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VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
"COLLEGE WITH POTENTIAL FOR EXCELLENCE"

(Re-accredited with 'A' Grade by NAAC, Bengaluru & Affiliated to Bharathiar University, Coimbatore)
Thindal, Erode - 638 012, Tamilnadu.
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7.1.9. CURRICULAR ACTIVITIES

	COURSE TITLE
18HIPC103	Constitutional History of India from A.D. 1773 –A.D. 1950

Category	CIA	ESE	L	T	P	Credit
Core	25	75	100	5	-	4

Preamble

This paper reveals the various stages in the formation of the Indian Constitution.

Course Outcomes


On the successful completion of the course students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the evolution of the Indian Constitution from A.D. 1773 to A.D 1853	K2
CO2	Explain the constitutional significance of the Government of India Act 1858 and the Government of India Act of 1909	K2
CO3	Analyze the important provisions of the Government of India Act 1919 and 1935	K4
CO4	Evaluate the significance of Cripps Proposal, Wavell plan and Cabinet Mission Plan	K5
CO5	To illustrate Fundamental Rights and Duties, powers and functions of the President and Supreme Court	K2 & K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- Strong; M-Medium; L-Low


 Dr. P. KARTHIKA, M.A., M.Phil., Ph.D., PGDTM,
 Assistant Professor & Head
 PG & Research Department of History
 Vellalar College for Women
 Erode - 12.

Syllabus

UNIT I

(21 hrs.)

Regulating Act of 1773-Pitt's India Act of 1784 –Charter Acts of 1793, 1813, 1833 and 1853 -their impacts on the Constitution framing.

UNIT II

(21 hrs.)

Government of India Act of 1858- Indian Councils Act of 1861 and 1892 –The Govt .of India Act of 1909.

UNIT III

(21 hrs.)

The Govt of India Act of 1919 –Diarchy in the provinces –Govt. of India Act of 1935 – Its main provisions

UNIT IV

(21 hrs.)

Indian Independence Act of 1947 – Framing of the Indian Constitution – Salient features - Preamble

UNIT V

(21 hrs.)

Constitution of the Indian Republic - Fundamental Rights and Duties - Powers and Functions of President- Parliament and Judiciary - 42nd, 72nd and 73rd amendments to the Constitution

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Aggarwala. R.C	Constitutional Development of India and National Movement	S Chand & Company Ltd, New Delhi	1981.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Banerjee.A.C	Constitutional History of India,	S.G Wasani, Meerut	1978.
2.	Desika Char S.V	Readings in the Constitutional History of India1757-1947	Oxford University Press, Madras	1983
3	Kapur A.C	Constitutional History of India, 1765-1975	S Chand & Co, New Delhi	1976

Pedagogy

- Lecture, Power Point Presentation, Quiz, Assignment, Group Discussion, Seminar

CODE	COURSE TITLE
18HIPC310	CONTEMPORARY INDIA (SINCE A.D. 1947)

Category	CIA	ESE	L	T	P	Credit
Core	25	75	100	5	-	4

Preamble

On successful completion of the course, the students should have understood the political and social changes on Contemporary India and update the Knowledge of Current issues and Challenges.

Course Outcomes


On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Acquiring the fundamental knowledge of India's. Independence, Partition and Transfer of power	K1
CO2.	Understand the concepts and standards of India's Panch Sheela and Non Alignment policy of India	K2
CO3.	To explain the importance of five year plan and New. Economic policy.	K3
CO4.	To interpret the Hindu Code Bills and Reservation Policy.	K4
CO5.	Evaluate and analyse the Indian regional separation and Cauvery water disputes	K1

Mapping with programme outcome

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	S	M
CO3	S	S	S	M	M
CO4	S	M	S	M	M
CO5	S	S	S	M	M

S- Strong; M- Medium; L- Low


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Syllabus**UNIT-I****18hr**

India on the eve of Independence – Partition and Transfer of Power- Making of the constitution- Reorganisation of States- Integration of French and Portuguese possessions.

UNIT II**18hrs**

PanchSheel- Issues in India- Pakistan Relations- Chinese Aggression- Indo-China war- Non Alignment- India – Pakistan war of 1971- Simla Agreement- Pokharan I- Siachen Conflict- Look East Policy- Nuclear Policy and Tests- Kargil war.

