

பருவம்: முதற் பருவம்

பாடக் குறியீட்டு எண்: LTC 101T

அலகு

பாடங்கள்

1. மரபு கவிதையும், புதுக்கவிதையும்
  - 1.1 பாரதி – பாரததேசம்
  - 1.2 பாரதிதாசன் - உலகப்பன் பாட்டு
  - 1.3 கண்ணதாசன் - ஊதாரிப்பிள்ளை
  - 1.4 வைரமுத்து – புதிய ஏற்பாடு
  - 1.5 மு. மேத்தா – தேசப்பிதாவுக்குத் தெருப்பாடகனின் அஞ்சலி
2. காப்பியங்கள். சமயப்பாடல்கள், சிற்றிலக்கியம்
  - 2.1 சிலப்பதிகாரம் - அடைக்கலக் காதை
  - 2.2 மணிமேகலை – சக்கரவாளக் கோட்டம்
  - 2.3 கம்பராமாயணம் - வாலிவதைப் படலம்
  - 2.4 மாணிக்கவாசகர் - திருக்கோத்தும்பீ
  - 2.5 தாயுமானவர் - பராபரக் கண்ணி
  - 2.6 குற்றாலக் குறவஞ்சி
3. சிறுகதைகள்
  - 3.1 இந்துமதி – குருத்து
  - 3.2 விநாயக மூர்த்தி – பரிசு
  - 3.3 அறிஞர் அண்ணா – செவ்வாழை
4. உரைநடை - மு.வ. – நல்வாழ்வு – பண்பாடு, பொதுமை ஓர் அறம், நீந்துக
5. இலக்கணம் அணி
  - 5.1 உவமை அணி
  - 5.2 எடுத்துக்காட்டு உவமை அணி
  - 5.3 சொல் பொருள் பின்வரு நிலை அணி
  - 5.4 தற்குறிப்பேற்ற அணி
  - 5.5 வல்லொற்று மிகும் இடம், மிகா இடம்

## YEAR – I FOUNDATION COURSE – ENGLISH – I LEC101S

## SEMESTER - I

**UNIT- I PROSE****[15 HRS]**

My Early Days – A.P.J. Abdul Kalam  
Headache – R.K. Narayan  
Six Thinking Hats – Edward de Bono

**UNIT- II POETRY****[15 HRS]**

The Road not Taken – Robert Frost  
The Unknown Citizen – W.H. Auden  
Do not go gentle into that good night – Dylan Thomas

**UNIT-III****[15 HRS]****SPOKEN COMMUNICATION SKILLS**

Agreeing and Disagreeing  
Seeking and Giving permission  
Sounds and Symbols in English  
Word and Sentence stress  
Effective use of Intonation

**UNIT – IV INTERPERSONAL COMMUNICATION****[15 HRS]**

Effective Listening  
    Understanding the Audience  
    Perceptual Clarity  
    Channel Awareness  
    Role of Nonverbal Communication  
Pragmatics

**UNIT-V****WRITTEN COMMUNICATION SKILLS****[15 HRS]**

Note Making.  
Report Writing  
Letters for business correspondence

**Text**

1. Ravindran, Padma and M.D.V Kalyani Annie, eds. **Interface – 1**. Chennai: Foundation Books, 2007.
2. Orient Longman, **Selected College Poems**, Chennai : Orient Longman Limited, 1994.
3. Bhatnagar, R.P., and Rajul Bharagava, **English for Competitive Examinations**. Chennai: Macmillan India Press, 2002.

## SEMESTER - I

**Unit-I INTRODUCTION TO MANAGEMENT****[12 Hrs]**

Management - meaning and definition, nature and characteristics, importance principles and function. Management Vs. Administration. Management as a Profession. Management thought of F. W. Taylor Henry Fayol, and Peter F. Druckers.

**Unit-II PLANNING:****[14 Hrs]**

Planning - meaning and definition, characteristics, importance, process, merits and demerits. MBO – meaning, characteristics, merits and demerits. Decision Making – meaning, importance and process.

