

பருவம்: முதற் பருவம்

பாடக் குறியீட்டு எண்: LTC 101S

அலகு

பாடங்கள்

(மரபு கவிதையும், புதுக்கவிதையும்)

- 1
 - 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

(காப்பியங்கள். சமயப்பாடல்கள், சிற்றிலக்கியம்)

- 2
 - 2.1 சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதை
 - 2.2 மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை
 - 2.3 கம்பராமாயணம் - குகப்படலம்
 - 2.4 மாணிக்கவாசகர் - திருவாசகம்
 - 2.5 தாயுமானவர் - பராபரக் கண்ணி (5)
 - 2.6 குற்றாலக் குறவஞ்சி (3)

(சிறுகதைகள்)

- 3
 - 1 இந்துமதி - குருத்து
 - 2 கு.அழகிரிசாமி - அன்பளிப்பு
 - 3 அறிஞர் அண்ணா - செவ்வாழை

(உரைநடை)

- 4
 4. மு.வ - நல்வாழ்வு - பண்பாடு, பொதுமை ஓர் அறம், நீந்துக

(மொழி பெயர்ப்பு)

- 5
 - 5 கணினித் துறைக் கலைச்சொற்கள்
 - 6 ஆட்சித் துறைக் கலைச்சொற்கள்
 - 7 ஆட்சித் துறை பகுதி
 - 8 விளம்பரப் பகுதி

SEMESTER – I FOUNDATION COURSE – ENGLISH – I LEC101S

OBJECTIVE:

To expose the students to the human values through literature and to enable them to acquire communication skills.

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.

Reference

1. Prince, Donna. **Skills for Success**, New York: CUP 1998.

2. Wallace, Michael, J. **Study Skills in English**. Kottayam: CUP, 2004.

SEMESTER I FINANCIAL ACCOUNTING –I CM101S.**Objective**

The objective of this paper is to help the students to acquire fundamental knowledge of accounting and their applications.

Unit-I**INTRODUCTION TO ACCOUNTING****15Hrs**

Need for Accounting – Definition and scope of Accounting – Book Keeping and Accounting – Objectives of Accounting – Branches of Accounting – Methods of Accounting – Journal – Ledger – Trial Balance – Subsidiary Books. (Theory Questions only)

Unit -II**A) FINAL ACCOUNTS****18Hrs**

Trading Account – Profit & Loss Account and Balance Sheet – Adjusting and closing entries.

B) DEPRECIATION ACCOUNTING

Meaning of Depreciation – Causes – Factors affecting the Amount of Depreciation – Methods of providing Depreciation – Straight line Method and Diminishing Balance Methods only.

Unit -III**25Hrs****A) ACCOUNT CURRENT, AVERAGE DUE DATE AND BANK RECONCILIATION STATEMENT**

Account current – Definition – Preparation of Account Current – Product, Red-Ink Interest Methods only – Average Due Date – Meaning – Determination of Due Date – Basis of Calculation of interest - Bank Reconciliation Statement - Need – Meaning – Causes for differences between Cash book and Pass book – Method of preparation of BRS

B) ROYALTY ACCOUNTS

Meaning of Royalty – Treatment in Final Accounts – Explanation of technical terms Accounting Treatment in the books of both the parties.

Unit- IV**HIRE PURCHASE AND INSTALMENT PRCHASE SYSTEM****22Hrs**

Hire purchase –Definition Important Terms – Features – Installment Purchase system – Distinction between Hire Purchase & Installment system – Journal Entries – Calculation of Interest – ire Purchase books – Hire Vendor books.

Unit - V

10 Hrs

INDIAN ACCOUNTING STANDARDS

Applicability of a particular accounting standard – interpretation of various accounting standards – compliance with the accounting standards – Meaning and Features of IFRS.

TEXT BOOKS:-

1. Financial Accounting, T.S. Reddy & Murth, Margham Publications, Chennai-5, 2007
2. Financial Accounting R. L. Gupta & V. K. Gupta, Sultan Chand, New Delhi, 2005.

REFERENCE BOOK:

1. Advance accountancy – I, M. C. Skukla & T. S. Grewal, Sultan Chand & Sons, New Delhi, 2005.
 2. Advance Accountancy – I, Jain & Narang, Kalyani Publications, New Delhi, 2003
 3. Advanced Accountancy – I, Arulandam & Raman, Himalaya Publications, New Delhi, 2003
 4. Financial Accounting, P. C. Thulsian, Tata McGraw Hill, New Delhi, 2005
 5. www.icaai.org (1st Unit)
- Indian accounting standards R.L.Gupta & M.Radhaswamy Sultan Chand

SEMESTER – I BUSINESS ORGANISATION CM102S**Course Objectives:**

To enable the students to understand the basic concepts in business organization
To make the students to know the important of MNC's in India.