UNIT III**18hrs**

Beginnings of Planned Economy- Five year Plans- Industrial Policy- Green Revolution- Progress in Science and Technology- New Economic Policy- Liberalization of Economy- Globalization and Privatization.

UNIT IV**18hrs**

Land Marks in the Progress of Education- Hindu Code Bills- New Education Policy- Emergency of Dalit Movements- Reservation Policy- Civil Society Activism: Bhoodan, Chipko and Save Narmada Movements.

UNIT V**18hrs**

Regional Separation- Cauvery Water Dispute- Ayothaya Issue- Corruption, Scam and Scandals- Environmental Challenges: Water and Atmosphere Pollution.

TEXT BOOKS:

Sl.No	Author Name	Title of the Book	Publisher	Year and Edition
1	G.Vengadesan	Contemporary history of India	V.C.publications	1991
2	.R.C.Agarwala	Modern India	S.Chand&Company	1994

REFERENCE BOOKS:

Sl.No	Author Name	Title of the Book	Publisher	Year and Edition
1	K.V.Rao.	Parliamentary Democracy of India	World Press Private limited,New Delhi.	1960
2	Brass Paul R.	The politics of India since Independence	Delhi: Foundation Books	1980
3	Dr.L.M.Shingvi	Parliamentary Democracy	Ocean book ,	2012

		in India	New Delhi	
4	Chandra Bipan, Mukherjee Aditya, Mukherjee Mridula	India since Independence	Penguin Books	2008
5	HKarleker	India the first 50 years	Manas Publications New Delhi	1993
6.	Bipan Chandra	India Since Indepence	PenguinePublicatin,New Delhi	2000

Pedagogy

Lecture, Power Point Presentation, Quiz, Assignment, Group Discussion, Seminar

Karthika
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CODE	COURSE TITLE (Self Study)	Max Marks	Credits
13AUGSL05	SELF LEARNING COURSE (GROUP V) GENERAL AWARENESS	100	5

Contents

1. Verbal Aptitude
2. Data Interpretation
3. Abstract Reasoning
4. Numerical Aptitude
5. Tamil Literature
6. General Science & Technology
7. Computer Science
8. Economics & Commerce
9. Social Studies
10. Sports
11. Miscellaneous
12. Current Affairs


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CODE	COURSE TITLE
18HIP311	HUMAN RIGHTS

Category	CIA	ESE	L	T	P	Credit
Core	25	75	100	5	-	4

Preamble

On successful completion of the course, the students should have understood the various rights of mankind and its significance.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explore the definition & Meaning of Human Rights, Scope & Theories of Human Rights and Kinds of Human Rights	K 3
CO2	Discuss the Evolution of Human Rights in India, Indian Constitutional Guarantee on Human Rights, Fundamental Rights and Duties and Directive Principles of State Policy.	K 2
CO3	Examine the Children's Rights, Rights of Women, Rights of Refugees and the Rights of the Dalit	K 4
CO4	Evaluate the working nature of International and National Voluntary Organizations like PUCL, PUDR, are working for the protection of Human Rights	K2 & K 4
CO5	Assess how Human Rights Commission at State and National Level are working to safeguard the people	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

Unit- I

18 hrs

Introduction: Definition & Meaning of Human Rights- Scope -Theories of Human Rights- Kinds of Human Rights- Universal Declaration of Human Rights- International Covenant on Economic, Social and Cultural Rights – Optional Protocols - United Nations and enforcement of Human Rights

Unit II**18 hrs**

Evolution of Human Rights in India -Indian Constitutional Guarantee on Human Rights- Fundamental Rights and Duties- Directive Principles of State Policy- Civil and Political Rights- Economic, Social and Cultural Rights- Right to Information Act, 2005

Unit III**18 hrs**

Contemporary issues on Human Rights: Children's Rights-Women's Rights- Global level support for Women Rights- Domestic Violence Act in India - Child Labour- Bonded labour- Rights of Refugees – Dalit Rights

Unit IV**18 hrs**

Human Rights and Voluntary Organizations: Amnesty International- Asia Watch - Hot Line- Human Rights Watch - National Level: Peoples Union for Civil Liberties (PUCL) - Peoples Union for Democratic Rights (PUDR)-Citizens for Democracy (CFD)- Media and Human Rights.

