM**

**I YEAR – Semester I**

	<b>Course Type</b>	<b>Subject Code</b>	<b>Subject title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>LTP</b>	<b>Credit</b>
I	Fundamental	ULT15101	Tamil – I	4	1		5	4
		ULH15101	Hindi – I					
		ULF15101	French – I					
II	Fundamental	ULE15101	English - I	4	1		5	4
III	Core – 1	UIS15101	Financial accounting - I	4	1		5	4
IV	Core – 2	UIS15102	Business management	4	1		5	4
V	Core -3	UIS15103	Business communication	4			4	4
VI	Allied - 1	UIS15104	Business economics	4			4	4
VII	CDC	CDC15101	Verbal ability	2			2	2
<b>Total</b>				<b>26</b>	<b>4</b>	<b>0</b>	<b>30</b>	<b>26</b>

**I YEAR - Semester II**

	<b>Course Type</b>	<b>Subject Code</b>	<b>Subject title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>LTP</b>	<b>Credit</b>
I	Fundamental	ULT15201	Tamil – II	4	1		5	4
		ULH15201	Hindi – II					
		ULF15201	French – II					
II	Fundamental	ULE15201	English – II	4	1		5	4
III	Core – 4	UIS15201	Basic Company Accounts	4	1		5	4
IV	Core – 5	UIS15202	Banking Law and Practice	4	1		5	4
V	Core - 6 - Lab	UIS15203	Office Automation – lab			4	4	2
VI	Allied – 2	UIS15204	Management Information System	4			4	4
VII	CDC	CDC15201	Quantitative Aptitude And Logical Reasoning-I	2		0	2	2
VIII	EXTENSION ACTIVITIES	UNS15201	NSS					1
		UNO15201	NSO					
		UNC15201	NCC					
		UYG15201	Yoga					
<b>Total</b>				<b>22</b>	<b>4</b>	<b>4</b>	<b>30</b>	<b>25</b>

## II YEAR (Semester – III)

	<b>Course Type</b>	<b>Subject Code</b>	<b>Subject title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>LTP</b>	<b>Credit</b>
I	Core – 7	UIS15301	Cost accounting - I	4	1		5	4
II	Core - 8	UIS15302	Business laws	4	1		5	4
III	Core - 9	UIS15303	Internet Concepts - Theory	4	1		5	4
IV	Allied - 3	UIS15304	Business Statistics - I	4	1		5	4
V	Skill Based Elective - 1	UIS15E51	Internet Concepts - Lab			6	6	3
		UIS15E52	Multimedia and its Application - Lab					
VI	Non Major Elective - 1		Open Elective	2			2	2
VII	CDC	CDC15301	Quantitative Aptitude and Logical Reasoning - II	2			2	2
<b>Total</b>				<b>20</b>	<b>4</b>	<b>6</b>	<b>30</b>	<b>23</b>

**II YEAR - Semester IV**

	<b>Course Type</b>	<b>Subject Code</b>	<b>Subject title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>LTP</b>	<b>Credit</b>
I	Core – 10	UIS15401	Cost accounting - II	4	1		5	4
II	Core – 11	UIS15402	Company law	4	1		5	4
III	Core – 12	UIS15403	RDBMS - Theory	4	1		5	4
IV	Allied – 4	UIS15404	Business Statistics – II	4	1		5	4
V	Skill Based Elective – 2	UIS15E53	RDBMS - LAB			6	6	3
		UIS15E54	SPSS & TORA - Lab					
VI	Non Major Elective – 2		Open Elective	2			2	2
VII	CDC	CDC15401	Communication Skills	2			2	2
<b>Total</b>				<b>20</b>	<b>4</b>	<b>6</b>	<b>30</b>	<b>23</b>

### III YEAR - Semester V

	Course Type	Subject Code	Subject title	L	T	P	LTP	Credit
I	Core –13	UIS15501	Management Accounting	4	1		5	4
II	Core –14	UIS15502	Practical auditing	4	1		5	4
III	Core –15	UIS15503	Income Tax Law and Practice – I	4	1		5	4
IV	Core –16	UIS15504	Computer Application In Accounting Lab			4	4	2
V	Elective –1	UIS15E01	Enterprise Resource Planning	3	1		4	3
		UIS15E02	E- Business					
VI	Elective -2	UIS15E03	Innovation and Organisational Changes	3	1		4	3
		UIS15E04	Advertisement and Sales Management					
VII	EVS	CDC15501	EVS	3			3	3
<b>Total</b>								

### III Year - Semester VI

	Course Type	Subject Code	Subject title	L	T	P	LTP	Credit
I	Core – 17	UIS15601	Personnel Management	4			4	4
II	Core – 18	UIS15602	Entrepreneurial Development Programme	4			4	4
III	Core – 19	UIS15603	Income Tax Law and Practice - ii	4	1		5	4
IV	Core - 20	UIS15604	Project - Commerce	4			4	4
IV	Core – 21	UIS15605	Project – Software Development	1		2		2
V	Elective -3	UIS15E05	Computerised Stock Exchange Management	3	1		4	3
		UIS15E06	Financial services					
VI	Elective – 4	UIS15E07	Marketing	3	1		4	3
		UIS15E08	Customer Relationship Management					
VIII	CDC	CDC15601	Personality Development	2			2	2
<b>Total</b>				<b>24</b>	<b>3</b>	<b>3</b>	<b>30</b>	<b>26</b>
<b>Grand Total</b>				<b>133</b>	<b>27</b>	<b>20</b>	<b>180</b>	<b>146</b>

Subject Code	I Year - I Semester - Core Paper 1	L	T	P	Total of LTP	Credit
UIS15101	FINANCIAL ACCOUNTING – I	4	1	0	5	4

**Maximum 100 marks (Internal50 marks;External50)**

**OBJECTIVE**

1. To provide knowledge on the fundamental of financial accounting.
2. To expose the student to various financial transaction and its current application.

**UNIT-I**

Meaning and scope of Accounting, Basic Accounting concepts and conventions- Objectives of Accounting- Accounting Transactions- Double Entry Book Keeping- journal, Ledger, Preparation of Trial Balance- preparation of Cash Book.

**UNIT-II**

Preparation of Final Accounts of a sole Trading Concern- Adjustments- Closing stock, Outstanding and prepaid items, Depreciation, Provision of Bad Debts, provision for Discount on Debtors, Interest on Capital and Drawing – Non-Trading Concerns’ Accounts – Capital Vs Revenue – Preparation of Receipt and Payment Account. Income & Expenditure Account and Balance sheet (simple problem)

**UNIT-III**

Classification of errors- Rectification of errors- Preparation of suspense Account. Bank Reconciliation Statement (Only simple problems).

**UNIT-IV**

Depreciation- Meaning, Causes, Types- Straight Line Method- Written Down Value Method (Change in Method Excluded). Insurance Claims- Average Clauses (Loss of stock only).

**UNIT- V**

Single Entry- Meaning, Features, Defects, Differences between single entry and Double Entry system- Statement of Affairs Method – Conversion Method (only simple problem).



**TEXT BOOK**

1. ReddyT.S. &MurthyA. (2012)- “Financial Accounting” – Margham Publication - Chennai

**REFERENCES**

1. Shulka&Grewal (2006)- “Advanced Accounting”- S Chand – New Delhi
2. Jain &Narang (2002)-“Financial Accounting”, Kalyani Publications, New Delhi.

Subject Code	I Year - I Semester - Core Paper 2	L	T	P	Total of LTP	Credit
UIS15102	BUSINESS MANAGEMENT	4	1	0	5	4

**Maximum 100 marks (Internal 50 marks; External 50)**

**OBJECTIVE**

1. To introduce the student to the various management concepts
2. To explain the various function of management

**UNIT I - INTRODUCTION**

Business Management - Nature - Functions - Management Vs Administration - Science or Art - Contribution by Taylor, Henry Fayol and Peter F Drucker.

**UNIT II -PLANNING**

Process - Kinds of planning - Objectives - Strategies, Policies, Procedure, Methods and Rule - Forecasting and planning Limitations of planning - Management by Objectives. Decision making process - Effective decision making.

**UNIT III -ORGANISING**

Process - Features - Elements - Structure - Different forms - Principles of organisation - Departmentation, Delegation and Decentralization - Span of Control - Organisation Charts and Manuals.

**UNIT IV -DIRECTING**

Directing and Co-ordination: Principles - Elements - Supervision - Motivation - Theories of Motivation - Leadership - Communication.

## UNIT V - CONTROLLING

Nature- Control Process -Control Techniques: Budgetary Control, PERT/CPM, Management by Exception, Performance Budgeting and Zero Based Budgeting.

### TEXT BOOKS

1. Prasad L.M. (2007) "Principles of Management" Sultan Chand Sons, New Delhi.
2. Sundar.K (2014)"Principles of Management", Vijay Nichole Imprints private limited, Chennai

### REFERENCES

1. GuptaC.B. (1997) "Management Principles and Practice, Sultan Chand Sons, New Delhi
2. Drucker Peter F. (2007) "Management Challenges for the 21st Century"; ButterworthHeinemann, Oxford Publishing, New York
3. Fred Luthans (2005) "Organizational Behaviour"; McGraw Hill, New York

Subject Code	I Year - I Semester - Core 3	L	T	P	Total of LTP	Credit
UIS15103	BUSINESS COMMUNICATION	4			4	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

### OBJECTIVE

1. To learn the basic theories in business communication
2. To understand the various communication models and tools required to run a business

### UNIT-I

Definition- Methods- Types- Principles of effective communication- Barriers to communication- Business Letters – Layout – Use of Capital Letters in writing – Use of Foreign Words and Phrases.

### UNIT-II

Kinds of Business Letters: Interview- Appointments- Acknowledgement- Promotion- Enquires- Replies- Orders- Sales- Circulars – complaints – Use of Mobile Phones in communication and modern application software in Mobile Phones communication.

**UNIT-III**

Bank Correspondence- Insurance Correspondence- Agency Correspondence- Correspondence with shareholders, Directors.

**UNIT-IV**

Report Writing- Agenda, Minutes of Meeting- Memorandum- Office order- Circular-Notes.

**UNIT-V**

Modern Forms of Communication: Fax- e-mail- Video conferencing- internet- Website and their use in Business.

**TEXT BOOKS**

1. Ramachandran (2007), "Business Communication", Macmillan Publishers, India
2. AshaKaul (2006), "Effective Business Communication", Prentice Hall of India, New Delhi

**REFERENCES**

1. Randolph H Hudson (1994), "Business Communication", Jaico Publishing House, New Delhi
2. Meenakshi Raman, Prakash Singh, (2012), "Business Communication", Oxford University Press, New Delhi.
3. Jain, V K & OmprakashBiyani, (2012), "Business Ethics and Communication", S Chand Co, New Delhi.

Subject Code	I Year - I Semester- Allied - 1	L	T	P	Total of LTP	Credit
UIS15104	BUSINESS ECONOMICS	4			4	4

**Maximum 100 marks (Internal 50 marks; External50 marks)**

**OBJECTIVE**

1. To learn the basic theories in economics in connection with business
2. To understand the various economics models and tools required to run a business

**UNIT - I**

Introduction to Economics- Wealth and Security Views on Economics- Positive and Normative Economics Definition – Scope and Importance of Business Economics Concepts:

**UNIT - II**

Demand and Supply Functions: Meaning of Demand - Determinants and Distinction of Demand- Law of Demand –Elasticity of Demand –Demand Forecasting –Supply Concept and equilibrium.

**UNIT - III**

Consumer Behavior: Law of Diminishing Marginal Utility –Equi-Marginal Utility- Indifference Curve-Definition, Properties and Equilibrium.

**UNIT - IV**

Production: Law of Variable Proportion- Law of Returns to Scale- Producer's Equilibrium- Economics of Scale. Cost Classification –Break Even Analysis.

**UNIT - V**

Product Pricing: Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition-Oligopoly-Pricing Objectives and Methods

**TEXT BOOKS**

1. SatishMunjal, "Business Economics", RBSA Publishers, Delhi
2. SarmaMankar, "Business Economics", Himalayan Publishing House, New Delhi.

## REFERENCES

1. Jayaprakash Reddy (2004), "Advanced Business Economics", APH Publishing Corporation, Delhi
2. Misra&Puri (1999), "Business Economics", Himalayan Publishing House, New Delhi
3. Ahuja H L (1999), "Business Economics", S. Chand & Co, New Delhi

Subject Code	I Year - II Semester - Core Paper 4	L	T	P	Total of LTP	Credit
UIS15201	BASIC COMPANY ACCOUNTS	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

## OBJECTIVE

1. To Understand the Preparation of Accounting for Companies
2. To Understand the Accounting of Shares and Company Final Accounts.