Unit - 1 - INTRODUCTION**[15 Hrs]**

Business - Meaning - Characteristics-Objectives-Criteria For Success In Modern Business - Classification Of Business-Profession-Meaning-Distinction Between Business And Profession-Social Responsibility Of Business.

Unit - 2 FORM OF ORGANISATION**[20 Hrs]**

Sole Trader ship - Partnership- Cooperative Societies-Joint Stock Company - Definition - Meaning - Characteristics - Advantages - Limitations - Private and Public Limited Company - Government Companies - Public Utilities.

Unit-3: LOCATION OF INDUSTRY**[20 Hrs]**

Meaning - Theories Of Locations - Factors Influencing Location-Plant Layout-Definition-Meaning - Objectives - Characteristics Of Good Layout- Size Of Firm-Meaning- Concept Of Size-Measures Of Size.

Unit-4: MNC's**[20 Hrs]**

Definition- Distinction among IC,MNC,GC&TNC-Factors contributed for the growth of MNC's - Advantages and disadvantages of MNC's - control over MNC's - organization design and structure of MNC - Relationship between Headquarters & Subsidiaries -MNC's in India - The Indianisation of Transnational

Unit-5 : BUSINESS COMBINATION**[15 Hrs]**

Definition-Meaning -Advantages & Limitations - Types of Combination - Chamber of Commerce - Meaning - Advantages & functions - trade associations - features and functions.

Text Books:

1. Prof. C.D.Balaji & Dr.G.Prasad, 2007. Business Organization, (1st Ed.) Margham Publications,
2. Kathiresan & Dr.Radha, 2007.Business Organization, (1st Ed.) Chennai. Prasana Publishers,

Reference Books:

1. Dinkar Pagare, Business Organisation & Management, 1st (ed.) Sultan Chand & Sons
2. P.N.Reddy & S.S.Gulshan, 1990. Business Organisation, (5th Ed.) New Delhi. Eurasia Publishing House (Pvt.) Ltd.
3. Y.K.Bhushan, 1995. Fundamentals of Business Organisation & Management, 13th edition, Sultan Chand & Sons.
4. C.B.Gupta, 2006. Business Organisation & Management, New Delhi, Sultan Chand & Sons.
5. Dr.P.Subba Rao, International business – text and cases –Himalaya Publishing house.

St. Joseph's College, Cuadralore

SEMESTER – I BUSINESS ECONOMICS AECM101

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.

SEMESTER – I VALUE EDUCATION VE101**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)

பருவம்: இரண்டாம் பருவம் பாடக் குறியீட்டு எண்: LTC 202S

அலகு பாடங்கள்

1 புறநானூறு – 74,192,312
அகநானூறு – 34,02,07
குறுந்தொகை – 23,30,40
நற்றிணை – 149,60,110

2 பட்டினப்பாலை (120-192)
சிறுபாணாற்றுப்படை
மதுரைக்காஞ்சி
முல்லைப்பாட்டு

3 திருக்குறள்
வினை செயல்வகை
பொருள் செயல்வகை
தெரிந்து செயல்வகை

(இலக்கிய வரலாறு)

4 எட்டுத்தொகை,
பத்துப்பாட்டு
ஆற்றுப்படைகள்
திருக்குறள் கீழ்க்கணக்கில் பெறுமிடம்

(மொழித்திறன்)

5 விண்ணப்பங்கள்
கடிதங்கள்
சுருக்கி வரைதல்
செய்திச் சேகரிப்பு
நேர்காணல்

SEMESTER – II FOUNDATION COURSE – ENGLISH – II LEC202S

UNIT- I [13 HRS]

PROSE

The Ant and the Grasshopper – W.B. Maugham

Engine Trouble – R.K. Narayan

Concerning Dates – E.V. Lucas

UNIT-II

ONE ACT PLAYS

Chandalika – Rabindranath Tagore

The Merchant of Venice (The Trial Scene) – William Shakespeare.

UNIT-III

BUSINESS WRITING

Standard Business Letters

Answering Enquiries.

Handling Letters of Complaint.

Drafting E-mail for Business Correspondence.

Intra-organizational communication.

Delayed payments and Delivery of goods.

Writing short reports.

Technical Writing.

Intranet and Internet for Business writing.

UNIT-IV

BUSINESS TRANSACTIONS OVER TELEPHONE

Telephone manners in Business situations.

Handling customer Orders and Enquiries.