**Unit-III ORGANISING****[14 Hrs]**

Organizing – meaning and principles. Formal and Informal Organization – Span of management - meaning, factors determining the span. Authority and Responsibility – meaning. - delegation and decentralization- meaning, characteristics, merits and demerits

**Unit-IV DIRECTING****[20 Hrs]**

Directing – meaning and importance, Motivation – meaning, importance and theories of Maslow, Herzberg and McGregor. Leadership – meaning, functions and types or styles of Leadership. Supervision – Span of supervision. Communication- meaning, importance - Elements of communication process- Channels or types- media or methods- Barriers to communication- Rumor.

**Unit-V CONTROL:****[15 Hrs]**

Control - meaning, need, significance and Process- Techniques of control - traditional and modern.

**TEXT BOOKS:**

1. L.M. Prasad , 2004.*Principles of management*, New Delhi, Sultan Chand & Sons.
2. Sherlekar & Sherlekar, 1996. *Principles of management*, Bombay, Himlaya Publishing House,
3. C.B Gupta, 2004. *Business Management*, New Delhi, Sultan Chand & Sons,
4. Dr. H.R. Mukhi, 2001. *Principles of Management*, New Delhi, M/s. Satya Prakashan,
5. S. Shiva Ramu, 2000. *Management*, New Delhi, Wheeler Publishing,

**REFERENCE BOOKS:**

1. Robert Kreitner, 1996. *Management*, (6<sup>th</sup> ed.) New Delhi, A.I.T.B.S Publishers & Distributers.
2. Stoner, Freeman Gilbert, 2005. *Management*, (6<sup>th</sup> ed.) New Delhi, Prentice Hall Of India,  
Peter. F. Drucker, 1996. *Management*, New Delhi.,Allied Publishers ltd.,

St. Joseph's College, Bangalore.

## PRINCIPLES OF ACCOUNTING BM102S SEMESTER - I

**UNIT - I Introduction [18 Hrs]**

Accounting – meaning, definition, objectives and scope of accounting - Basic Accounting concepts and conventions – Accounting transactions – Double Entry Book Keeping – journal, ledger, preparation of trial balance – preparation of Cash Book.

**UNIT - II Final Accounts [18 Hrs]**

Introduction - preparation of final accounts of a sole trading concern – adjustments – closing stock, outstanding and prepaid items, depreciation, provision for bad debts, provision for discount on debtors, interest on capital and drawings.

**UNIT - III Bank Reconciliation Statement [18 Hrs]**

Bank Reconciliation Statement – introduction, meaning and need – Methods of preparing bank reconciliation Statement (Only simple problems).

**UNIT - IV Depreciation and Insurance claims [18 Hrs]**

Depreciation – introduction, meaning and cause, types – Straight Line Method – Written down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of Stock only).

**UNIT - V Single Entry [18 Hrs]**

Single entry system – introduction, meaning, definition, features and defects - Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (Only simple problems)

**TEXT BOOKS:**

1. T.S.Reddy & Moorthy, Financial Accounting 2008 Edition, Margham Publications, Chennai – 17.
2. R.L.Gupta & Radhaswamy Advanced Accounting, 2004 Edition, Sultan Chand Sons – New Delhi.
3. M.C.Shukla and T.S.Grewal, S.Chand & Co Ltd., Advanced Accounting Vol 1 2008 Edition, Year of Publication 1960, S.Chand Company

**REFERENCE BOOKS:**

1. R.S. Pillai, Baghavathi, S.Uma, S.Chand & Company Ltd., Advanced Accounting Vol – II, New Delhi, Year of Publications – 2006, Edition 2007.
  2. S.P.Jaina, K.L.Narang, Financial Accounting, Year of Publications – 1997, Edition 2002, Kalyani Publications, New Delhi.
  3. Maheshwari, S.N. and S.K. Maheshwari; Advanced Accountancy, Eighteenth Edition, Vol. I, Vikas Publishing House, 2003. New Delhi.
  4. R.L. Gupta & V.K. Gupta : Financial Accounting Part I . Advanced Accounting, 2004 Edition, Sultan Chand Sons – New Delhi.
- A. Mukherjee & M. Hanif: Modern Accountancy Vol. I . Tata McGraw - Hill Publishing Company, New Delhi.Edition 2008.