## UNIT-I

Issue of Share at Par, Premium, Discount - Various Kinds- Full Allotment and Pro Rata Allotment Forfeiture, between and after Final Call- Re-Issue, Immediately and after Final Call –Calculation of Capital Reserve on fully and Partly Reissue.

## UNIT-II

Underwriting of Shares -Purchase of Business- Profits Prior to Incorporation, Computation of Sales Ratio and Time Ratio.

## UNIT-III

Preparation of Company Final Accounts, Trading Account, Profit and Loss Account, Profit and Loss Appropriation, Balance Sheet as per Companies Act - Computation of Managerial Remuneration.

## UNIT-IV

Valuation of Goodwill, Average Profit Methods, Super Profit Method, Capitalization Method, Annuity Method – Valuation of Shares, Net Asset Methods, Yield Method, Fair Value Method – Human Resource Accounting

## **UNIT-V**

Alteration of Shares Capital- Internal Reconstruction, Alternation of Share Holder's Fund, External Liabilities (Preference Share Capital, Debentures, Loans, Creditors Etc.,) and Reduction of Capital.

### **TEXT BOOK**

1. Reddy & Murthy, (2008) "Corporate Accounting", Margham Publication, Chennai.

### **REFERENCES**

1. Arulanandam & Raman, (2009), "Corporate Accounting", Himalayan Publishing House, New Delhi.
2. Shukla & Grewal, (2000), "Advanced Accounts", S Chand, New Delhi

<b>Subject Code</b>	<b>I Year - II Semester - Core Paper 5</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>Credit</b>
UIS15202	BANKING LAW AND PRACTICE	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

### **OBJECTIVE**

1. To provide an understanding of banking law and practices.
2. To educate the students on the practical application on the banking services

### **UNIT - I COMMERCIAL BANKS AND CENTRAL BANKING**

Commercial Banks - Functions - Credit creation - Methods of credit control - Reserve Bank of India - Organization and functions – Recent trends in banking – Online banking – methods – benefits and limitations.

### **UNIT - IIBANKER AND CUSTOMER RELATIONSHIP**

Banker and Customer - Relationship - Special features - Opening and closing of accounts - Different types of accounts - Forms used in the operation of bank account - Cheque book, Pass book, Mistakes in the pass book - Special types of account holders.

### **UNIT - II NEGOTIABLE INSTRUMENTS**

Negotiable instruments - Definitions - Cheques - Features - Holder and holder in due course - Payment in due course - Crossing - Different types - Endorsements - Different kinds.

### **UNIT - IV NEGOTIABLE INSTRUMENTS (CONTINUED)**

Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker - Collecting banker - Statutory protection.

### **UNIT - V LOANS AND ADVANCES**

Loans and advances - Principles of good lending - Credit-worthiness of borrowers - Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation - Advances against different types of securities - Goods, Documents of title to goods, LIC, FDR, Government Securities – Gold Loans.

### **TEXT BOOK**

1. Sundaram & Varshney P.N. (2009) "Banking Theory Law and Practice"; Sultan Chand Sons; New Delhi.

### **REFERENCES**

1. Tanna M.L (2010) "Banking-Law and Practice in India; Indian Law House", New Delhi.
2. Gordon & Natarajan (2011) "Banking Theory Law and Practice" Himalayas Publishing House, New Delhi.

<b>Subject Code</b>	<b>I Year - II Semester - Core Paper 6</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>Credit</b>
UIS15203	OFFICE AUTOMATION - LAB			4	4	2

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

### **UNIT- I**

**MS-word** - Text Manipulation. -- Usage of Numbering, Bullet, Footer, and Headers, -- Usage of Spell Check, And Find & Replace --Text Formatting -- Picture Insertion and Alignment. -- Creation of Document, Using Templates. -- Creation Templates. Mail Merge Concept -- Copying Text & Picture from Excel.

**UNIT - II**

**MS-Excel** - Cell Editing - Usage and Formulate and Built-In Function -- -File Manipulation -- Data Sorting (Both Number and Alphabets) -- Worksheet Preparation -- Drawing Graph -- Usage of Auto Formatting

**UNIT- III**

**Power point** - Inserting Clip Arts and Picture -- Frame Movement of The Above -- Inserting of New Slide -- Preparation of Organizational Charts -- Preparation using Wizard -- Usage of Design Templates

**UNIT - IV**

**MS-Access** - Creating a Table -- Displaying the Field -- Queries Operation -- Create a Report -- Sorting

**UNIT - V**

**Internet** - Creating an e-mail id using yahoo.com -- Creating a text file and sent email -- Downloading files, text, picture from email -- Checking email -- Searching search engine -- Insert a text file into web -- Composing a email -- Sending a group of members to different user -- Chatting

**REFERENCES**

1. Curtin.D.P, K.FoleySen.Kand.Mortin.C, "Information Technology – the breaking wave", the edition-1999.
2. Sawyer William a Hutchinson using "information technology brief version"McGraw Hill international edition 1999.
3. "Fundamental of information technology", Alexis Leon &Mathew Leon- Vikas publishing Home Pvt ltd -1999.

Subject Code	I Year - II Semester - Allied Paper 2	L	T	P	Total of LTP	Credit
UIS15204	MANAGEMENT INFORMATION SYSTEM	4			4	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

**UNIT -I**

**MIS an Overview** - Introduction – Definition – Framework For MIS Organization – System Approach – Meaning And Objectives Of MIS – Disadvantages Of Information System – Approaches Of MIS Development – Constraints In



Developing An MIS – Computer Based Information System – Information System For Decision Making – Transaction Processing Systems – Intelligent Support System.

#### **UNIT - II**

**Computer Hardware and Software for information system-** Computer Hardware: Introduction – Basics Of Data Representation – Types Of Computer – Basic Components Of Computer System. Computer Software : Introduction – Programmer – Languages – Classification Of Software – Role Of Software In Languages – Classification Of Software – Role Of Software In Problem Solving – Criteria For Investment In Hardware And Software.

#### **UNIT - III**

**Data Communication System** - Introduction – Telecommunication System – Data Communication Hardware – Data Communication Software – Communication Network – Distributed Systems – Topology Of Computer Network – Protocols And Network Architecture Open Systems Interconnection (OSI) – Network Management.

#### **UNIT - IV**

**Decision Support System** - Introduction – Definitions – Evolution of DSS – Objectiveness of DSS – Classification of DSS – Characteristics – Components of A DSS – Functions of A DSS – Development of DSS – Group Decision Support Systems – Relationship Between MISS and DSS – DSS Measures of Success in Organizations – Applications of A DSS – TPS – MIS – DSS and EISS.

#### **UNIT - V**

**Artificial Intelligence** - Areas of AI – Expert Systems – Components of Expert Systems – Advantages and Disadvantages of Expert System – Business Application of Expert Systems – Criteria For Adopting Expert System – Neural Network – Applications of Neural Network.

#### **TEXT BOOK**

1. “Management Information System”, A.K.Gupta, First edition 2000, S.Chands Company Ltd.

Subject Code	II Year - III Semester - Core Paper 7	L	T	P	Total of LTP	C
UIS15301	COST ACCOUNTING - I	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50)**

### **OBJECTIVES**

1. To understand the methods of cost accounting
2. To familiarize the methods of application of costing techniques.

### **UNIT-I**

Cost Accounting-Nature and scope- Cost analysis, concepts and classifications – Installation of costing systems, cost centers and profit centers – Cost Control Accounts.

### **UNIT-II**

Cost sheets- Tenders – Quotation - Reconciliation of cost and financial accounts.

### **UNIT-III**

Material purchase control, Level, aspects, need and essentials of materials control. Stores control – stores department. EOQ – stores records – ABC analysis – VED analysis – JIT Approach – Pricing of issue of materials – Simple and Weighted Average Method, FIFO, LIFO, and HIFO.

### **UNIT-IV**

Labour cost – Labour Cost Sheet – computation and control. Time keeping Methods of wage payment – Time rate and Piece rate system. Payroll procedures. Idle time and over time. Labour turnover.

### **UNIT-V**

Meaning of Overheads – Classification, Allocation, apportionment and absorption overheads Accounting and control of overheads – Manufacturing, Administration, Selling and Distribution. (Primary and Secondary Distribution). Machine Hour Rate

**TEXT BOOKS**

1. Reddy and Murthy, (2009), "Cost Accounting", Margham Publications, Chennai
2. Maheswari S N,(2013) "Problems and Solutions in Cost Accounting", Sultan Chand Sons, New Delhi.
3. Jain S P, K L Narang, (2013), "Cost Accounting", Kalyani Publishers, New Delhi.

**REFERENCES**

1. Nigam R S., Narang, S P, Sehgal, B C, (2000), "Principles and Practice of Cost Accounting", S Chand and Co, New Delhi
2. Iyengar S P, (1998), "Cost Accounting Principles and Practice", Sultan Chand & Sons, New Delhi.
3. Bhar B K, (2013), "Cost Accounting – Methods & Problems", Academic Publications, New Delhi.

Subject Code	II Year - III Semester - Core Paper 8	L	T	P	Total of LTP	Credit
UIS15302	BUSINESS LAWS	4	1		5	4

**Maximum 100 marks (internal50 marks; External50 marks)**

**OBJECTIVE**

1. To understand the concepts of business law
2. To understand the procedure of application of the business law in various transactions

**UNIT-I**

Indian Contract Act-formation-Terms of contract-Forms of contract-Offer and acceptance -Considerations.

**UNIT-II**

Capacity to contract – Lawful Object and Free consent, Void and Voidable agreements –Illegal agreements

**UNIT-III**

Performance-Tender-Quasi contract-Discharge-Remedies for breach of contract.

**UNIT-IV**

Contract of Agency-Types-Creation-Duties and Rights of principal and agent  
Termination of agency.

**UNIT-V**

Sale of Goods Act-Sale or agreement to sell-Formation-Caveat emptor-Implied conditions and warranty-Rights of unpaid seller.

**TEXT BOOKS**

1. Kapoor, N D, (2010), "Business Laws", Sultan Chand and Sons, New Delhi.
2. Pillai R S N, (2009), "Business Laws", S Chand, New Delhi

**REFERENCES**

1. Sreenivasan, M R, (2008), "Business Law", Margham Publications, Chennai.
2. Dhandapani, M V, (2007), "Business Laws", Sultan Chand and Sons, New Delhi.

Subject Code	II Year - III Semester - Core Paper 9	L	T	P	Total of LTP	Credit
UIS15303	INTERNET CONCEPTS – THEORY	4	1		5	4

**Maximum 100 marks (internal 50 marks; External50 marks)**

**OBJECTIVES**

1. To Explain the Theoretical Concepts of Internet Concept
2. To Explain the Application in Internet

**UNIT - I**

**Introduction:** Definition of Internet – History of Internet – Internet Service Providers – ISDN Service – Direct ISP Service Through Leased Line – Modem – Cable Modem.

**UNIT - II**

Internet Tools – Search Engines – Web Browser – Internet Protocol (IP) – IP addresses – Types of Internet Addressing – Transmission Control Protocol (TCP)

**UNIT - III**

How Does The Internet Work – Intranet & Extranet – Internet Infrastructure - Applications of Internet – HTTP – SMTP – TFTP – RIP – IMAP – POP – IMAP Vs POP – FTP.

**UNIT - IV**

**Introduction to HTML:** What is HTML – Basic Tags of HTML – HTML Tag – TITLE Tag – BODY Tag: Formatting of Text: Headers – Formatting Tags: BOLD, ITALICS, UNDERLINE, PARAGRAPH, TT, STRIKETHROUGH, EM, BR and HR tags – PRE Tag – FONT Tag – Special Characters – Working With Images – META Tag.