Unit V**18 hrs**

Human Rights Protection in India: Protection of Human Rights Act 1993- National Human Rights Commission – State Human Rights Commission- Human Rights Courts.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Nirmal, C.J	Human Rights in India: Historical, Social and Political	Oxford & IBH, New Delhi,	2000
2	Syed, M.H	Human Rights: The New Era	Kilaso Books	2003

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Adil- Yasin's	Human Rights	Akansha Publishing House, New Delhi	2004
2.	Lina Gonsalves	Women and Human Rights	APH Publishing Corporation	2001
3.	Sanajoaba.N	Human Rights	National Book Trust, New Delhi	1998
4.	Sudhi Kapoor	Human Rights in the 21 st Century	Mangaldeep Publications, Jaipur	2003

Pedagogy

- Lecture, Power Point Presentation, Quiz, Assignment, Group Discussion, Seminar

WOMEN AND LAW

Sub. Code: 13HIPSL04

Max. Marks : 100

Credits: 5

Unit - I:

Indian Constitution and Women Rights- Fundamental Rights- Directive Principles of State Policy- Rights of Equality- Rights against Exploitation- Cultural and Educational Rights.

Unit - II:

Personal Laws- Women and Family Laws- Marriage Laws- Registration of marriages- Minimum age at marriage- Issues and Rights related to abortion.

Unit - III:

Prohibition of Dowry- Dowry Prohibition Act- Divorce Laws- Laws relating to inheritance of Property- Family Court Act 1986- Equal Remuneration Act.

Unit - IV:


Violence against Women in Public- Domestic Violence Law- Indecent representation Prohibition Act- Infanticide.

Unit - V:

Violence against Women at work place- Labour Laws Relating to Women- Minimum wages Act- Maternity Benefit Act- Legal Aid Cell- Help Line

REFERENCEBOOKS:

1. **ArunGoel**, *Violence and protective measures for Women Development and Empowerment*, Deep and Deep, New Delhi, 2004.
2. **Kaushik, P.D.**, *Women's Rights – Access to Injustice*, Bookwell, New Delhi, 2007.
3. **Leelavathi Chari**, *Know your Rights- Marriage and Divorce, Maintenance, Custody and Guardianship of Minor Children*, Tamilnadu Social Welfare Board, Madras, 1987.
4. **SaumyaKushwaha**, *Women welfare –Some New Dimensions*, Swarupand Sons, New Delhi, 1995.
5. **SivagamiParamasivam** ., *Human Right– A study*, Sriram Computer Prints & Offset, Salem 1998.


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SEMESTER - VI

Skill Based Subject - **WOMEN AND MASS MEDIA**

Instructional Hrs: 45

Sub. Code: 15HIUS604

Max. Marks: CIA - 25; ESE -75

Credits :3

Objective: This paper enable the students to understand the various opportunities that are available in media industry and the role of Women in the field.

Unit - I

9 Hrs

Introduction to Mass media-Women's representation in media- Feminist Perspective on media- *Career opportunities.*

Unit - II

9 Hrs

Media Law and Women - Indecent Representation of Women- Gender Stereotypes in Mass media- *Portrayal of women in Mass media.*

Unit -III

9 Hrs

Women as Journalist- Entrepreneur- News Industry - *Role of women in Film Industry-* Women's role in Advertising Industry.

Unit - IV

9 Hrs

Role of women in Radio - Language Skills - Qualities for an announcer in Radio- *Impact of TV on working class women.*

Unit - V

9 Hrs

Responsibility of media on women empowerment - *Criticism of women in media.*

Note: *Italics* denotes Self Study Topics

Reference Books

1. **Ahuja,B.N & Chhabra,S.S,***Principles and Techniques of Journalism*, Surjeet Publications, Delhi,2008.
2. **Helen Bachr.**, (ed), *Women and Media*, Oxford Publications, 1980.
3. **Pant,N.C,***Modern Journalism*, Kanishka Publishers, Distributors, New Delhi,2002.
4. **Raman,K.V,***Changing Status of Women in India*, Sumit Enterprises, New Delhi, 2011.
5. **Rayudu,C.S,***Communication*, Himalaya Publishing House, Delhi,1997.
6. **Uma Joshi,***Mass Communication and Media*, Anmol Publications Pvt Ltd, New Delhi, 1999.

SEMESTER III

CODE	COURSE TITLE
18CCPS303	CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

Category	CIA	ESE	L	T	P	Credit
SBS	25	75	42	3	-	5

Preamble

To Acquaint the Students with Knowledge on Corporate Social Responsibility and Corporate Governance

Syllabus

UNIT –I: **9Hrs.**

Corporate Governance An Over View: Concept, Objectives, Process. Origin Scope and Present Scenario –Advantages – Corporate Frauds – Lessons.