Making Appointments.

Cancelling or Postponing appointments.

Handling Complaint Calls.

Handling Delivery and After-sales problems.

Asking for and Giving information.

Giving online help to customers for trouble shooting.

Explaining how to operate Equipment.

Taking part in Teleconferences.

Tele-Interviews.

UNIT-V**[12 HRS]****JOBS AND CAREERS**

Applying for jobs; Preparing Resumes.

Writing Cover Letters for Resumes.

Preparing for Interviews.

Taking Interviews.

Post-Interview Follow-up

Promotion Interviews.

UNIT-VI**WRITTEN COMMUNICATION SKILLS****[12 HRS]**

Dialogue Writing

Letter writing(Formal & Informal)

Text

1. Samson, T., and Geetha Rajeevan. **Interface-2**. Chennai: Foundation Books, 2008.
2. Bhatnagar, R.P., and Rajul Bhargava. **English for Competitive Examinations**. Chennai: Macmillan India Press, 2002.

Reference

1. Prince, Donna. **Skills for Success**, New York: CUP 1998.
2. Wallace, Michael, J. **Study Skills in English**. Kottayam: CUP, 2004.
3. Tripathy, Byot, K. **Harmony: An Anthology of Poems**. New Delhi: OUP, 1981.
4. Dahia, S.P.S., **Vision in Verse: An Anthology of Poems**. New Delhi: OUP, 1998.

SEMESTER – II FINANCIAL ACCOUNTING – II CM 203S**UNIT 1: FIRE CLAIMS****15 HRS**

Need for insurance – Type of fire insurance – Computation of claim to be lodged for loss of stock – Gross profit ratio – Abnormal items – Average clause - loss of profit policy – consequential loss.

UNIT 2: BRANCH ACCOUNTS**15 HRS**

Branch – meaning - Types of branches - Department branches – difference between branch and Department – Preparation of trading account of branches under debtor system – Stock and debtors system – whole sale branch system and Final account systems.

UNIT 3: DEPARTMENTAL ACCOUNTS**15 HRS**

Introduction – Allocation of expenses – Calculation department purchase Interdepartmental transfers at cost price – Selling price – Preparation of trading and Profit & Loss account of the department.

UNIT 4: ADMISSION AND RETIREMENT OF PARTNERS**25 HRS**

Accounting Treatments - Admission of partner – Retirement of Partner – Death of Partner . Adjustments Regarding profit sharing Ratio, Good will and Capital (simple problems)

UNIT 5: DISSOLUTION OF PARTNERSHIP**20 HRS**

Dissolution of firm – Modes of dissolution – insolvency of a partner - Garner Vs Murray rule - Insolvency of all partner – Piecemeal distribution – proportionate capital method (only) (simple problems)

TEXT BOOKS:

1. Financial Accounting T.S.Reddy & Murthy, Margham Publication, Chennai-5
2. Financial Accounting R.L.Gupta & V.K.Gupta Sultan Chand New Delhi-2005.

REFERENCE BOOKS:-

1. Advance Accountancy – M.C.Skühula & T.S.Grweal, Sultan Chand & Sons, New Delhi-2005.
2. Advance Accountancy – I Jain & Narang, Kalyani Publications, New Delhi – 2003.
3. Advance Accountancy M.A.Arulandam & Raman, Himalaya Publishers, New Delhi-2003.
4. Financial Accounting P.C. Thulsian, Tata MC Graw Hill, New Delhi – 2005
5. Advance Accountancy R.L.Gupta & V.K.Gupta, Gupta Edition, New Delhi-2005

Note:

1. Questions should be asked from all units. Equal importance should be given to all units
2. Theory 20% - Problems 80%
3. A,B,C Question Pattern with open choice will be followed

SEMESTER – II PRINCIPLES OF MARKETING CM204S**UNIT 1 INTRODUCTION****17 HRS**

Market- Meaning- Definition- Classification of markets. Marketing – Meaning – Definition- Evolution – Approaches - Modern marketing concepts - Marketing Mix -- Meaning-Concepts - Role of Marketing in Economic Development-Market Segmentation-Definition –Requirements –Bases for Market Segmentation.

UNIT 2 PRODUCT**20 HRS**

Meaning- Features-Classification of products- Product Mix- Product Innovation-New Product Development- Product Life Cycle- Branding- Meaning- Advantages and Limitations - Packaging- Meaning- Kinds- Labeling- Meaning-Advantages and Limitation.