**UNIT - V**

Links – Anchor Tag - Lists – Unordered Lists – Ordered Lists – Definition Lists; Tables – TABLE, TR and TD Tags – Cell Spacing and Cell Padding – Colspan and Rowspan; Frames: Frameset – FRAME Tag – Frame inside other frames – NOFRAMES Tag; Forms: FORM and INPUT Tag – Text Box – Radio Button – Check box – SELECT Tag and Pull Down Lists: Hidden – Submit and Rest; Some Special Tags: COLGROUP – THREAD, TBODY, TFOOT - \_blank, \_self, \_parent, \_top – IFRAME – LABEL – Attribute for <SELECT> - TEXTAREA

**TEXT BOOK**

1. Kris Jama and Konrad King, "HTML and Web designing", Tata McGraw Hill Publishing Ltd,2009

**REFERENCES**

1. Xavier, New Age International Publishers 2008
2. Internet and Web Design – Ramesh Bangia, Firewall Media, 2004
3. Web Design – Jenkins, Wiley India,2007

Subject Code	II Year - III Semester- Allied Paper 3	L	T	P	Total of LTP	Credit
UIS15304	BUSINESS STATISTICS I	4	1		5	4

**Maximum 100 marks (internal 50 marks; External 50 marks)**

### **OBJECTIVES**

1. To Provide A Strong Foundations In The Principles of Statistics.
2. To Explain The Statistical Technique And Formula In The Step by Step Manner.

### **UNIT-I**

Definition of Statistics –Importance-Limitations-Use of Statistical Methods.

### **UNIT-II**

Statistical Enquiries –Census And Sample Enquiries-Different Types of Sample-Importance of Data Collection-Primary. Data Methods of Collection of Primary Data- Secondary Data-Sources and Procedure for Use.

### **UNIT-III**

Classification and Tabulation of Numerical Data-Presentation of Data Through Diagrams and Graphs, Averages –Definition-Merits- and Limitations –Mean, Median, Mode- Geometric Mean-Harmonic Mean –Weighted Average-Applications.

### **UNIT-IV**

Dispersion –Definition and Uses – Range-Quartile-Deviation, Mean Deviation and Standard Deviation –Lorenz Curve.Meaning and Measure of Skew Ness-Karl Pearson's and Bow Ley's.

### **UNIT-V**

Vital Statistics-Uses and Importance – Birth and Death Rates.Statistical Organizations in Indian- Population Statistics.

### **REFERENCES**

1. Nabendu Pal, Statistics: "Concepts and Applications", Prentice – Hall of India Pvt. Ltd, India.
2. PadmalochanHazarika, "Business Statistics", S Chand, New Delhi.
3. Pillai R S N, Bagavathi V, Statistics, S Chand, New Delhi.

4. Pillai R S N, Bagavathi V, Practical Statistics, S Chand, New Delhi.
5. Manoj K Bhowal, PronobBarua, "Statistics (Vol, I & II)", Asian Books Pvt. Ltd., Delhi.

Subject Code	II Year - III Semester - Skill Based Elective Paper 1	L	T	P	Total of LTP	C
UIS15E51	INTERNET CONCEPTS – LAB			6	6	3

#### LIST OF EXPERIMENTS

1. Creating an E-mail ID
2. Creating A Text File and Send to E-Mail
3. Downloading Files, Text, Pictures From E-Mail.
4. Checking E-Mail.
5. Searching Search Engine
6. Inserting a Text File Into Web.
7. Sending a Group Of Members to Different User
8. Chatting
9. Create a Simple Webpage Using HTML.
10. Use Frames to Include Image and Videos.
11. Add a Cascading Style Sheet for Designing The Web Page.
12. Design a Simple Online Test Web Page In PHP.
13. Design of a Website.

Subject Code	II Year - III Semester - Skill Based Elective Paper 1	L	T	P	Total of LTP	C
UIS15E52	MULTIMEDIA & ITS APPLICATIONS (LAB)			6	6	3

**Maximum 100 marks (Internal50 marks;External50)**

#### Flash

1. Drawing a Semi Circle by snap tool
2. Drawing a 24 spokes on a wheel
3. Placing a text along a curved path
4. Changing on objects shape using shape tweening
5. Changing on objects shape using text tweening
6. Changing on objects shape using motion tweening
7. Slide show presentation (minimum 5 slides)

8. Creating an application to show the masking effect in Flash
9. Creating an application to water masking

**Photoshop**

1. Working with the clone stamp tool
2. Drawing Watch using custom shape
3. Testing lab mode
4. Using multichannel mode
5. Using the sponge Tool
6. Antique framing
7. Isolating a Complex Image
8. Removing an element from an image Adjusting the focus

Subject Code	II Year - IV Semester - Core Paper 10	L	T	P	Total of LTP	C
UIS15401	COST ACCOUNTING – II	4	1		5	4

**Maximum 100 marks (Internal50 marks; External 50 marks)**

**OBJECTIVE**

1. To Understand the Preparation of Job and Batch Cost Accounting
2. To Understand and Application of Marginal Cost Techniques

**UNIT - I**

Job Costing – Meaning – Features – pre-requisites for job costing – merits and limitations – Job costing procedure – Preparation of Job Costing Accounts. Batch Costing – Determination of EBQ - Preparation of Batch Costing Accounts.

**UNIT - II**

Contract Costing - Preparation of Contract Account – Contractee Account – Preparation of Balance Sheet – Cost Plus Contracts - Escalation Clause.

**UNIT - III**

Process costing - – Features of Process Costing – Advantages and disadvantages – Distinction between process costing and job costing – Process Accounts – Process Losses and Gains - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).



**UNIT - IV**

Operating Costing – Meaning – Range of application of operating costing – Operating costing in Transport Industries, Power Supply Units, and Cinema Theater. Standard Costing – Variance Analysis – Material and Labour Variances.

**UNIT - V**

Marginal Costing as a Technique – Marginal Costing – Meaning – Features – CVP Analysis - BEP Analysis – Profit – Planning – Contribution – Margin of Safety – Key Factor – Problems of decision making.

**TEXT BOOKS**

1. Reddy and Murthy, (2009), “Cost Accounting”, Margham Publications, Chennai.
2. Maheswari S N, (2013) “Problems and Solutions in Cost Accounting”, Sultan Chand Sons, New Delhi.
3. Jain S P, K L Narang, (2013) “Cost Accounting”, Kalyani Publishers, New Delhi.

**REFERENCES**

1. Nigam R S., Narang, S P, Sehgal, B C, (2000), “Principles and Practice of Cost Accounting”, S Chand and Co, India
2. Iyengar S P, (1998), “Cost Accounting Principles and Practice”, Sultan Chand & Sons, New Delhi.
3. Bhar B K, (2013), “Cost Accounting – Methods & Problems”, Academic Publications, New Delhi.

Subject Code	II Year - IV Semester - Core Paper 11	L	T	P	Total of LTP	C
UIS15402	COMPANY LAW	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

**OBJECTIVES**

1. To Introduce the Student to the Legal Aspects of Company Law
2. To Understand the Administration of Companies as Per Indian Law

**UNIT - I**

Definition of joint stock company – kinds – formation – Promotion – Incorporation and certificate of commencement.

**UNIT - II**

Memorandum of association – contents and alteration – doctrine of ultra vires – articles of association – contents – doctrine of indoor management- prospectus – contents – statement in lieu of prospectus.

**UNIT - III**

Share capital – kinds of shares – voting rights – borrowing powers of companies – membership in a company – directors – legal position – appointment, removal, rights, duties and powers – qualification and disqualification.

**UNIT - IV**

Meetings and resolutions - statutory meeting – annual general meeting – extraordinary general meeting – resolutions – types – Minutes of the meeting.

**UNIT - V**

Winding up of a company – modes of winding up - winding up by the court – voluntary winding up – creditors voluntary winding up.

**TEXT BOOKS**

1. Kapoor, N D, (2012), “Company law – Sultan Chand”, New Delhi
2. Gonga P P S, (2010), “Text book on Company Law”, S.Chand, New Delhi.

**REFERENCES**

1. Avtar Singh, (2008), “Company Law”, Mohan Law House, India.
2. Bangia R K, (2007), “Company Law”, Mohan Law House, New Delhi.
3. DadriAlam S & Saravanel, (2004), “Company Law”, Himalaya Publication, New Delhi.

Subject Code	II Year - IV Semester - Core Paper 12	L	T	P	Total of LTP	C
UIS15403	RDBMS – THEORY	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

**OBJECTIVE**

1. To Give a in-depth Knowledge in Database
2. Student can prepare a Database for Job

**UNIT-I**

Purpose of Database - Overall System Structure - Entity Relationship Model.

**UNIT-II**

Relational Model - Structure - Formal Query Language - Relational Algebra - Tuple and Domain Relational Calculus.

**UNIT-III**

Structured Query Language - Basic Structure - Set operations - Aggregate Functions – Date and Numeric - Modification of Databases - Joined Relations- DDL - Embedded SQL.

**UNIT-IV**

Relational Database Design - Pitfalls - Normalisation Using Functional Dependencies - First Normal Form-Second Normal Form-Third Normal Form.

**UNIT-V**

Oracle - Introduction - SQL (DDL,DML, DCL Commands) - Integrity Constraints - PL/SQL - PL/SQL Block - procedure, function.

**TEXT BOOK**

1. Abraham Silberschatz, H.F.Korth And S.Sudarshan-“Database System Concepts”Mcgraw Hill Publication 2011

**REFERENCES**

1. Singh-“Database systems”: Concepts, Design & applications, Pearson Education.New Delhi. 2006

2. Gerald V.Post - DBMS-“Designing and Business Applications“- McGraw Hill Publications, India. 2005
3. Michael Abbey and Michael.J.Corey-“Oracle- A Beginners guide” TMH 2004

Subject Code	II Year - IV Semester - Allied Paper 4	L	T	P	Total of LTP	C
UIS15404	BUSINESS STATISTICS II	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

### **OBJECTIVES**

1. To apply Statistical analysis for decision making process.
2. To apply Statistical tools for business applications.

### **UNIT - I**

Concept of Bivariate distribution -Correlation - Definition-Uses –Types – Karl Pearson’s Correlation Co-efficient –Scatter diagram -Spearman’s Rank Correlation Co-efficient - Regression equations –Regression Coefficient –Properties-Simple Problems.

### **UNIT - II**

Index Numbers -Definition-Uses – Weighted Index Number and Unweighted Index Number-Laspeyre’s - Paasche’s - Irving Fisher’s Index Number --Time Reversal Test and Factor Reversal Test-Construction of Cost of Living Index Number-Family Budget Method and Aggregate Expenditure Method.

### **UNIT - III**

Analysis of Time Series – Components of Time Series – fitting of trend by the method of least squares – Moving Average method – Computation of Seasonal Indices by Simple Average Method..

### **UNIT - IV**

Interpolation and Extrapolation – Newton’s and Lagrange’s formulae.

### **UNIT - V**

Linear Programming – formulation, graphical solutions – Assignments by Hungarian Method-Transportation Problem-Methods of finding Initial Basic Feasible Solution.

## REFERENCES

1. Pillai, R.S.N, Bagavathi, V. (2009), "Statistics,Theory and Practice,7<sup>th</sup>Edition", S.ChandLtd,NewDelhi.
2. Sundaresan, V, Ganapahy Subramanian, K.S. and Ganesan,K (2011), "Resource Management Techniques", A.R. Publications - Nagapattinam.

**TREATMENT AS IN:**Pillai, R.S.N, Bagavathi, V. (2009),Statistics,Theory and Practice, 7<sup>th</sup> Edition, S.Chand Ltd, New Delhi. **Unit I:** Chapter-12(396-435), Chap 13(463-510), **Unit II:** Chapter 14(526-544 and 551-572), **Unit III:** Chapters 15(591-616), **Unit IV:** Chapters 16(647-660 and 664-680), **Unit V:** Chapter 2 (2.1-2.5), Chapter 8(8.1-8.7), Chapter 7 (7.1),of RMT by. Sundaresan, V, Ganapahy Subramanian, K.S. and Ganesan,K

## REFERENCES

1. Gupta, S.P. (2011), "Applied Statistical Methods",4<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi..
2. Ken Black, (2013), "Business Statistics for Contemporary Decision Making", 7<sup>th</sup> Edition, John Wiley Publications.

**Question Pattern: Theory:20%; Problem: 80%.**

Subject Code	II Year - IV Semester - Skill Based Elective Paper II A	L	T	P	Total of LTP	C
UIS15E53	RDBMS LAB			6	6	3

**Maximum: 100 marks (Internal: 50 marks; External: 50)**

1. Create a table student master with the following fields name, reg no, deptand year with suitable data types. Use Select command to do the following.
  - a) Select the student's name column.
  - b) Eliminate the duplicate entry in table.
  - c) Sort the table in alphabetical order.
  - d) Select all the Students of a particular department.
2. Create a table master book to contain the information of magazine code, magazine name, and publisher. Write PL/SQL block to perform insert, update, delete operations on the above table.