UNIT -II: **9Hrs.**

Financial Disclosure and corporate governance: Transparency in Financial Disclosure in Corporate Sector – Disclosure Norms – ATab on Corporate Sector.

UNIT-III **9Hrs.**

Business Ethics and Corporate Governance: Importance and Need for Business Ethics – Echological Ethics- Professional Ethics – Corporate Governance Mechanism.

UNIT-IV **9Hrs.**

Corporate Social Responsibility- Introduction-Definition of CSR-Justification CSR-The Scope of Social Responsibility-Social Responsibility and Indian Corporations – Voluntary Guidelines – 2011 – Issued by Government regarding CSR.

UNIT-V **9Hrs.**

Case Study with reference to the emergence of corporate governance issues and CSR Practices in India.


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Reference Books


Sl. No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Singh.S	Corporate Governance Excel Books	New Delhi	1 st Edition 2005
2.	Kesho Prasad	Corporate Governance	Prentise Hall of India, New Delhi	1 st Edition 2006
3.	SinghS	Corporate Governance: Global Concepts and Practices	Excel Books, New Delhi	1 st Edition 2005
4.	Fernando A	Corporate Governance Principles, Policies and Practices	Dorling Kinderslay (India) Pvt Ltd. Utterpredesh	2 nd Edition 2006
5.	Kesho Prasad	A Guide to Corporate Governance	Prentise Hall of India, New Delhi	1 st Edition 2009
6.	Arya.P.P,Tando n.BB.Vashishi, AK.Kesho Prasad	Corporate Governance	Deep & Deep Publication, New Delhi	1 st Edition

Web Resources

1	www.oxfordhandbooks.com/view/10.1093/...001.../oxfordhb-9780199211593-e-014
2	https://erl.ucc.edu.gh/.../%5BJohn_Taylor%2C_Justine_Simpson%5D_Corporate_Gover...

Pedagogy

Lecture, PPT, Group Discussion, Debate, Oral presentation, Quiz, Assignment and Seminar


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Self-Learning Paper - I
Business Ethics

Sub. Code: 17BAUSL03

Max. Marks: ESE - 100

Credits: 5

Objective: To enable the students to understand business ethics and the various ethical issues in Management.

Unit – I

Business Ethics: Meaning - Characteristics - Different Myths - Principles - Significance - Factors causing unethical conducts

Unit - II

Ethical issues in different functional areas of business: Ethical Issues in Marketing and Advertisement - Finance and Accounting - HRM - Production and Operations Management – IT - Ways to Stimulate Ethical Values in different functional areas of Business

UNIT - III

Ethical issues in Management: Ethical norms of managerial functions – Ethical decision making - Role of CEO – Ethical Communication – Leadership styles and Ethical Decisions

Unit - IV

Ethical issues: Corruption and Bribery – Deception – Theft – Unfair discrimination – Coercion

Unit - V

Corporate Governance: Meaning – Characteristics – Importance – Principles – Duties & Responsibilities of Board of Directors – Shareholder's rights & Protection – Issues in Corporate Governance

Reference Books:

- **R.V.Badi - N.V.Badi**, *Business Ethics*, Vrinda Publications (P) Ltd., New Delhi, 1st Edition, Reprint 2010.
- **Andrew Crane & Dirk Matteen**, *Business Ethics*, Oxford University Press, New Delhi, 3rd Edition, 2013.
- **P.S.Rathore**, *Business Ethics & Communication*, S.Chand & Company (P) Ltd., New Delhi, 1st Edition, 2014.
- **S.P.Mathur, Nishu Mathur**, *Business Ethics & Corporate Social Responsibility*, New Age International Publishers, New Delhi, 1st Edition, 2017
- **D.Senthilkumar, A.SenthilRajan**, *Business Ethics and Values*, Himalaya Publishing House, Mumbai, 1st Edition, 2006
- **S.K.Mandal**, *Ethics in Business and Corporate Governance*, Mchraw Hill Education (India) Private Ltd., New Delhi, 5th Reprint, 2015
- **Dr.S.Sankaran**, *Business Ethics and Values*, Margham Publishers, Chennai, 1st Edition, Reprint, 2015.
- **B.N.Ghosh**, *Business Ethics and Corporate Governance*, Tata McGraw Hill Education (P) Ltd., New Delhi, 1st Edition, 2012
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SEMESTER – III

CODE	COURSE TITLE
18CPUS301	WOMEN ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
SBS	25	75	43	2	-	3

Preamble

To provide students with an understanding the management functions and principles, scientific decision making process and problems solving technique and modern trends in Management process.