UNIT 3 PRICING**17 HRS**

Price – Meaning - Pricing- Importance - Objectives- Factors affecting pricing decisions Pricing Policies- Procedure for price determination- Kinds of Pricing

UNIT 4 DISTRIBUTION CHANNELS**18 HRS**

Meaning-Importance-Marketing and Distribution- Middlemen in distribution - Function and Kinds of Middlemen -- Agents and Merchant Middlemen-Wholesalers –Types -- Services rendered by wholesalers - Retailers- Types – Requisites – Services rendered by retailers.

UNIT 5 PROMOTION**18 HRS**

Sales Promotion - Personal Selling – Meaning – Purpose – Types – Advantages - Limitations – Factors to be considered on Personal Selling. Advertising- Meaning and definition– Medias- Advantages- Limitations – Advertising copy – Definition – Elements of an Advertisement copy.

Text Books;

1. R S N Pillai & Bagavathi' 2004 Modern Marketing principles& practices New Delhi, S.Chand& co Ltd.
2. DR N Rajan Nair & Sanjith R Nair, 2002 MARKETING, New Delhi

Reference Books

1. Gary Armstrong & Philip Kotler, 2005 Marketing an Introduction Pearson Prentice Hall
2. Stanton William Charles Futrell, 2001 Fundamentals Mc Grew Hill book co
3. Edward W Cudiff 2006 Fundamentals of Modern Marketing New Delhi Prentice Hall of India.
4. Philip Kotler, 2003 Marketing Mangement [11 ED] Prentice Hall of India
5. DR N Rajan Nair, Marketing 2002, An Introductory Text New Delhi, Sultan Chand & Sons,

SEMESTER – II BUSINESS ECONOMICS – II AECM202S

Unit I: Theory of Pricing under Perfect Competition.

15 HRS

Perfect competition: Equilibrium of the firm and industry – Derivation of the supply curve – Market adjustment process – The time element.

Unit II : Theory of Pricing under Imperfect Competition.

15 HRS

Monopolistic competition – Product differentiation – Selling cost – Oligopoly – Cournot model – Kinked demand curve – Collusion and price leadership.

Unit III :Theory of Factor Pricing- I.

20 HRS

Marginal Productivity Theory of Distribution.Theories of Rent: Ricardian Theory, Modern theory and the concept of Quasi Rent. Theories of Wages : Iron Law of Wages , Wage Fund Theory.

Unit IV : Theory of Factor Pricing- II.

20 HRS

Theories of Interest : Loanable fund theory, Liquidity fund theory – Theories of profit : Dynamic theory, Uncertainty theory and Innovation theory.

Unit V: Theory of Welfare.

20 HRS

Welfare analysis: Pareto criterion and Pareto optimality – utility possibility frontier – competitive equilibrium and pareto optimality – Limitations of Pareto criterion.

Text Books :

1. S. Sankaran, Business Economics, Margham Publication, Chennai.
2. K.P.M.Sundaram,Vaish, 1997, Micro Economic Theory.

Reference Books:

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.

Journals for Reference

1. Journal of Applied Economics .2. International Journal of the Economics of Business.

பருவம் : இரண்டாம் பருவம்

பாடக் குறியீட்டு எண் : EBT 201

அலகு - 1

எளிய முறையில் தமிழ் கற்றல்.

1. பட்டம் - சட்டம் - கட்டம் - தட்டு - வட்டம் - மாமா
2. பாடம் - சட்டி - கட்டி - தட்டி - வடம் - மாமி
3. பட்டி - சடை - கடை - தடை - வடை - மாதா
4. படி - சாதம் - கார் - தார் - வான் - மாதம்
5. படை - சாவி - காவி - தாள் - வான் - அம்மா - அப்பா
6. பாப்பா -
7. பாட்டி -
8. பாட்டு -

சிறு தொடர்.

பாப்பா படி - பாட்டி கடை - கட்டம் கட்டித்தா -
பாப்பா பாடம்படி - பாட்டி தட்டு -
பாப்பா பாட்டு படி - பாட்டி வடைத்தட்டு

பயிற்சி.

குடும்பத்தினர் (அ) நண்பருடன் பேச்சுத் தமிழில் உரையாடல்
குறில் நெடில் வேறுபாட்டால் பொருள் மாறுபடும் சொற்கள்
பரம் - பாரம் கரம் - காரம் வரம் - வாரம் சரம் - சாரம்
தரம் - தாரம்

அலகு - 2

உயிரெழுத்துக்கள், ஆய்த எழுத்து, மெய்யெழுத்துக்கள் - வகை, எண்ணிக்கையுடன் அறிதல்.