3. Create a table to contain phone number, user name, address of the phone user. Write a function to search for a address using phone numbers.
4. Create a table to store the salary details of the employees in a company. Declare the Cursor to contain employee number, employee name and net salary. Use Cursor to update the employee salaries.
5. Create a table to contain the information about the voters in a particular constituency. Write a proper trigger to update or delete a row in the table.
6. Create a table to store the details of the Alumni in an institution. Write a PL/SQL block to change address of particular alumni. Write proper exceptions and appropriate error messages.

Subject Code	II Year - IV Semester - Skill Based Elective Paper II B	L	T	P	Total of LTP	C
UIS15E54	SPSS & TORA – LAB			6	6	3

**Maximum 100 marks (Internal 50 marks; External 50)**

#### **OBJECTIVE**

1. To have hands-on experience on decision modeling
2. Knowledge of spreadsheets and data analysis software for business modeling

[Business models studied  
in theory to be practiced using Spreadsheet/Analysis Software]

#### **Detail of experiments**

Exp.No.	Name	Duration
1	Descriptive Statistics	4
2	Hypothesis– Parametric	4
3	Hypothesis–Non-parametric	4
4	Correlation & Regression	4
5	Forecasting	4

-	Extended experiment–1	4
6	Portfolio Selection	4
7	Risk Analysis & Sensitivity Analysis	4
8	Revenue Management	4
-	Extended experiment–2	4
9	Transportation & Assignment	4
10	Networking Models	4
11	Queuing Theory	4
12	Inventory Models	4
-	Extended experiments–3	4

➤ Spreadsheet Software and Data Analysis Tools

**REQUIREMENTS for a batch of 30 students**  
**TOTAL : 60 PERIODS**

1. Personal Computers–30 nos
2. Any licensed Spreadsheet and Analysis software like Microsoft Excel, SPSS etc–30 user licenses

**REFERENCES**

1. David M. Levine et al, "Statistics for Managers using Ms Excel" (6<sup>th</sup> Edition) Pearson, 2010.
2. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making" (13<sup>th</sup> edition) South-Western College Pub, 2011.
3. William J. Stevenson, Ceyhan Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, India, 2009.
4. Wayne L. Winston, "Microsoft Excel 2010: Data Analysis & Business Modeling", 3<sup>rd</sup> edition, Microsoft Press, 2011.
5. Vikas Gupta, "Comdex Business Accounting with Ms Excel", 2010 and Tally ER P9.0 Course Kit, Wiley India, 2012
6. Kiran Pandya and Smriti Bulsari, "SPSS in simple steps", Dreamtech, 2011.

<b>Subject Code</b>	<b>III Year - V SEMESTER Core paper - XIII</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
UIS15501	MANAGEMENT ACCOUNTING	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50)**

**OBJECTIVES**

1. To explain the theoretical concepts of management accounting.
2. To explain the application of various management accounting techniques

**UNIT - I**

Management Accounting – Meaning, scope, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting – Management Accountant – Roles and Responsibilities.

**UNIT - II**

Analysis and Interpretation of Financial Statements – Nature, objectives, tools – Methods – Comparative Statements, Common Size statement and Trend analysis.

**UNIT - III**

Ratio Analysis – Interpretation, benefits and limitations – Classification of ratios – Computation of Ratios.

**UNIT - VI**

Funds flow and Cash flow statements. Budgets and budgetary control – Meaning, objectives, merits and demerits – Types of Budgets – Production, Cash Budget, Flexible Budgets and Master Budget.

**UNIT -V**

Capital Budgeting – Capital Expenditure Control – Capital Budgeting Techniques – PBP, NPV, ARR and IRR.



**TEXT BOOKS**

1. "Management Accounting (2010)" – Reddy & Hariprasath Reddy, Margham Publications, Chennai.
2. "Management Accounting (2000)" – S.N. Maheshwari, Sultan Chand Publishing, New Delhi.

**REFERENCES**

1. Murthy & Guruswamy, (2008), "Management Accounting", Tata McGraw Hill, India
2. Khan M Y, Jain P K, (2006), "Management Accounting", Tata McGraw Hill, India
3. Kothari, (2007), "Management Accounting: Concepts & Applications", Macmillan Publishers India.

Subject Code	III Year - V SEMESTER - Core XIV	L	T	P	Total of LTP	C
UIS15502	PRACTICAL AUDITING	4	1		5	4

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

**OBJECTIVES**

1. To understand the various methods of auditing the accounts.
2. To understand the role of an auditor in an organization.

**UNIT - I**

Definition of Audit – Difference between Auditing and Accountancy – Scope of Auditing – Objectives of Auditing – nature and scope of internal check, internal audit and internal control – audit note book and audit working papers.

**UNIT - II**

Vouching of cash transactions – trading transactions – Audit of various ledger – Outstanding liabilities, Assets – Scrutinizing of expense Accounts – Income Accounts – Asset accounts – Liabilities Balance sheet Audit – Direct confirmation of Balances – Capital and Revenue Expenditures – Verification and Valuation of Assets and Liabilities – Depreciation and Reserves.

**UNIT - III**

Appointment Auditor – Appointment of First Auditor – Filing of casual vacancy – Ceiling on number of audits – Appointment of Auditor of Govt. company – Auditors Remuneration – Removal of Auditors – Qualifications & Disqualification - Powers and Duties of Auditors.

**UNIT - IV**

Investigation – Distinction between investigation and Auditing – Objectives of investigations – Classes of Investigation – Liabilities of an Auditor – Legal position – Liabilities under companies Act –Liability under Statute – Civil Liability – Criminal Liability – Liability of Joint Auditor – Liability of Auditor of Holding company – Liability for un-audited Accounts – Independence of Auditors – Professional conduct and Ethics.

**UNIT - V**

EDP Audit – auditing through computers – Approach to EDP Auditing – Features of Auditing through computer system – Documentation – Problems faced in audit of computerised accounts – test data – use of CAATs.

**TEXT BOOK**

1. “Practical Auditing (2006)”, Tandon, S.Chand Publishing, New Delhi.

**REFERENCES**

1. Basu, (2006), Auditing:“Principles and Techniques”, Dorlington Kindersley (India) Pvt. Ltd
2. Chauhan K S, (2012), Auditing, Suchita Publication, Uttar Pradesh
3. Pathak J P, (1999), “Auditing in a Computerized Environment”, Allied Publishers, India

Subject Code	III Year - V SEMESTER – Core XV	L	T	P	Total of LTP	C
UIS15503	INCOME TAX LAW AND PRACTICE – I	4	1		5	4

**Maximum 100 marks (Internal50 marks;External50)**

**OBJECTIVES**

1. To impart knowledge on the basic principles of direct tax laws.
2. To equip students about the computation of income and taxation.

**UNIT - I**

Meaning of Income – Canons of Taxation and the Income Tax Act – Important definitions under the Income Tax Act, Scope of Total Income - Residential Status – Incomes exempt from Tax.

**UNIT - II**

Heads of Income – Salaries – Allowances – Perquisites and their Valuations – Deductions from salary – Other related provisions – Gratuity – Pension – Commutation of Pension – Provident Fund – Rebate.

**UNIT - III**

Income from house property – Definition of annual value - deductions - Computation of a let out and a self occupied property.

**UNIT - IV**

Income from business or profession – Allowable and not allowable expenses - General deductions – Its principles – Provisions relating to depreciation – deemed business profits chargeable to profits to tax compulsory maintenance of books of account - audit of accounts of certain persons – special provision for computing incomes on estimated basis under sections 44 AD and 45 AE – Computation of income from business or profession.

**UNIT - V**

Filing of return of income assessment procedure in brief – due date of filling the return – defective return – Belated return – revised return – self assessment – Best judgment assessment – various income tax authorities.

**TEXT BOOK**

1. Reddy T S & Hariprasad Reddy Y, “Income Tax Theory”, Law and Practice, Margham Publication, Chennai. (As per current assessment year)

**REFERENCES**

1. H.C Mehrotra, “Income Tax Law and Accounts”, SahityaBhavan Publications, Agra.
2. Vinod K. Singhania, “Students Guide to Income Tax”, Taxman.Publication, New Delhi
3. BhagavathiPrasad, “Income Tax Law and Account” – VishwaPrakasan, New Delhi.

Subject Code	III Year - V SEMESTER – Core Paper XVI	L	T	P	Total of LTP	C
UIS15504	COMPUTER APPLICATION IN ACCOUNTING			4	4	2

**Maximum 100 marks (Internal50 marks;External50 marks)**

- Creating a new company
  - Creation of essential ledgers
    - Capital account
    - Purchase account
    - Sales account
    - Direct expenses
    - Cash account
    - Profit & Loss account
    - Debtors account
    - Creditors account
  - Creation of inventory
    - Stock group
    - Unit of measure
    - Stock item
  - Creation of ledgers
    - Single ledgers
    - Multiple ledgers
    - Voucher posting sales order
    - Making actual sales
    - Purchase order
    - Making actual purchase
    - Returns accounting for receipts and payments
- Reports

<b>Subject Code</b>	<b>III Year - V SEMESTER – Elective- I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
UIS15E01	ENTERPRISE RESOURCE PLANNING - THEORY	3	1		4	3

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

**UNIT - I**

**Introduction to Enterprise Resource Planning (ERP)** - Integrated Management Information - Seamless Integration - Supply Chain Management – Resource management-Integrated Data Model & Technology - Evolution of ERP & Benefits of ERP.

**UNIT - II**

**ERP and the Modern Enterprise** - ERP and the Modern Enterprise - Principles and Significance of business engineering - Business engineering with information technology - ERP and Management Concerns

**UNIT - III**

**Business Modeling and Implementation for ERP** - Building the Business model-I - Building the Business model-II - Entities forming data model – I - Entities forming data model – II - Role of Consultant, Vendors and Users - Customization and Precautions

**UNIT - IV**

**ERP Implementation** - ERP Implementation – methodology - ERP Post implementation options and issues - Guidelines for ERP Implementation.

**UNIT - V**

**ERP and the Competitive Advantage** - ERP and competitive – strategy - Understanding the ERP markets - Order-winners vis-a-vis qualifiers –Order-winners and Qualifiers

**TEXT BOOK**

1. S.Sadagopan (2001), “Enterprise Resource Planning” - Prentice Hall.

## REFERENCES

1. Bret Wagner (2008), "Enterprise Resource Planning" - Third Edition Cengage Learning.
2. Alexis Leon (2003), "Enterprise Resource Planning" - Tata McGraw Hill. India
3. Jose Antonio Fernandez (1998), "The SAP R/3 Handbook" - Tata McGraw Hill. India
4. Brady, Monk, Wagner (2001), "Concepts in Enterprise Resource Planning" - Thomson Asia.
5. Vinod Kumar Garg and N.K.Venkita Krishnan (1998), "Enterprise Resource Planning" - Concepts and Practice - Prentice Hall of India, Second Edition.

Subject Code	III Year - V SEMESTER - Skill Based Elective -I	L	T	P	Total of LTP	C
UIS15E02	E – BUSINESS	3	1		4	3

**Maximum 100 marks (Internal 50 marks; External 50 marks)**

### UNIT - I

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

### UNIT - II

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

### UNIT - III

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

### UNIT - IV

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

### UNIT - V

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

**TEXT BOOK**

1. Kamlesh.K.Bajaj, "Debjani Nag – 1999 – E-Commerce – The Cutting Edge of Business" – Tata McGraw Hill Publications, India

**REFERENCES**

1. Napier, Judd, River, Wagnet – 2001 – "Creating a Winning E-Business" – Vikas Publishing House 2001, Uttar Pradesh
2. Kenneth C.Laudon, Carol GuercioTraver – 2003 –"E-commerce- business, technology", society – Pearson Education (Singapore) Pvt. Ltd
3. Gary P Schneider, James. T Perry - 2001 – "Electronic Commerce" – Course Technology 2001
4. Kalakota&Whinston – 1999 –"Frontier of Electronic Commerce" – Addison Wesley Longman Inc. India.

<b>Subject Code</b>	<b>III Year - V SEMESTER – Elective - II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
UIS15E03	INNOVATIONS AND ORGANISATIONAL CHANGES	3	1		4	3

**Maximum: 100 marks (Internal: 50 marks; External: 50 marks)**

**OBJECTIVES**

1. To introduce the students to the innovations and organizational changes
2. To explain the innovations in the different aspects of business

**UNIT-I**

Introduction – Innovation – Meaning – Features – Significance.Organizational change – forms benefits and barriers.TQM – Nature – Principles – Benefits – Implementation. Quality circle – Characteristics – Role – Advantages & Challenges

**UNIT-II**

Talent management – Importance – Challenges – Process.Knowledge Management – Strategies – Techniques.Conflict Management – Objectives – Significance – process. Stress Management – Importance – Process – Advantages.