**BUSINESS ECONOMICS – I AEBM101S SEMESTER - I**

**Unit I : The Cardinal Utility Approach.**

**15 HRS**

Meaning of Demand – Individual demand –Factors influencing individual demand - Market demand – Determinants of market demand - The Law of Demand – Changes in demand – Exceptions to the law of demand – Cross demand – Income demand – Utility analysis of demand - The law of diminishing marginal utility – The principle of equi – marginal utility.

**Unit II : The Ordinal Utility Approach.**

**15 HRS**

Indifference Curve Analysis –Marginal rate of substitution – Properties of indifference curves – Income effect – Substitution effect – Price effect –Consumers Surplus – Revealed Preference.

**Unit III : The Theory of Production.**

**20 HRS**

Production Function – Homogeneous Production function – Linear Homogeneous Production function – The Euler's Theorem – The Cobb-Douglas Production function – The Law of Variable Proportions – The Law of Returns to Scale – The concept of elasticity of substitution.

**Unit IV : Cost Function.**

**20 HRS**

Definition of Cost – Cost curves- Marginal Cost, Average Cost, Total Cost, Fixed Cost, Variable Cost – Short run cost curves, Long run cost curves – Opportunity Cost.

**Unit V : Mathematical Approach.**

**20 HRS**

Mathematics and Business Economics – A Mathematical Analysis of Demand, Supply, The Elasticities, Production, and Cost.

**Text Books :**

1. S. Sankaran, Business Economics, Margham Publication, Chennai.
2. K.P.M Sundram, Business Economics.

**References:**

1. Lipsey, Richard, G.,1969, Introduction to Positive Economics, English Language Book Society and Weidenfeld and Nicolson, London.
2. Mannur,H.G.,1993, International Economics : Theory and Policy Issues, Vikas Publishing House Pvt. Ltd.,New Delhi.
3. Samuelson, Paul Anthony and William D. Nordhaus,1998,Economics,Ed.6,New Delhi: Tata McGraw Hill Publishing Company Ltd.New Delhi.
4. Inter Medairy Micro Economics – Hall Verien.
5. Gardner Ackley – Micro Economics.

## VALUE EDUCATION VE101 SEMESTER - I

**Unit I**

Values-Definition- Concept -Sources of values-Characteristics of values-Classification of values-Importance of value education-Erosion of values-Political erosion-social erosion-economic erosion.

**Unit II**

Personal values-Importance- Self concept-Meaning-the existential self- the categorical self- self - image- Ideal self- Attitude-Meaning-Formations-Factors determining attitude-Need for positive attitude-Developing positive attitude-Consequences of negative attitude.

**Unit III**

Adjustment problems- Emotional and sexual adjustments-Significance of youth period- Autonomy versus dependence -Feeling of inferiority- Marriage and family-Identity of roles- Vocational problems - Social discrimination- stress coping skills.

**Unit IV**

Social values-Meaning-Importance-Types-Social sensitiveness-Altruism-Toleration-Social adjustment- Social loyalty-Social justice-Panchsheel of values-Other social values-Family values- Value of team work-Functions of family-Moral values-Importance of moral values.

**Unit V**

Cultural values-Meaning-Importance -Religious values-Characteristics of religious values- significance of religious education- Secular values-mutual understanding - Mutual cooperation- Tolerance- Appreciation of universal truths- Character-Humanitarianism.

**Text Books;**

1. RATCHAGAR .I (2010) mental health of rural youth.vijay Nicole imprints private limited, Chennai.
2. RATCHAGAR .I (2012) Value education, personality enrichment& soft skills. Vijay Nicole imprints private limited, Chennai.

**References;**

1. Beliefs Attitudes and Values by Milton Rokeach (1968)
2. The Nature of Human Values by Milton Rokeach (Aug 1973)
3. Understanding Human Values by Milton Rokeach (Jul 1, 2000)
4. The Three Christs of Ypsilanti (New York Review Books Classics) by Milton Rokeach and Rick Moody (Apr 19, 2011)
5. Understanding Human Values by Milton Rokeach (Jul 1, 2001)
6. Health And Human Values by Frank Harron, (1983)