உயிர்மெய் எழுத்துகள் உருவாதலைக் கற்றல்:
(வல்லின மெய்கள்)

க் + அ - க ற் + ஓள - றோள
K + A - KA RR + OU - RROU

அலகு - 3

உயிர்மெய் எழுத்துகள் மெல்லினம், இடையினம்

ங் + அ = ங ன் + ஓள - னோள
NG + A - NGA N + OU - NOU

ய் + அ = ய ள் + ஓள - ளோள
Y + A - YA LL + OU - LLOU

ஒலி வேறுபாட்டால் பொருள் மாற்றம் (ர-ற, ன-ண, ல-ள, ழ)

அரம் - அறம்

உன் - உண்

வால் - வாள் - வாழ்

ஒவ்வொன்றிற்கும் ஐந்து எடுத்துக்காட்டு தருக.

அலகு - 4

சொல்-வகை

ஓரெழுத்து ஒருமொழி

பெயர்:

ஆ, பூ, தீ, தை, கா (சோலை)

வினை:

வா, போ, ஈ (கொடு)

தா, கா (காத்தால்)

ஈரெழுத்து ஒருமொழி:

பெயர்:

கனி, பனி, வான், காடு, வீடு

வினை:

நில், படி, பார், காண், எழு

தொடர்மொழி: பெயர்:

கபிலர், வெள்ளிவீதியார், திருவள்ளுவர், ஆண்டாள், கம்பர், பாரதியார்

முக்கனி, முத்தமிழ், மூவேந்தர், நாற்றிசை, ஐம்பொறி - இவற்றிற்கு விளக்கம் தருக.

முறைப்பெயர் (உறவுப்பெயர்) அம்மா, அப்பா, மாமா,

அலகு - 5

உடலுறுப்புப் பெயர்கள்:

தலை முதல் அடி வரை உள்ள உறுப்புகள்

முதலெழுத்து மாற்றத்தால் பொருள் மாற்றம் பெறும் உடலுறுப்புகள் சான்றாக:

உதயம் - இதயம்

ஊக்கு - மூக்கு

பண், மண் - கண்

படி - அடி

மரம், வரம் - கால்

கல் - பல்

ஆல், பால் - கால்

கொடை - தொடை

அலை, இலை - தலை

மாது - காது

பாக்கு, வாக்கு - நாக்கு

கிழி - விழி

எழுத்து - கழுத்து

பறவைப் பெயர்கள்:

மயில், அன்னம், கிளி, புறா, குயில்

வீட்டு விலங்குகள்:

பசு, ஆடு, குதிரை, நாய், பூனை

மலர்கள்:

தாமரை, மல்லிகை, முல்லை, செண்பகம், அல்லி

நிறங்கள்:

வானவில்லின் வண்ணங்கள் - அறிதல்

எண்கள்:

ஒன்று முதல் ஐம்பது வரை எழுத்தால் எழுதுதல்

சிறுகதை:

“புலியை ஏமாற்றிய நரி” தமிழ் - நான்காம் வகுப்பு, தமிழ் நாட்டுப் பாடநூல் கழகம், சென்னை.

SEMESTER – II PERSONALITY DEVELOPMENT EPD201

Unit I

Personality

Meaning-definition-major determinants of personality genetic determinants, social determinants, cultural determinants, psychological determinants, theories Jung's typology trait theory psychoanalytical theory importance of personality development guidance to improve personality.

Unit II

Mental health

Meaning-concept-definition-characteristics - influential factors - biological factors - psychological factors - socio-economic and cultural factors

Unit III

Stress and its management

Meaning,definition causes of stress, major life changes and environmental events - consequence of stress, stress management techniques.

Unit IV

Part-a

Anger and its management;

Meaning, definition, nature-causes-symptoms and consequence of anger - physiological effects and psychological effects ,techniques to control anger.

Part-b

Suicidal prevention

Unit V

Soft skills development - Presentation skill - Interpersonal skill - Body language

Text Book;

Mental health of rural youth

Reference;

Personality development-Elizabeth .B.Hurlock

SEMESTER-III CORPORATE ACCOUNTING-I CM305T**UNIT I COMPANY****[15Hrs]**

Company – introduction, meaning and definition, features, difference between a partnership firm and a company- kinds of companies- Difference between a private limited company and Public limited company – Certificate of incorporation- Issue of prospectus – Certificate of commencement of business.

UNIT II ISSUE OF SHARES AND DEBENTURES**[20Hrs]**

Shares and debentures –introduction, meaning, definition and kinds. Accounting for Issue of shares – under subscription and over subscription- at par, at premium and at discount. Allotment of shares –pro rata allotment – calls in advance- calls in arrears – forfeiture and re-issue of shares.