**UNIT-III**

CRM – Meaning – Objectives – Importance – Strategies – Benefits. Green Marketing – Importance – Techniques – Benefits. E-Marketing – Strategies – Advantages – Disadvantages.

**UNIT-IV**

Mutual fund – Objective – Significance – Factors in fluency Investors – Benefits – Limitations – Venture capital – Stages – Problems and Prospectus capital market vs money market.

**UNIT-V**

Role of Information Technology in Financial services sector – Innovative Trends in IT sector – ICT

**TEXT BOOK**

1. “Innovation and Organisation Changes Theory and Concepts”, (2012) Anuragam Publications, Chennai.

**REFERENCES**

1. “Entrepreneurship”, (2013) S.S. Khanka, Himalaya Publishing House, Mumbai. India
2. “Financial Services” – S. Gurusamy, (2013) Vijay Nicole Imprints Pvt Ltd., Chennai.

<b>Subject Code</b>	<b>III Year - V SEMESTER - Elective Paper II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
UIS15E04	ADVERTISEMENT AND SALES MANAGEMENT	3	1		4	3

**Maximum: 100 marks (Internal:50 marks;External:50 marks)**

**OBJECTIVES**

1. To learn the basic concepts of Advertising and sales promotion
2. To understand the various types of advertising.
3. To understand the various tricks of sales promotions



**UNIT - I**

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – AIDA - Concepts.

**UNIT - II**

Media plan – Type and choice criteria –frequency of advertisements – Cost of advertisements - related to sales.

**UNIT - III**

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio.T.V.and Web advertisements.

**UNIT - IV**

Sales promotion – Definition –scope – role – Objectives - sales promotional methods and control.

**UNIT - V**

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national promotion strategies Coordination within the various promotion techniques.

**TEXT BOOK**

1. Hackley, C., “Advertising and Promotion: An integrated communications approach”, 2ndEdition, Sage Publications, 2010.

**REFERENCES**

1. Pricken, M., “Creative Advertising: Ideas and Techniques from the World’s Best Campaigns”, 2ndEdition, Thomas and Hudson, 2008.
2. 10. Shrimp, T.A., “Integrated Marketing Communications in Advertising and Promotion”, 8thEdition, Cengage Learning India, 2012.
3. Bhatia, T.K., “Advertising and Marketing in Rural India”, 2ndEdition, Macmillan India Ltd., 2007.
4. Hackley, C., “Advertising and Promotion: An integrated communications approach”, 2ndEdition, Sage Publications, 2010.

Subject Code	III Year - VI Semester - Core Paper XVII	L	T	P	Total of LTP	C
UIS15601	PERSONNEL MANAGEMENT	4	0	0	4	4

**Maximum: 100 marks (Internal 50 marks; External 50 marks)**

### **OBJECTIVES**

1. To understand the role of personnel manager and his involvement in industrial relations.
2. To understand manpower planning in the business organization.

### **UNIT - I**

Introduction - Nature, Significance, scope and challenge of personnel management – Organisation of personnel Department and its functions – Human resource development systems – Personnel Management Environment in India – Place and Functions of Personnel Manager – Systems approach to personnel management.

### **UNIT - II**

Personnel Planning, Selection – Development and Growth. - Personnel Planning and Selection – Manpower Planning, Counselling, Job testing and Job analysis, Job evaluation and merit rating - Recruitment, Selection and induction – Staff Training and Development – Career Planning – Promotion, Demotion, Transfers. Motivation and Productivity – Employees performance Monitoring and appraisal – Management by objectives.

### **UNIT - III**

Economic back ground and employee – Compensation : Various Theories – Wage payment system – Incentives : Profit sharing, Bonus issues, Social Security and Welfare measures – law and rules governing employee benefits and welfare Compensations.

### **UNIT - IV**

Regulatory mechanisms guiding industrial relations – Employer discipline – Personnel Problems – Discipline Turnover – Absenteeism : Morale, Health and Safety – Developing Co-operation – Management of Change Suspension – Dismissal & Retrenchment – Employee Grievance Handling.

**UNIT - V**

Trade Unions – Trade Unions and Employers organisation – Role, concept, growth – obstacles to trade union movement – Collective bargaining – Industrial Democracy and Workers Participation in Management.

**TEXT BOOK**

1. Tripathi , “Personnel Management and Industrial Relations”, Sultan Chand & Sons, 2006

**REFERENCES**

1. ArunMonnappa, MirzaSaiyadian, “Personnel Management”, Tata McGraw, India. 2004
2. Aswathappa, “Human Resource and Personnel Management Text and Cases”, Tata McGraw Hill. India 2000
3. S.S. Khanka “Human Resource Management”, S.Chand publishing, New Delhi. 2003.

Subject Code	III Year - VI Semester - Core Paper XVIII	L	T	P	Total of LTP	C
UIS15602	ENTREPRENEURIAL DEVELOPMENT	4	0	0	4	4

**Maximum 100 marks (Internal: 50 marks; External: 50 marks)**

**OBJECTIVES**

1. To understand the skills required for an entrepreneur.
2. To understand the sources of finance for an entrepreneur

**UNIT - I**

Entrepreneurship – definition – theories on entrepreneurship\_ types of entrepreneur \_ characteristics of successful entrepreneurs – identification of potential entrepreneurs – factors influencing entrepreneurship \_ women entrepreneurs\_ problems of women entrepreneur.

**UNIT - II**

Institutional finance to small industries – Incentives – KVIC-NIESBUD-SISI-SIDCs-SIPCOT-DIC-SIETI-NISIET-NSIC-SIDO-IIC.

**UNIT - III**

Role of entrepreneurs in the present global scenario – identification of opportunities – location problems – Entrepreneurial development programmers'. Small scale industries – role of small scale business – policies governing small scale industries – rural industries – ancillary industries

**UNIT - IV**

Problems and prospects – organization and structure – industrial estates – problems in marketing – export – potential – functions of small scale industries.

**UNIT - V**

Capital structure and seed capital – financial appraisal of new project \_ project life cycle – project report –franchising.

**TEXT BOOK**

1. Vasant Desai, (2009), "Entrepreneurship Development", Himalayan Publication, New Delhi.

**REFERENCES**

1. Kaushik U, (2005), "Entrepreneurship", Pointer Publishers, Jaipur.
2. Vasant Desai, (2002), "Problems and Prospects of small scale industries in India", Himalayan Publishing, New Delhi.

Subject Code	III Year - VI Semester – Core Paper XIX	L	T	P	Total of LTP	C
UIS15603	INCOME TAX LAW AND PRACTICE - II	4	1		5	4

**Maximum 100 marks (Internal: 50 marks; External: 50 marks)**

**OBJECTIVES**

1. To impart knowledge on the basic principles of direct tax laws.
2. To equip students about the computation of income and taxation

**UNIT - I**

Income under capitals gains – short term, long term capital gains – transfer of capital assets – certain transactions not included as transfer – cost of acquisition – cost of improvement – indexation of cost – capital gains under different circumstances – Exempted capital gains – computation of capital gains.

**UNIT - II**

Income from other sources – as a residuary head of in – their computation – grossing up – deduction in computing income under this head and other related provisions.

**UNIT - III**

Clubbing of income – transfer of Income without the transfer asset – Circumstances under which the individual is assessable respect of remuneration of spouse – Assess ability of income from assets transferred to spouse, sons, wife, another person's for the benefit of spouse – assess ability in respect of income of minor child – Set off – Carry forward and Set off.

**UNIT - IV**

Permissible deductions from gross total income – Sec 80 C to 80 U.

**UNIT - V**

Assessment of Individuals – Partnership firms and association of persons.

**TEXT BOOK**

1. Reddy T S & Hariprasad Reddy Y, Income Tax Theory, "Law and Practice", Margham Publication, Chennai.

**REFERENCES**

1. H.C Mehrotra, "Income Tax Law and Accounts", SahityaBhavan Publications, Agra.
2. Vinod K. Singhania, "Students Guide to Income Tax", Taxman.Publication, New Delhi
3. BhagavathiPrasad, "Income Tax Law and Account" – VishwaPrakasan, New Delhi.

Subject Code	III Year - VI Semester - Core Paper XX	L	T	P	Total of LTP	C
UIS15604	PROJECT - COMMERCE	4	0	0	4	4

**Maximum 100 marks (Internal: 50 marks; External: 50 marks)**

**Project Description Guidelines:**

1. Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
2. The field of specialization is Human Resources, Marketing, Finance and related commerce and management based topics.
3. The project work should be neatly presented in not less than 60 pages and not more than 100 pages
4. Paper Size should be A4
5. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Arial / Font Size: 12 for text)
6. Subheading shall be typed in the Font style (Font: Arial / Font Size: 14 for headings)The report should be professionally prepared.
7. The candidate should submit periodical report of the project to the supervisor.
8. Two reviews will be conducted before the Viva Voce
9. Each candidate should submit hardcopy ( 3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate

**Evaluation Scheme**

Project Evaluation and viva voce – Internal Examiner – 50Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

**Total Marks - 100 Marks**

**If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination**

Subject Code	III Year - VI Semester – Core paper XXI	L	T	P	Total of LTP	C
UIS15605	PROJECT - SOFTWARE DEVELOPMENT	1	0	2	0	2

Software project development is meant for developing new software tools using any of the interesting computer programming language(s) for solving real life problems related to different domains like Education, health care, Accounting , Financing, Banking and etc.

Subject Code	III Year - VI Semester – Elective paper –III	L	T	P	Total of LTP	C
UIS15E05	COMPUTERIZED STOCK EXCHANGE MANAGEMENT	3	1		4	3

**Maximum 100 marks (Internal: 50 marks; External: 50 marks)**

#### **OBJECTIVE**

1. To have basic knowledge about stock exchange
2. To know about the online trading

#### **UNIT - I**

Security Analysis – Valuation and Return – Evaluation of Fixed Income Securities.  
– Evaluation of Ordinary Shares.

#### **UNIT - II**

Fundamental Analysis – Risk and Return sources of Risk – Dividend Policy and valuation – Leverage and valuation. Technical Analysis – Security price movements – Market Hypotheses – Behaviour of stock prices.

#### **UNIT - III**

Evaluation of Securities – Objectives and Principles.

#### **UNIT - IV**

Derivatives – futures and Options – Trading in Derivatives – Mutual Funds.

## UNIT - V

Portfolio Analysis – Selection and Management – Investment Decisions under uncertainty – Investment preference under policies – Individual Investors – Utility Analysis – Assessment of Portfolio performance and portfolio revision

### TEXT BOOKS

1. Punithavathy Pandian, (2012), “Security Analysis and Portfolio Management”, Vikas Publishing House Pvt Ltd.
2. Dhanesh Kumar Khatri, (2010), “Security Analysis and Portfolio Management”, Macmillan Publishers India.
3. Prasanna Chandra, (2012), “Investment Analysis and Portfolio Management”, Macmillan Publishers India.
4. Fisher D E and R J Jordan, (1995), “Security Analysis and Portfolio Management”, Prentice Hall

### REFERENCES

1. Smith K V, (2005), “Portfolio Management: Theoretical and Empirical Studies of Decision Making”, Holt, Rinehart & Winston of Canada
2. Sharpe W F, (2000), “Portfolio Theory and Capital Markets”, McGraw- Hill.
3. Bhalla, V K (2003), “Investment Management” S. Chand & Company Ltd., New Delhi.

Subject Code	III Year - VI Semester - Elective Paper III	L	T	P	Total of LTP	C
UIS15E06	FINANCIAL SERVICES	3	1		4	3

**Maximum: 100 marks (Internal: 50 marks; External: 50 marks)**

## UNIT - I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector (Banks, NBFCs, Micro Financing Institutions, etc.)

## UNIT - II

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



**UNIT - III**

Leasing and Hire purchase – Concepts and features – Types of lease.

**UNIT - IV**

Factoring – Functions of Factor – Consumer finance – Venture capital – Credit Rating (CRISIL, ICRA, CARE)

**UNIT - V**

Mutual Funds – concept- types of mutual funds- Securitization- meaning – concept and procedure – securitization in India- Dematerialization of shares and securities.