Syllabus

UNIT I (8 hrs.)

Entrepreneurship: Meaning and Definition - Competencies of Entrepreneur, Functions – Types – Socio Cultural factors influencing Entrepreneurship - Functions and Problems.

UNIT II (8 hrs.)

Small Enterprises: Definition – Classification- Project Formation – Steps involved setting up of Micro Business – Government assistance for Small Enterprises Development.

UNIT III (6 hrs.)

Institutional Finance to Entrepreneurs: Commercial Banks, Cooperative Banks and Development Banks - SFC, SIDCO, SIDBI, TIIC – Micro, Small and Medium Enterprises ACT 2006, Types Capital requirements of MSME (Micro, Small, Medium Enterprises).

UNIT IV (6 hrs.)

Institutional Non Financial Support to Entrepreneurs- Need for Support- NSIC, SIDCI, SISI, DIC, Kadi and Village Industrial Commission, Industrial Estates.

UNIT V (8 hrs.)

Special Programmes for Women - Education for Unemployed Youth- DWCRA, IRDP, TRYSEM, JRY, SGRY (SHG), MUDRA Scheme – Women Entrepreneurs. Recent Trends and Development in Women Entrepreneurship.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Mukesh Gupta	Theory of Entrepreneurship	Raj Publishing Houes, Jaipur	2006, 1 st Edition.
2.	Jayshree Suresh	Entrepreneurial Development	Margham Publications	2003, 2 nd Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ravindranath	Entrepreneurship	VRINDIA Publishers	2007, 1 st Edition.
2.	Khanka.S.S	Entrepreneurial Development	S.Chand Company, New Delhi	2007, 1 st Edition.


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Web Resources

<http://www.economicdiscussion.net/entrepreneurs/top-5-functions-of-an-entrepreneur-functions-entrepreneurs>

http://www.dcsmse.gov.in/ssiindia/defination_msme.html

<https://www.revolvy.com/page/State-Industries-Promotion-Corporation-of-Tamil-Nadu>

Pedagogy

Lecture, Seminar, Assignment and Power point presentation.


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SEMESTER – V

CODE	COURSE TITLE
18CPUC512	COOPERATIVE LAW

Category	CIA	ESE	L	T	P	Credit
CORE	25	75	87	3	-	4

Preamble

To provide students with an understanding of the Legal Framework that Governs the Cooperatives in India with special reference to Tamil Nadu.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Trace out the need for separate Legal Framework for Cooperatives in India.	K1,K2
CO2	Identify the recent trends in Tamil Nadu Cooperative Societies Act, 1983 and Rule 1988.	K2
CO3	Understand the Regulatory provisions in Cooperatives.	K1 & K2
CO4	Understand the procedure for winding up of cooperative societies.	K2, K3
CO5	Demonstrate the procedures related to Sale of Goods Act and Consumer Protection Act.	K2, K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	M	M
CO2	S	S	L	M	S
CO3	S	M	M	M	L
CO4	M	L	L	M	M
CO5	M	M	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(18 hrs.)

Cooperative Legislation: Need for Legal Framework for Cooperatives–History of Cooperative Legislation in Pre-Independence and Post Independence period–Model Cooperative Bill/Act 1991–APMACS Act 1995 - Multi State Cooperative Societies Act 2002 – Recommendations of Prof.Vaithyanathan Committee 2004 – 97th Constitutional Amendment – Salient Features.

UNIT II**(20 hrs.)**

Tamilnadu Cooperative Societies Act 1983 and Rules 1988: Provisions relating to Registration, Bye law, Amendment of Bye Law, Division and Amalgamation, Qualification and Disqualification of Members and Board of Management.

Properties and Funds: Duties and Privileges of Registered Societies – State Aid to Registered Societies – Net Profit Distribution.

UNIT III**(20 hrs.)**

Regulatory Provisions: Audit – Inquiry – Inspection – Surcharge – Supersession – Dispute – Offences and Penalties.

UNIT IV**(16 hrs.)**

Arbitration: Winding up of Registered Societies – Execution of Orders – Cooperative Tribunals – Appeals – Revision – Review.