UNIT III REDEMPTION OF PREFERENCE SHARES**[15Hrs]**

Redemption of Preference Shares - introduction and meaning - legal provisions of companies act – Implication of section 80 and 80 A of the companies act- Capital profit and Revenue profit- redemption out of profit, out of fresh issue- minimum fresh issue.

UNIT IV FINAL ACCOUNTS**[20Hrs]**

Final accounts - introduction – Profit and loss account – Tax adjustments - - Provisions relating to managerial remuneration- Calculations of managerial remuneration-Preparation of company final accounts.

UNIT V ACQUISITION OF BUSINESS**[20Hrs]**

Acquisition – introduction, meaning and accounting treatment- when new set of books are opened- Accounting entries in the book of purchasing company- vendor- Accounting treatment for calculation of debtors and creditors taken over- when same set of books are continued.

TEXT BOOK

- 1) T.S.Reddy & Murthy, Corporate Accounting, Margham Publications, Revised Edition 2005, Chennai.
- 2) M.C.Shukla, T.S.Grewal, Advanced Accounting, Vol-II, Sultan Chand, 6th Edition, New Delhi, 2005.

REFERENCE BOOKS

- 1) S.P.Jain & K.L.Narang, Corporate Accounting, Kalyani Publications, 3rd Edition, Chennai, 2007.
- 2) R.L.Gupta & M.Ramasamy, Corporate Accounting, Sultan Chand, 4th Edition, New Delhi, 2000.
- 3) S.P.Iyengar, Advanced Accountancy, Sultan Chand, 4th Edition, New Delhi, 2006.

S.N.Maheswari, Advanced Accountancy II, Sultan Chand, 4th Edition, New Delhi, 2006.

SEMSTER-III PRINCIPLES OF MANAGEMENT CM306T**Objective:**

To familiarize the students with the concepts and principles of management.

Unit-I: Introduction to Management**(20 Hrs)**

Management - Meaning - Definition-Management Vs Administration-Profession-Management as a science or Art -Importance of Management-Functions of Management-Contributions of F.W.Taylor, Hendry Fayol, and Peter F.Drucker.

Unit-II: Planning**(15 Hrs)**

Planning-Meaning-Characteristics-Objectives-Merits and Limitations-Types of Plans-Steps in Planning. Decision making-Meaning-Techniques and problems of Decision making-MBO & MBE - Meaning, Merits and De-merits only.

Unit-III: Organizing**(20 Hrs)**

Organizing- Meaning- Nature- Importance- Features of Good Organization - Formal and Informal. Span of management - Meaning- Graicunas Theory - Factors influencing span of management. Delegation -Meaning-Advantages and Disadvantages- Process- Difficulties -Principles - Decentralization -Meaning - Merits and limitations. Delegation vs Decentralization.

Unit-IV: Directing**(20 Hrs)**

Directing-Meaning-Significance-Principles-Motivation-Meaning-Nature-Importance - Factors affecting motivation-Theories of motivation-Maslow's, Herzberg's , X Theory & Y Theory. Leadership-Meaning-Importance-Functions-Qualities of a Good leader-Leadership Styles.Communication-Meaning-Importance-Process/Elements-Channels-Media-Rumour-Barriers-Essentials of Good Communication.

Unit-V Controlling and Co-ordination**(15 Hrs)**

Controlling-Meaning-Nature-Significance- Control process - Modern Techniques of Control- ROI - PERT and CPM- Budgetary Control. Coordination-Meaning-Importance-Principles.

Text Books:-

1. Business Management, C.B.Gupta, Sultan Chand&Sons, 1st Edition, New Delhi, 1997.
2. Principles of Practices of Business Management, Sherlekar and Sherleker, Himalaya Publishing House, 1st edition, New Delhi, 1979.
3. Principles of Practices of Management, L.M.Prasad, Sultan Chand & Sons, 6th edition New Delhi, 2001.

Reference Books:-

1. Business Organization and Management, M.C.Shukla, S.Chand &Co, 1st edition, NewDelhi, 1952.
2. Management Theory And Practice, Ernest Date, McGraw HID Book Company, 1st editionTokyo, 1978.
3. Management, Stoner And Freeman, Prentice-Hall, 1st Edition New Delhi, 1996.
4. Business Management, Dinker Pagere ,S.chand & Co., 1st edition, New Delhi - 1985.
5. Essentials of Management: - Harold Koontz and Heinz Weihrich, Tata McGraw Hill, 1st edition, New Delhi.