**TEXT BOOKS**

1. “Financial Services” – Gurusamy.S, Vijay Nicole Imprints Pvt. Ltd., Chennai, 2005
2. “Financial Services” – B. Santhanam, Margham Publications, Chennai, 2006

**REFERENCES**

1. Machiraju H.R : “Indian Financial System”; Vikas Publication, New Delhi, 2009
2. Khan M.Y : “Indian Financial System”; Tata McGraw Hill, New Delhi, 2001

Subject Code	III Year - VI Semester ELECTIVE - IV	L	T	P	Total of LTP	C
UIS15E07	MARKETING	3	1		4	3

**Maximum: 100 marks (Internal: 50 marks; External: 50 marks)**

**OBJECTIVE**

1. To enable the student to understand the process of exchange.
2. To understand how marketing helps to bridge the production and consumption gaps.

**UNIT - I**

Introduction in Marketing – Meaning – Definition and Functions of Marketing – Importance – Marketing functions – Marketing Environment

**UNIT - II**

Consumer Behaviour – Consumer Buying – Decision Process – Buying Motives – Market segmentation – Concepts – Benefits

**UNIT - III**

Product – Meaning – Product Mix – Product Planning and Development – Types – Introduction to PLC – Pricing Policies – Methods

**UNIT - IV**

Promotion – Basics of Advertising – Sales Promotion and Personal selling – Physical Distribution – Channels of Distribution - Basics of channel Members

**UNIT - V**

Recent trend in Marketing – Tele Marketing – Relationship Marketing, Concept Marketing, Virtual Marketing - E-business

**TEXT BOOK**

1. Rajan Nair N, (2000), "Marketing, Sultan Chand & Sons Publishers", New Delhi,

**REFERENCES**

1. Philip Kotler, (2011), "Marketing Management", Prentice Hall of India
2. Ramaswamy&Namakumari, (2010), "Marketing Management", Macmillan, Chennai.
3. Zikmundd'Amico, "Marketing, South Western", Thomson Learning, 2000
4. Boyd Walker, "Marketing Management", McGraw-Hill, India. 2002.
5. Aakar, Day and Kumar, "Essentials of Marketing Research", John Wiley & Sons, US, 2001

Subject Code	III Year - VI Semester – Elective Paper IV	L	T	P	Total of LTP	C
UIS15E08	CUSTOMER RELATIONSHIP MANAGEMENT	3	1		4	3

**Maximum: 100 marks (Internal: 50 marks; External: 50 marks)**

**OBJECTIVE**

1. To understand and analyze the customer relationship management,
2. To provide insights to students about technological revolution and corporate culture in CRM.

**UNIT - I**

Introduction: Customer Relationship Management – Management requires Measurement – Qualitative Measurement Methods – Quantitative Measurement Methods – Calculating Relationship Indices.

**UNIT - II**

Customer Relationship Survey: Research Design – Statistical Analysis of Customer Survey – Using Customer Relationship Survey Results.

**UNIT - III**

Relationship Marketing: Relationship Concepts – Relationship Drivers – Lasting Relationships

**UNIT - IV**

Partnerships: Customer Partnerships – Internal Partnerships – Supplier Partnerships – external partnerships

**UNIT - V**

The Technological Revolution: Relationship Management – Changing Corporate Cultures

**TEXT BOOKS**

1. Shanmugasundaram, S., "Customer Relationship Management: Modern Trends and Perspectives", PHI Learning Pvt. Ltd., 2008.
2. Peelen, E., "Customer Relationship Management", Pearson, 2008

**REFERENCES**

1. Kincaid, J., "Customer Relationship Management: Getting it right", Pearson Education, India, 2005.
2. Kumar, V. and Reinartz, W.J., "Customer Relationship Management: A Databased Approach", Wiley India Pvt. Ltd., New Delhi. 2006.
3. Makkar, U. and Makkar, H.K., "Customer Relationship Management", Tata McGraw-Hill Education, New Delhi. 2011.
4. Peppers, D. and Rogers, M., "Managing Customer Relationships", 2nd Edition, John Wiley and Sons, India. 2011.
5. Sheth, J.N. and Parvatiyar, A., "Handbook of Relationship Marketing", Response Books, New Delhi, 2002.

Subject Code	SEMESTER – I Title of the Subject	L	T	P	Total of LTP	C
ULF15101	French-I	4	1	0	5	4

### INSTRUCTIONAL OBJECTIVES

1. To encourage greater written skills through comprehension writing and composition writing.
2. Improve their oral and written skills through a combination of theory and practice.
3. Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.

#### Unité-I (15 Heures)

**Vous comprenez?** – Conjugaison des verbes – Masculin/Féminin – Singulier/Pluriel – Interrogation – Négation simple- L'identité- Les lieux de la ville- Les mots du savoir-vivre.

#### Unité-II (15 Heures)

**Au travail!** Conjugaison – Les verbes en –ER – Accord des noms et des adjectifs - Articles indéfinis et définis- Interrogation- Est-ce-que, Qu'est-ce, Qu'est-ce que c'est, Où- L'état civil- Personnes et objets caractéristiques d'un pays.

#### Unité-III (15 Heures)

**On se détend ?**- Conjugaison- faire, aller, venir, vouloir, pouvoir, devoir- Futur proche - Pronoms moi, toi, lui, elle, etc..., après une préposition – On = Nous- Les loisirs, Sports, Spectacles, Activités.

#### Unité-IV (15 Heures)

**Racontez-moi**- Passé composé - Présentation d'un événement passé- La date et l'heure- Les moments de la journée, de l'année- Événements liés au temps - **Bon voyage !**- Comparaison simple- Adjectifs démonstratifs- Adjectifs possessifs- Les Voyages – Les transports.

#### Unité-V (15 Heures)

**Bon appétit**- Articles partitif- Emploi des articles- Interrogation, forme avec inversion- Réponses : Oui, Si, Non- Forme possessive : à + pronom- La nourriture, Les repas, La fête.

### Référence Book

1. “**Echo-A1**”, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

Subject Code	SEMESTER – II Title of the Subject	L	T	P	Total of LTP	C
ULF15201	French-II	4	1	0	5	4

### INSTRUCTIONAL OBJECTIVES

Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.

1. Improve their oral and written skills through a combination of theory and practice.

#### Unité-I (15 Heures)

**Quelle journée !**- La conjugaison pronominale- L'impératif- L'expression de la quantité : peu, un peu de, quelque, etc.,- Les activités quotidiennes- Les achats, L'argent - **Qu'on est bien ici !** Prépositions et adverbess de lieu- Verbes exprimant un déplacement : emploi des prépositions- Le logement, La localisation, L'orientation, L'état physique, Le temps qu'il fait.

#### Unité-II (15 Heures)

**Souvenez-vous**- L'imparfait- Emploi du passé composé et de l'imparfait- Expression de la durée- L'enchaînement des idées : alors, donc, mais- Les sens réciproque- Les moments de la vie- La famille- Les relations amicales, amoureuses, familiales.

#### Unité-III (15 Heures)

**On s'appelle ?** – Les pronoms compléments directs- les pronoms compléments indirects de personne- L'expression de la fréquence et de la répétition – Les moyens de communication : courrier, téléphone, internet.

#### Unité-IV (15 Heures)

**Un bon conseil !** – Expression du déroulement de l'action – Passé récent- Présent progressif – Futur proche – Action achevée/ inachevée – Les phrases rapportés – Les Corps – La santé et la maladie.

**Unité-V****(15 Heures)**

**Parlez-moi de vous** – La place de l’adjectif – La proposition relative finale avec « qui » - C’est/il est – Impératif des verbes avec pronoms – La formation des mots – La description physique et psychologique des personnes – Les vêtements – Les Couleurs.

**Référence**

1. **“Echo-A1”**, Méthode de français, J.GIRARDET, J.PECHEUR, CLE International, Janvier-2011.

முதல்பருவம்

பாடகுறியீடுஎண்	பாடத்தலைப்பு	L	T	P	Total of LTP	C
ULT15101	தமிழ்- I	3	2	0	5	3

**பகுதி 1. தமிழ்இலக்கியவரலாறு**

(நூல் - தமிழ்இலக்கியவரலாறு- முனைவர்சு.ஆனந்தன்,கண்மணிபதிப்பகம், திருச்சி, 2010.)

1. சிற்றிலக்கியம் - தோற்றமும்வளர்ச்சியும்
2. புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்
3. சிறுகதை - தோற்றமும்வளர்ச்சியும்
4. புதினம் - தோற்றமும்வளர்ச்சியும்
5. உரைநடை - தோற்றமும்வளர்ச்சியும்

**பகுதி 2. இலக்கியம்**

**அ.இக்காலக்கவிதைகள்**

1. பாரதியார்  
நெஞ்சு பொறுக்கு திலையே ...என்றுதொடங்கும்கவிதை
2. பாரதிதாசன்  
உலக ஒற்றுமை - தன்பெண்டு தன்பிள்ளை  
...என்றுதொடங்கும்கவிதை
3. ந.பிச்சமூர்த்தி - கிளிக்கூண்டு
4. இன்குலாப் - மரங்களின் சுற்றம்  
சந்திக்கச் செல்வதில்லை...என்று தொடங்கும் கவிதை
5. நா. காமராசன் - கருப்புமலர்கள்  
காகிதப்பூக்கள் - காலமழைத்தூறலிலே... என்று தொடங்கும்  
கவிதை
6. சு.வில்வரெத்தினம் --வேற்றாகிநின்றவெளி  
நிலவின்எதிரொலி - பறம்புமலை...என்று தொடங்கும்கவிதை

7. பாரதிபுத்திரன் - மாரிக்காலஇரவுகள்  
சிவகாசிசிசுக்கள் - மகனேஅன்றொருநாள்...என்று  
தொடங்கும்கவிதை
8. து.நரசிம்மன் - வானம்பிறந்தது  
ஒருபிஞ்சின்வேண்டுகோள்...என்று தொடங்கும்கவிதை
9. பொன்மணியைவரமுத்து- தாய்ப்பல்லாண்டு
10. ப.கல்பனா- வானம்பிறந்தது  
கீறல்விழுந்தமாலைக்காலங்கள்- இன்றுவர... என்று  
தொடங்கும்கவிதை

**ஆ. சிற்றிலக்கியம்**

**கலிங்கத்துப்பரணி- போர்பாடியது: 404 -- 408 பாடல்கள்**

**குற்றாலக்குறவஞ்சி - மலைவளம்**

1. வானரங்கள்கனிக்கொடுத்து .... என்றுதொடங்கும்பாடல்
2. முழங்குதிரைப்புனலருவிகழங்கெனமுத்தாடும் ....  
என்றுதொடங்கும்பாடல்

**இ. காப்பியங்கள்**

**சிலப்பதிகாரம் -வழக்குரைகாதை - 'தேரா மன்னா! செப்புவது  
உடையேன்;-இணை அடி தொழுது வீழ்ந்தனளே, மடமொழி. (30  
- வரிகள்)**

**பகுதி 3 உரைநடைப்பகுதி**

**“எண்ணங்கள்” டாக்டர்எம்.எஸ்.உதயமூர்த்தி  
,கங்கைபுத்தகநிலையம், 2005.**

**பாடநூல்கள்:**

1. முனைவர்சு.ஆனந்தன் (2010), தமிழ்இலக்கியவரலாறு-,  
கண்மணிபதிப்பகம், திருச்சி, 2010.
2. எம்.எஸ்.உதயமூர்த்தி, “எண்ணங்கள்”,கங்கைபுத்தகநிலையம்,  
2005.



3. செய்யுள்புத்தகம், தமிழ்த்துறை,  
அறிவியல்மற்றும்மானுடவியல்புலம் ,எஸ். ஆர். எம். வெளியீடு,  
2014.

**இரண்டாம்பருவம்**

பாடகுறியீடுஎண்	பாடத்தலைப்பு	L	T	P	Total of LTP	C
ULT14201	தமிழ்- II	3	2	0	5	3

**பகுதி -1 தமிழ்இலக்கியவரலாறு**

(நூல் - தமிழ்இலக்கியவரலாறு- முனைவர்ச.ஆனந்தன்,  
கண்மணிபதிப்பகம், திருச்சி, 2010.)

