

பருவம்: முதற் பருவம்

பாடக் குறியீட்டு எண்: LTC 101T

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

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

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.**Unit I INTRODUCTION TO ACCOUNTING [15Hrs]**

Accounting- meaning and definition, need for accounting, scope of accounting. Book Keeping- meaning and definition. Branches of accounting – Methods of accounting – Basic accounting concepts and conventions. Journal, Ledger and Trial balance – meaning and definition. Subsidiary books – meaning, objectives and types.

Unit II FINAL ACCOUNTS OF SOLE TRADER. [15Hrs]

Final Accounts – introduction, meaning. Preparation of manufacturing account, trading account, profit and loss account and balance sheet with adjustments. Depreciation accounting – introduction, meaning, causes, methods of providing depreciation – straight line method and diminishing balance methods.

Unit III ACCOUNT CURRENT, AVERAGE DUE DATE AND BANK RECONCILIATION STATEMENT [25Hrs]

Account Current – introduction, meaning and definition, preparation of Account Current – Product and Red-ink interest methods only. Average Due Date – meaning, determination of due date, basis of calculation of interest. Bank Reconciliation Statement – meaning, need, causes for differences between Cash book and pass book and method of preparation of Bank Reconciliation Statement.

Unit IV HIRE PURCHASE AND INSTALLMENT PURCHASE SYSTEM [22Hrs]

Hire purchase system – introduction, meaning, definition and features. Installment Purchase system – meaning, Distinction between Hire Purchase & Installment system – Journal Entries – Calculation of Interest – Hire Purchaser book – Hire Vendor book.

Unit - V INDIAN ACCOUNTING STANDARDS [10 Hrs]

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 BOOKS:

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)
6. Indian accounting standards R.L.Gupta&M.Radhaswamy Sultan Chand

St. Joseph's College, Palakkad

SEMESTER – I BUSINESS ORGANISATION CM102S**Unit - I INTRODUCTION****[15 Hrs]**

Business – meaning, characteristics and objectives. Criteria for Success in Modern Business. Classification of Business. Profession– meaning-Distinction between Business and Profession-Social Responsibility of Business.

Unit - II FORMS OF BUSINESS ORGANISATION**[20 Hrs]**

Sole Trader – Partnership- Cooperative Societies-Joint Stock Company – definition, meaning, characteristics, advantages and limitations. Private and Public limited company – Government companies – Public utilities.

Unit - III LOCATION OF INDUSTRY**[20 Hrs]**

Location – meaning, theories of Location, factors influencing location. Plant Layout- definition, meaning, objectives and characteristics of Good Layout. Size of firm- meaning, concept and measures of size.

Unit- IV MULTINATIONAL CORPORATIONS (MNCs)**[20 Hrs]**

Multinational corporations – definition. advantages and disadvantages of MNCs – Control over MNC's – Organization design and structure of MNCs – Factors contributed for the growth of MNCs - Relationship between Headquarters and Subsidiaries – MNCs in India – Distinction among IC, MNC, GC and TNC-The Indianisation of Transnational.

Unit- V BUSINESS COMBINATION**[15 Hrs]**

Business combination- definition, meaning, advantages and limitations, types of Combination. Chamber of Commerce – meaning advantages and functions. Trade associations – features and functions.

Text Books:

1. Prof. C.D. Balaji & Dr. G. Prasad, 2014, Business Organization, (6th Ed.) Margham Publications, Chennai.
2. Kathiresan & Dr. Radha, 2007, Business Organization, (1st Ed.) Chennai. Prasana Publishers, Chennai.

Reference Books:

1. Dinkar Pagare, 2002, Business Organisation & Management, 1st (ed.) Sultan Chand & Sons, New Delhi.

2. P.N.Reddy&S.S.Gulshan, 1990, Business Organisation, (5th Ed.) Eurasia Publishing House (Pvt.) Ltd, New Delhi.
3. Y.K.Bhushan, 1995, Fundamentals of Business Organisation& Management, 13th edition, Sultan Chand & Sons, New Delhi.
4. C.B.Gupta, 2006, Business Organisation& Management, Sultan Chand & Sons, New Delhi.
5. Dr.P.SubbaRao, 2002, International Business - Text and Cases - Himalaya Publishing house, New Delhi.

SEMESTER – I BUSINESS ECONOMICS AECM101**Unit I: Cardinal Utility Approach****15 HRS**

Meaning of Demand – Individual demand – Factors Influencing Individual Demand – Market Demand – Determinants of Market Demand – 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: 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: 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, and Variable Cost – Short Run Cost Curves – Long Run Cost Curves – Opportunity Cost.

Unit V: Mathematical Approach**20 HRS**

Mathematics and Business Economics – Mathematical Analysis of Demand, Supply, Elasticity, Production, and Cost.

Text Books :

1. JothiSivagnanam. K &Srinivasan, Business Economics, Tata Magraw Hill Publication, Chennai.
2. K.P.M.Sundaram, Business Economics, Sultan Chand and Sons, New Delhi.

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. Hal R. Varian, Intermediate Micro Economics: A Modern Approach, W.W. Norton and Company, New York.
5. Gardner Ackley, Micro Economics, The Macmillan Co, New York.

Journals for Reference

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

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)