Question Paper Pattern**Time:3 Hrs****Marks: 75****Part -A = 10x2 =20 Marks****All the Questions are to be Answered****Part -B = 5x5 = 25 Marks****Five Questions - Internal Choice.****Part - C = 3x10 = 30 Marks****Three Out of Five - Open Choice.**

SEMSTER-III BUSINESS LAW CM307S**Objective**

To make the students to gain the Basic Knowledge in Business Law

Unit - 1**(15 hrs)**

Law - Meaning - Objectives - Need For The Knowledge Of Law . Law Of Contract - Contract- Definition - Agreement And Its Enforceability - Consensus Ad Idem - Essential Elements Of A Valid Contract - Classification Of Contracts . Offer And Acceptance - Legal Rules As To Offer And Acceptance - Communication Of Offer, Acceptance And Revocation.

Unit - 2**(20 hrs)**

Consideration - Definition - Meaning - Legal Rules As To Consideration - Valid Contracts Without Consideration .Capacity To Contract - Agreements With Minor - Minor's Liability For Necessaries Free Consent - Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Agreements Opposed To Public Policy.

Unit - 3**(20 hrs)**

Special Contracts - Bailment and Pledge - Indemnity and Guaranty- Various Modes of Discharge of Contract - Breach of Contract - Meaning - Remedies for Breach of Contract - Quasi Contract - Types.

Unit - 4:**(17hrs)**

Sale Of Goods Act 1930 -Definition Of Sale - Sale V/S Agreement To Sell, Goods - Condition And Warranties - Warranty Vs Guarantee - Express And Implied Conditions - "Doctrine Of Caveat Emptor" - Rights Of Unpaid Seller.

Unit - 5**(18 hrs)**

The Consumer Protection Act, 1986. - Definition Of "Consumer" - Objectives -Role Of Consumer Protection Council - Central Council And State Council - Consumer Disputes Redressal Agencies - Meaning Of Deficiency In Service -District Forum For Consumer Redressal - National Commission—Jurisdiction - Composition - Appeal. State Commission - Jurisdiction - Composition - Appeal.

Text Books:-

1. Business Law, N.D.kapoor, Sultan Chand, 3rd edition, New Delhi, 1999.
2. Business Law,R.S.N.Pillai Bagavathi,Chand& co, 1st edition,New Delhi,2000.
3. Business Law,P.C.Tulsian, Tata MCGrawell Hill, 2nd edition, New Delhi, 2002.

Reference Books:-

1. Legal Aspects of Business , P.Saravanavel & S. Sumathi, Himalaya publication,1st edition,New Delhi,2005.
2. Business Law, M.R.Sreenivasan, Margham publication, 1st edition, Chennai, 2006.
3. Legal Aspects of Business,Akhilashware Pathek, Tata MCGrawell Hill,3rd edition,New Delhi 2005.
4. Business Law –Bulchandhani K.P, HPH, 2nd edition,New Delhi,2001.
5. Business Law, M.C. Kuchal, Vikas Publication, 4th edition, New Delhi, 2005.

Question Paper Pattern

Time:3 Hrs

Marks: 75

Part -A = 10x2 =20 Marks
All the Questions are to be Answered

Part -B = 5x5 = 25 Marks
Five Questions - Internal Choice.

Part - C = 3x10 = 30 Marks
Three Out of Five - Open Choice

SEMESTER – III ORGANISATIONAL BEHAVIOUR APYC301

UNIT – I

Introduction to Organisational Behaviour:

Organisation: Meaning – Definition – Features - Principles and process of Organisation. Organisation Behaviour: Meaning- Definition-Nature, Scopes and Models of Organisational Behaviour

UNIT – II

Perception and Learning:

Perception: Meaning – Definition - Perceptual process - Factors affecting perception - Techniques to improve perception - perception and its application in OB.

Learning: Meaning – Definition - Principles and Process of Learning.

UNIT – III

Group Behaviour:

Meaning - Group norms - Group cohesion - Group role - Inter-group behavior and Inter-group conflicts - stages of group development - Group decision making process.

UNIT – IV

Motivation-Applications:

Motivation-Application: Meaning - Definition of motivation - motivational selectivity - motivational tools – Incentives - Job Design - goal setting – Management by objectives (MBO).

UNIT – V

Organisational Conflicts:

Organisational Conflicts: Meaning – Definition – sources – types - aspects and process of conflicts - Conflict management and conflict management in India.

Text Book

Organisational Behaviour – S.S.Khanka – S.Chand Publications

References

7. Organisational Behaviour – L.M.Prasad – S.Chand Publications
8. Organisational Behaviour – Yogindra Singh and Mamta Pandey – AITBS Publications

SEMESTER – III BUSINESS STATISTICS ASCM 301Q**UNIT – I**

Introduction: Collection of data – Primary data and Secondary data – Different methods of collecting primary data – Classification and Tabulation of Statistical data. Frequency distribution: Simple and Cumulative. Measures of Central value: Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean.