1. சங்கஇலக்கியங்கள்
2. நீதிஇலக்கியங்கள்
3. பக்திஇலக்கியங்கள்
4. காப்பியங்கள்

**பகுதி -2 அ. சங்கஇலக்கியம்**

1. முளி தயிர் பிசைந்த...  
என்றுதொடங்கும்குறுந்தொகை(167)பாடல்முல்லை,  
செவிலித்தாய் கூற்று).
2. மனை நடு வயலை வேழம் சுற்று... என்றுதொடங்கும்  
ஐங்குறுநூறு(11) பாடல் (மருதம்,ஐங்குறுநூறு- வேழப்பத்து. )
3. எம்வெங்காமம்இயைவதுஆயின். .என்றுதொடங்கும்அகநானூறு  
(15) பாடல் ( பாலை , மகட்போக்கியதாய்சொல்லியது )
4. கூடர் தொடஇ கேளாய்.....என்றுதொடங்கும்கலித்தொகை  
(51)பாடல் (குறிஞ்சி, தலைவிகூற்று )
5. மண்டு அமர் அட்ட ...என்றுதொடங்கும்புறநானூறு (213 ) பாடல்,  
பாடியவர் :புல்லாற்றார் எயிற்றியனார், பாடப்பட்டோன் :  
கோப்பெருஞ்சோழன்; திணை :வஞ்சி; துறை- துணைவஞ்சி.

6. நறவுவாய்உறைக்கும்நாகுமுதிர் ...  
என்றுதொடங்கும்பத்துப்பாட்டு - சிறுபாணற்றுப்படை (51-67)  
பாடல்
7. கலந்தோர்உவப்பெயில்பலகடையி...என்றுதொடங்கும்பத்துப்பாட்டு -- மதுரைக்காஞ்சி (220-237) பாடல்.

**ஆ. நீதிஇலக்கியம்**

1. திருக்குறள்- நட்பாராய்தல்  
புலவிநுணுக்கம் (2 அதிகாரம்)
2. நாலடியார்- பொருட்பால்- மேன்மக்கள் - 5 பாடல்

**இ. பக்திஇலக்கியம்**

**சைவம் - பன்னிருதிருமுறைகள்**

1. திருஞானசம்பந்தர் தேவாரம் - முதலாந்திருமுறை  
காதல் ஆகி, கசிந்து ... என்றுதொடங்கும்பாடல்
2. திருநாவுக்கரசர் தேவாரம் - ஐந்தாம்திருமுறை  
மாசில் வீணையும் மாலை ... என்றுதொடங்கும்பாடல்
3. சுந்தரர் தேவாரம் - ஏழாம்திருமுறை  
பொன்னார் மேனியனே ... என்றுதொடங்கும்பாடல்
4. மாணிக்கவாசகர் - திருவாசகம் - பிடித்தபத்து  
பால்நினைந்துஊட்டும்தாயினும்சாலப்...என்றுதொடங்கும்பாடல்
5. திருமூலர் - திருமந்திரம்  
மரத்தை மறைத்தது மாமத யானை ... என்றுதொடங்கும்பாடல்

**வைணவம் - நாலாயிரத்திவ்யப்பிரபந்தம்**

1. பூதத்தாழ்வார்  
பெருகு மத வேழம் மாப்பிடிக்கு...என்றுதொடங்கும்பாடல்
2. குலசேகராழ்வார்  
ஆனாதசெல்வத்துஅரம்பையர்கள்தற்குழ  
...என்றுதொடங்கும்பாடல்
3. பெரியாழ்வார்  
எந்நாள் எம்பெருமான் ...என்றுதொடங்கும்பாடல்

4. ஆண்டாள்  
ஓங்கி உலகளந்த உத்தமன் ... என்றுதொடங்கும்பாடல்
5. திருப்பாணாழ்வார்  
சதுர மாமதில் சூழ் இலங்கைக்கு ... என்று தொடங்கும் பாடல்

#### இஸ்லாம்

குணங்குடிமஸ்தான்சாகிபுபாடல்கள் –  
தவமேபெறவேண்டுமெனல்- 3 பாடல்கள்

#### கிறித்துவம்

ஆதிநந்தாவனப்பிரளயம் – ஏதேன்தோட்டம்- 3 பாடல்கள்

#### பகுதி 3: சிறுகதை

“ஒற்றைச் சிறகு”, இலக்கியச்சிந்தனை 2012  
ஆம்ஆண்டின்சிறந்தசிறுகதைகள்தொகுப்பு.

#### பாடநூல்கள் :

1. முனைவர்சு.ஆனந்தன் (2010), தமிழ்இலக்கியவரலாறு-,  
கண்மணிபதிப்பகம், திருச்சி, 2010.
2. ஒற்றைச்சிறகு, இலக்கியச்சிந்தனை 2012  
ஆம்ஆண்டின்சிறந்தசிறுகதைகள்தொகுப்பு, 2012.
3. செய்யுள்புத்தகம், தமிழ்த்துறை,  
அறிவியல்மற்றும்மானுடவியல்புலம், எஸ். ஆர். எம்.  
வெளியீடு, 2014.

**வினாத்தாள் அமைப்பு  
முதல்பருவம்**

பாடகுறியீடுஎண்	பாடத்தலைப்பு	L	T	P	Total of LTP	C
ULT15101	தமிழ்- I	3	2	0	5	3

1. அகமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
2. புறமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்  
(வினாத்தாள் -100 மதிப்பெண்கள்)

**வினாத்தாள் அமைப்பு**

	வினாப்பிரிவு	வினாக்கள் இயல்பு	மதிப்பெண்கள் (100)
1	சுருக்கமாக · விடையளித்தல்	12 வினாக்கள் ( பத்திற்குமட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 5, இலக்கியவரலாறு -5, உரைநடை-2.	10 x 3 = 30
2	இருபக்க அளவில் · விடையளித்தல்	7 வினாக்கள் ( ஐந்திற்குமட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 3, இலக்கியவரலாறு -2, உரைநடை-2.	5 x 5 = 25
3	கட்டுரைவடிவில் · விடையளித்தல்	செய்யுள்- 1, இலக்கியவரலாறு -1, உரைநடை-1 (அல்லது வினா அமைப்பு)	3x 15 = 45

**வினாத்தாள் அமைப்பு  
இரண்டாம்பருவம்**

பாடகுறியீடு எண்	பாடத்தலைப்பு	L	T	P	Total of LTP	C
ULT15201	தமிழ்- II	3	2	0	5	3

1. அகமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்
2. புறமதிப்பீட்டுத்தேர்வு - 50 மதிப்பெண்கள்  
(வினாத்தாள் -100 மதிப்பெண்கள்)

**வினாத்தாள் அமைப்பு**

	வினாப்பிரிவு	வினாக்கள் இயல்பு	மதிப்பெண்கள் (100)
1.	சுருக்கமாக விடையளித்தல்	12 வினாக்கள் (பத்திற்கும்மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 5, இலக்கியவரலாறு -5, சிறுகதை-2.	10 x 3 = 30
2.	இருபக்க அளவில் விடையளித்தல்	7 வினாக்கள் (ஐந்திற்கும்மட்டும் விடையளித்தல் வேண்டும்) செய்யுள்- 3, இலக்கியவரலாறு -2, சிறுகதை-2.	5 x 5 = 25
3.	கட்டுரைவடிவில் விடையளித்தல்	செய்யுள்- 1, இலக்கியவரலாறு -1, சிறுகதை-1 (அல்லது வினா அமைப்பு)	3 x 15 = 45

**SEMESTER – I**

<b>Subject Code</b>	<b>Title of the Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
ULH 15101	Hindi	3	2	0	5	3

**INSTRUCTIONAL OBJECTIVES**

- To express and communicate literature which is part of life  
To incorporate day to day personal & professional life's need to communicate in the language.  
To help the students to imagine & express their mind through Literature.

**UNIT – I - Prose (35 Hours)**

1.USNE KAHA THA (STORY) - **CHANDRADHAR SHARMA GULERI**

2.CHIEF KI DAWAAT (STORY) - **BHISHAM SAHNI**

3. PREMCHAND (NIBANDH) - **DR. RAMVILAS SHARMA**

4.BHOLARAM KA JEEV (SATIRE STORY) -

**HARISHANKAR PARSAI**

5.BHAGWAN NE KAHA THA (SATIRE STORY) - **SURYA BALA**

6.CHAMAR KI BETI (STORY) - **DR.N. CHANDRSHEKHARAN NAIR**

**UNIT – II- OneActPlay (15 Hours)**

1.LAXMI KA SAWAGAT **UPENDRANATH ASHK -**

2.JAB MAA RO PADI **SETH GOVIND DAS -**

**UNIT – III - CORRESPONDENCE (10 Hours)**

1.OFFICIAL LETTER

2.DEMI- OFFICIAL LETTER

**UNIT – IV - COMPUTER**

**(10Hours)**

**UNIT – V - TECHNICAL TERMINOLOGY**

**(5 Hours)**

**TEXTS BOOK**

1.Hindi I Edited by Dr.S.Preethi, Dr.MD.Islam, Dr. S. Razia Begum Published by  
“Department of Hindi”, FS&H, SRM University

**REFERENCE**

1. PrayajonMulak Hindi (Author - MadhavSontakke)

## QUESTION PAPER PATTERN FOR PAPER - I

**Time : 3hrs Max : 100 Marks**

### **Section –A (40 Marks)**

1. Multiple choice question from prose

(Six questions, Five to be answered) (5X2=10)

2. Technical Terminology (English to Hindi)

(Six questions, Five to be answered) (5X2=10)

3. Short questions from prose (50 words)

(Six questions, Five to be answered) (5X4=20)

### **Section – B (30 Marks)**

4. to 10. Annotation from Prose and One Act Play (Seven questions, Six to be answered) (6X5=30)

### **Section – C (30 Marks)**

11. Essay question from prose either .....or type

12. Essay question from One Act play either ..... or type

13. Official letter, Demi-official letter and Computer.

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**SEMESTER – II**

<b>Subject Code</b>	<b>Title of the Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
ULH 15201	Hindi	3	2	0	5	3

**INSTRUCTIONAL OBJECTIVES**

1. To express and communicate literature which is part of life
2. To incorporate day to day personal & professional life's need to communicate in the language.
3. To help the students to imagine & express their mind through Literature.

**UNIT I - POETRY****(30 Hours)**

1. Suprashedohey **Kabir, Rahim, Bihari, Surdas-**
2. Nar Ho Na Nirashkaro Mann Ko **Maithlisharangupt-**
3. Jo Tum Aajaate **MahadeviVarma-**
4. Hum PanchiUnmuktGaganKe **Shiv mangalsinghsuman -**
5. Chalawa **Santoshshreeyansh-**
6. YahanThiVahaNadi **MangleshDabral-**

**UNIT II - STORY****(25Hours)**

1. Eidgaha **Premchand-**
2. Vapsi **PriyamvadaUsha-**
3. EkMuthiAakash **SantoshSrivastav**
4. Ek Plate Sailab **MannuBhandari-**

**UNIT - III****(10 Hours)**

1. Anuvad :Anuvad Ki ParibhashaEvamBhed

**UNIT - IV****(5 Hours)**

1. Anuvad : English to Hindi

**UNIT - V****(5 Hours)**

1. Administrative words

**RECOMMENDED TEXTS**

1. Hindi I Edited by Dr.S.Preethi, Dr. MD.Islam, Dr.S.RaziaBegum. Published by  
"Department of Hindi", FS&H, SRM. University

**TEXTS BOOKS**

1. PrayajonMulak Hindi (Author - MadhavSontakke)
2. Practcal Guide to is Translation & Composition (Author- K. P. Thakur)

**QUESTION PAPER PATTERN FOR PAPER - II**

**Time : 3hrs Max : 100 Marks**

**Section –A (40 Marks)**

1. Multiple choice questions from prose  
(Six questions, Five to be answered) (5X2=10)
2. Administrative Words (English to Hindi)  
(Six questions, Five to be answered) (5X2=10)
3. Short questions from prose (50 words)  
(Six questions, Five to be answered) (5X4=20)

**Section – B (30 Marks) (6X5=30)**

- 4 to 10 Annotation from Poetry and Story  
(Seven questions, Six to be answered)

**Section – C (30 Marks) (3X10=30)**

11. Essay question from Poetry either or type
12. Essay question from Story either...or type
13. Translation (English to Hindi)

<b>Subject Code</b>	<b>SEMESTER I Title of the Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
ULE15101	English	4	1	0	5	4

### **INSTRUCTIONAL OBJECTIVES**

- To enhance students' proficiency in English language.
- To enable the students to think in English.
- To be abreast with the world literature.
- To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
- To engage in ongoing professional development with respect to both teaching and research.