UNIT – II

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation-Combined standard deviation and Coefficient of Variation. Measures of Skewness: Karl Pearson's and Bowley's methods.

UNIT – III

Correlation: Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient and Concurrent deviation method. Regression analysis: Simple regression equations.

UNIT – IV

Index numbers – Uses of index Numbers – Problems in the Construction of Index Numbers – Methods of Constructing Index Numbers – Simple Aggregative Method – Weighted Aggregative Indices – Laspeyre's, Paasche's, Bowley's and Fisher Ideal Method – Weighted Aggregative Indices – Quantity and value Indices – Tests of adequacy of Index Numbers: Time Reversal test, Factor Reversal test (problems only). Family Budget method.

UNIT –V

Time Series – Uses and Components. Measurement of Trend: Semi-average method, Moving Average Method (problems up to 5 yearly) – Least Square Method (Fitting of straight line). Measurement of Seasonal Variation: Method of Simple Averages – Ratio-to-trend Method – Link Relative Method.

Text Books:

1. "Statistical Methods" (32nd edition - 2004), Gupta. S. P., Sultan Chand & Sons, New Delhi.
2. "Business Statistics", Gupta. S. P., Gupta. P. K. and Manmohan.

Reference Books:

1. "Index Numbers, Applied Statistics" (2nd edition), Mudgett Gupta. O. P. & Ansari. M. A., Kadarnath & Co.
2. "Fundamentals of Statistics - Volume II" (6th edition - 1990), Goon. A. M., Gupta. M. K. and Dass Gupta. B, The World Press Private Ltd., Calcutta.
3. "Business Statistics" (1st edition - 2008), Bharat Jhunjunwala, S. Chand & Company Ltd.

St. Joseph's College, Chudalore.

SEMESTER-III AOEC301 E - COMMERCE

Objective:

Almost all Business that is done in this world is electronically. This paper deals with all issues pertaining to the E-Commerce and equips the students with almost all technical issues regarding E-Commerce.

Unit-1**[12 HRS]**

Electronic commerce environment and opportunities: Background – the electronic commerce environment - electronic marketplace technologies – models of electronic commerce: Overview – electronic data interchange – migration to open EDI – electronic commerce with WWW/Internet – Commerce Net Advocacy – Web commerce going forward.

Unit-2**[12 HRS]**

Approaches to safe electronic commerce: Overview – secure transport protocols – secure transactions – secure electronic payment protocol (SEPP) – Secure electronic transaction (SET) – certificates for authentication – security on web servers and enterprise networks – electronic cash and electronic payment schemes: Internet monetary payment and security requirements – payment and purchase order process – on-line electronic cash.

Unit-3**[12 HRS]**

Internet/Intranet security issues and solutions: The need for computer security – specific intruder approaches – security strategies – security tools – encryption – enterprise networking and access to the internet – antivirus programs – security teams.

Unit-4**[12 HRS]**

MasterCard/visa secure electronic transaction: Introduction – business requirements – concepts – payment processing – E-mail and secure E-mail technologies for electronic commerce: Introduction – The means of distribution A Model for message handling – how does E-mail work? – MIME: Multipurpose internet mail extensions – S/MIME: Secure multipurpose internet mail extensions – MOSS: Message object. Security services – Comparisons of security methods – MIME and related facilities for EDI over the internet.

Unit-5**[12 HRS]**

Internet and web site establishment: Introduction – technologies for web servers – internet tools relevant to commerce – internet applications for commerce – internet charges – internet access and architecture – searching the internet – internet resources: A travelogue of web malls: Introduction – a shopping experience – a travelogue – applications: Advertising on the internet: Issues and technologies: Introduction – advertising on the web – “Marketing 101” – creating a web site.

Text Books:

1. Daniel Minoli and Emma Minoli. 1999. Web commerce technology handbook. Tata Mc Graw Hill.
2. Kamalesh K Bajaj and Debjani Nag. 1999. E-Commerce, the cutting edge of business. TataMc Graw Hill.
3. Janice Reynolds. 2004. The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business. Focal Press Publication.

Reference Books:

1. Kenneth C. Laudon, Carol Guercio Traver. 2001. E-commerce: Business, Technology, Society. Addison Wesley Publication.
- Constance H. McLaren, Bruce J. McLaren. 1999. E-commerce: Business on the Internet South. Western Educational Publication.