#### **UNIT I - POETRY**

**(15 Hours)**

1. If by Rudyard Kipling
2. Where the Mind is Without Fear by Rabindranath Tagore
3. The Road Not Taken by Robert Frost
4. Snake by D. H. Lawrence

#### **UNIT II - PROSE**

**(15 Hours)**

1. Of Truth by Francis Bacon
2. Spirit of India by A.P.J. Abdul Kalam

#### **UNIT III - SHORT STORIES**

**(15 Hours)**

1. The Bet by Anton Chekhov
2. The Postmaster by Rabindranath Tagore

#### **UNIT IV - MOVIE REVIEW**

**(15 Hours)**

1. Whose Life is it Anyway?
2. The Accused- Feature Film
3. Water

#### **UNIT V - LANGUAGE COMPONENT**

**(15 Hours)**

1. Tenses
2. Focus on Articles, Prepositions, Subject Verb Agreement
3. Comprehension Passage

**TEXT BOOKS**

1. Cambridge University Press, "Raymond Murphy", Essential Grammar in Use 3<sup>rd</sup> Edition 2010
2. Edited by Dr. Shanthichitra, "Glean to ACME English Text Book" Published by Department of English, FSH, SRM University

## SEMESTER II

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULE15201	English	4	1	0	5	4

### INSTRUCTIONAL OBJECTIVES

1. To enhance students' proficiency in English language.
2. To enable the students to think in English.
3. To become aware of the world literature and the writers.
4. To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5. To engage in ongoing professional development with respect to both teaching and research.

### UNIT I - POETRY

(15 Hours)

1. The Hawk in the Rain by Ted Hughes
2. Crutches by Bertolt Brecht
3. Obituary- A. K. Ramanujan
4. Dream Deferred- Langston Hughes

### UNIT II - PROSE

(15 Hours)

1. The Story of my Experiments with Truth by M.K. Gandhi (Excerpts)
2. I have a Dream by Martin Luther King
3. Farewell Speech by Mark Antony

### UNIT III - PLAY AND SHORT STORY

(15 Hours)

1. Monkey's Paw by W.W.Jacobs
2. Bear by Anton Chekhov

### UNIT IV - BOOK REVIEW

(15 Hours)

To kill a Mocking Bird (Excerpts)  
Merchant of Venice (Excerpts)

**UNIT V- LANGUAGE COMPONENT****(15 Hours)**

1. Transformation of Sentences
2. Jumbled Sentences
3. Précis Writing

**TEXT BOOKS**

1. Cambridge University Press, Raymond Murphy, "Essential Grammar in Use"  
3<sup>rd</sup> Edition 2010
2. Edited by Dr. Shanthichitra, "Glean to ACME English Text Book" Published by  
Department of English, FSH, SRM University

Subject Code	I YEAR SEMESTER I	L	T	P	Total of LTP	C
CDC15101	VERBAL ABILITY	2	-	-	2	2

**OBJECTIVES:** At the end of this course, the students will be able to answer objective questions for any verbal ability exam.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to answer a model verbal ability exam.

#### UNIT - I

**Vocabulary-** Synonyms, Antonyms, Idioms and phrases, ordering of words/sentences.

#### UNIT - II

**Grammar-** Sentence improvement, Change of speech, sentence correction.

#### UNIT - III

**Vocabulary-** One word Substitute, Verbal Analogies, Closet test.

#### UNIT - IV

**Grammar-** Spotting errors, selecting words, sentence completion

#### UNIT - V

**Vocabulary-** Word Quest, Puzzles, Crossword

#### TEXT BOOKS

1. Raymond Murphy, "Essential English Grammar", Cambridge University Press, 2007
2. Raymond Murphy, "Intermediate English Grammar", Cambridge University Press, 2007
3. Raymond Murphy, "Advanced English Grammar Cambridge University Press", 2007

#### REFERENCE

1. Prabhu.C, Vivekanandan.P "The Essentials of Quantitative Aptitude and Verbal Aptitude", Enrich & Excell, BEACON, Chennai, 2012.



SubjectCode	I YEAR SEMESTER II	L	T	P	Total of LTP	C
CDC 15201	Quantitative Aptitude and Logical Reasoning - I	2	-	-	2	2

**COURSE OBJECTIVES: At the end of this course, the students will be able to,**

1. Critically evaluate various real life situations by resorting to Analysis of key issues and factors
2. Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

**UNIT I**

- Simple equations
- Ratio & Proportion
- Variation

**UNIT II**

- Percentages
- Profit and loss
- Partnership
- Simple interest and Compound interest

**UNIT III**

- Deductions
- Connectives

**UNIT IV**

- Analytical Reasoning puzzles
- Problems on Linear arrangement
- Problems on Circular arrangement

**UNIT V**

- Clocks
- Calendars
- Blood relations

**TEXT BOOKS**

1. Agarwal R S, "Quantitative Aptitude" S.Chand Publishers, 2013
2. Agarwal R S, "A modern approach to Logical reasoning" S.Chand Publishers

**REFERENCE BOOKS**

1. Abhijit Guha, "Quantitative Aptitude" - McGraw Hills Publishers
2. Agarwal R S, , "A modern approach to Logical reasoning" S.Chand Publishers

Subject Code	II YEAR SEMESTER III	L	T	P	Total of LTP	C
CDC 15301	Quantitative Aptitude and Logical Reasoning - II	2	-	-	2	2

**COURSE OBJECTIVES :**At the end of this course, the students will be able to,

1. Critically evaluate various real life situations by resorting to Analysis of key issues and factors
2. Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to answer a model quantitative aptitude test for internal assessment.

#### UNIT - I

- Numbers
- Time and Distance
- Time and Work
- Averages, Mixtures and Allegations

#### UNIT - II

- Data Interpretation
- Data Sufficiency
- Mensuration
- Permutation and Combinations
- Probability

#### UNIT - III

- Cubes
- Venn diagrams
- Binary Logic

#### UNIT - IV

- Number and letter series
- Number and Letter Analogies
- Odd man out

**UNIT - V**

- Coding and decoding
- Direction sense test
- Critical Reasoning
- Lateral reasoning puzzle

**TEXT BOOKS**

1. Agarwal S I, "Quantitative Aptitude" S.Chand Publishers, 2013
2. Agarwal R S, "A modern approach to Logical reasoning" S.Chand Publishers

**REFERENCES**

1. Abhijit Guha, "Quantitative Aptitude" - McGraw Hills Publishers
2. Agarwal R S, "A modern approach to Logical reasoning" S.Chand Publishers

Subject Code	II YEAR SEMESTER IV	L	T	P	Total of LTP	C
CDC15401	COMMUNICATION SKILLS	2	-	-	2	2

**OBJECTIVES:** At the end of this course, the students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

**COURSE REQUIREMENT:** At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### **UNIT I - LISTENING SKILL**

**Listening comprehension and response** through various modes- face-to-face conversations, telephone conversations, reading out written material, audio-video recorded material, mimes.

#### **UNIT II - SPEAKING SKILL**

Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations-Greetings, requests, demands, instructions and enquiries.

Informal speech- Facing audience-Body language- Conversion of mother tongue to English language, Formal speech-Paper presentation and essential aspects of Business communication.

#### **UNIT III - READING SKILL**

Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Speed Reading, Reading comprehension strategies.

#### **UNIT IV - WRITING SKILL**

Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-E-mail etiquette. Reports, Essay Writing.

## **UNIT - V**

**Interpersonal and intrapersonal communication-** Ways to communicate in different scenarios- job interview, business meeting, project submission/proposal, informal gathering, speech for a large audience, a debate etc.- dress code, Eye contacts, body language and handshakes.

### **TEXT BOOK**

1. "Soft Skills- Know You and Know the World", Author-Dr.Alex.K.

### **REFERENCE**

1. Communication Skills-Language in Use-Cambridge Edition.

Subject Code	III YEAR SEMESTER VI	L	T	P	Total of LTP	C
CDC15601	PERSONALITY DEVELOPMENT	2	-	-	2	2

**COURSE OBJECTIVES: At the end of this course, the students will be able to,**

1. Understand the concept of Personality Development
2. Summarize the principles of proper courtesy as practiced in the workplace

**COURSE REQUIREMENT:**At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

#### **UNIT - I**

**Introduction**-Personality –Definition, Determinants of Personality-Personality Characteristics and Behaviour at work-Big Five dimensions of Personality

#### **UNIT - II**

**Personality Types**- Sensation –Intuitive- Feelers & Thinkers category - Filling the GAP- Grooming, Attitude and Personality- Time management-Projective Personality Tests.

#### **UNIT - III**

**Introduction**-Meaning and Definition of Ethics- Nature and objective of Ethics- Ethics and Morality – Ethics and Religion - Morals, Values and Ethics – Integrity – Work Ethic – Honesty – Courage –Empathy – Self-Confidence – Character .

#### **UNIT - IV**

**Ethical Theories** – Classification- Basic Moral theories –Peace - Justice**Ethical Decision Making**- Structure-competence in professional ethics- How to use ethical reasoning-approaches and methods of resolving ethical dilemmas

#### **UNIT -V**

**Development of Ethical corporate Behaviour** – Factors affecting managerial work-codes of ethics- Importance of attitudes in personal and professional lives.

**TEXT BOOKS**

1. John R Boatright, "Ethics and the Conduct of Business", Pearson Education, New Delhi, 2003.
2. Elizabeth Hurlock, "Personality Development", McGraw Hill, 4<sup>th</sup> Edition, 2007.

**REFERENCES**

1. Stephen P. Robins, "Organisational Behavior", PHI Learning / Pearson Education, 15<sup>th</sup> edition, 2012.
2. Subramaniam.R , "Professional Ethics", Oxford Publication, 2013



**General subject  
Common to all branches (S &H)  
Academic year -2015 onwards**

Subject Code	TITLE OF THE COURSE	GENERAL SUBJECT	L	T	P	C
UES15501	ENVIRONMENTAL STUDIES		3	0	0	3

45 HRS OF TEACHING + 5 HRS OF FIELD WORK

<b>INSTRUCTIONAL OBJECTIVES</b>	
To enable the students	
1.	To gain knowledge on the importance of natural resources and energy.
2.	To understand the structure and function of an ecosystem.
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
4.	To understand the causes of types of pollution and disaster management.
5.	To observe and discover the surrounding environment through field work.

**UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY**

Environmental Studies: Definition, scope, objectives and awareness- Introduction to natural resources: food, forest, water and energy – Renewable and nonrenewable resources-coal, oil, tidal, wind, geothermal, solar, biomass(overview) – nuclear fission and fusion-nuclear energy.

**UNIT II- ECOSYSTEMS**

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 eg)- food webs(any 2 eg)-ecological pyramids.

**UNIT III - BIODIVERSITY AND ITS CONSERVATION**

Introduction, definition: genetic, species and ecosystem diversity-Values of biodiversity: consumptive, productive, social, ethical, aesthetic and option values-hot spots of biodiversity-Threats to biodiversity: habitat loss, poaching of wildlife - endangered species and endemic species of India -conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.

#### **UNIT IV - ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT**

Definition-causes, effects and control measures of: Air, Water and Soil pollution-e-waste management- Disaster management: Natural and manmade-food/earthquake/cyclone, tsunami and landslides.

#### **UNIT V - SOCIAL ISSUES AND THE ENVIRONMENT**

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act(any imp 2) air, water, wildlife and forest.

#### **FIELD WORK**

Students will visit any one of the following place of interest and submit a written report by the end of the semester:

1. Visit to a hospital/industry/canteen for solid waste management
2. Visit to a chemical industry to study about the practices followed there for waste disposal
3. Visit to Vandalur zoo for study of animal conservation/plants- flora and fauna
4. Study of simple ecosystems-lake/hill slopes
5. Naming the trees in the campus at SRM
6. Study of common plants, insects, birds in the neighbourhood
7. Study of common diseases and their prevention
8. Optional: Street plays and rally for awareness of obesity/diabetes/ vitamin D deficiency/health issues/ waste management/ solid waste management/ no plastics/ energy consumption/wild life protection.

#### **TEXT BOOKS**

1. Sharma B.K., 2001. "Environmental Chemistry". Goel Publ. House, Meerut
2. Dr.R.Jeyalakshmi.2014., "Text book of Environmental Studies", Devi publications, Chennai.

#### **REFERENCE**

1. Agarwal, K.C. 2001 "Environmental Biology", Nidi Publ. Ltd. Bikaner.
2. De A.K., "Environmental Chemistry", Wiley Eastern Ltd.

#### **e-BOOK**

1. BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

TAMIL – II  
HINDI – II  
FRENCH - II  
ENGLISH - II  
BASIC COMPANY ACCOUNTS  
BANKING LAW AND PRACTICE  
OFFICE AUTOMATION - LAB  
MANAGEMENT INFORMATION SYSTEM  
QUANTITATIVE APTITUDE AND LOGICAL REASONING - I  
NSS  
NSO  
NCC  
YOGA