UNIT V**(16 hrs.)**

Sale of Goods Act 1930: Provisions relating to Sale – Lease – Gift and Actionable Claims.

Consumer Protection Act: 1986- Definition- Consumer Dispute, Dispute Redressal Agencies - Consumer Rights.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dr. S. Velanganni	Cooperatives and Allied Laws	Royal Book Publishing	2017, 1 st Edition.
2.	B.B.Goel	Co-operative Legislation - Trends and Dimensions	Deep and Deep publications Pvt. Ltd., New Delhi.	2006, 1 st Edition.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	M.Arulselvem, Revised by A.Aravindan, Advocate, Former Joint Director of Cooperative Auditing A.Rajamanickam	Tamil Nadu Co-operative Manual	Malathi Publications	2017, 11 th Edition.
2.	Govt. of Tamil Nadu	The Tamil Nadu Cooperative Societies Rules	Govt. of Tamil Nadu	1988, 1 st Edition.

Web Resources

<https://www.royalbookpublishing.com/index.php/royal/catalog/download/1/1/5-2?inline=1>

https://www.tn.gov.in/rti/proactive/cfcp/manual_cfcp_rcs.pdf

http://www.lawsofindia.org/pdf/tamil_nadu/1961/1961TN53.pdf

Pedagogy

Lecture, PPT, Seminar and Assignment.

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VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE-12

DEPARTMENT OF E-COMMERCE

CODE	COURSE TITLE
18CEUSL01	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Category	ESE	Credits
Self Learning Paper	100	5

Preamble

To enhance knowledge of the students to analyse the entrepreneurial process through which business ideas are evaluated.

Syllabus

UNIT – I


Entrepreneurship – Meaning – Characteristics, Functions and Types of Entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-Taking Behaviour – Innovation and Entrepreneur – Role of Entrepreneurship in Economic Development

UNIT – II

Factors affecting Entrepreneur Growth - Economic – Non-Economic. Entrepreneurship Development Programmes – Need – Objectives – Course Contents - Phases - Evaluation. Institutional Support to Entrepreneurs.

UNIT – III

Introduction to Small Business: Evolution & Development– Meaning – Concepts – Categories – Characteristics of Small Business – Role, Importance and Responsibilities of Small Business. Business Ideas – Sources and Incubating; Technical Assistance for Small Business – Preparation of Feasibility Reports, Legal Formalities and Documentation.


Head of the Department,
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UNIT – IV

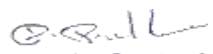
Business Plan – Outline – Components – Marketing Strategy for Small Business – Market Survey – Market Demands – Sales Forecast – Competitive Analysis – The Marketing Plan – Marketing Assistance through Governmental Channels – Risk Analysis – Break Even Analysis

UNIT – V

Start-Up Costs – The Financial Plan – Source of Finance for New Ventures – Small Business – Institutional Finance Supporting SSIs – Bounties to SSIs – Venture Capital – Basic Startup Problems.

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Vasant Desai	Fundamentals of Entrepreneurship and Small Business Management	Himalaya Publishing House, New Delhi	2009
2	C.B.Gupta & N.P. Srinivasan	Entrepreneurial Development in India	Sultan Chand & Sons, New Delhi	2008, 5 th Edition
3	S.S.Khanka	Entrepreneurial Development	S.Chand Publishing House, New Delhi	2000
4	Norman M. Scarborough, Jeffrey R. Cornwell	Entrepreneurial Development	Pearson Publisher, Chennai	2015, 8 th Edition

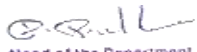

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VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
(Student Enrollment Particulars for Self learning Approved Courses)

ACADEMIC YEAR: 2019-2020 (Even Semester)

Subject/Course[Title&Code]:Entrepreneurship and Small Business Management (17CEUSL01)				
Semester :Self Learning Paper				
Department : B.Com(E-Commerce)				
Staff-in-charge : Dr.K.Gunasundari				
S.No.	Register Number	Name	DOB	Class/Department
1	17CUE101	M.AANANTHI	24.12.1999	III B.COM(E-COMMERCE)
2	17UCE102	G.ABIRAMI	05.06.2000	III B.COM(E-COMMERCE)
3	17UCE104	R.ARUNASRI	05.03.2000	III B.COM(E-COMMERCE)
4	17UCE105	S.ASWATHI	07.12.1999	III B.COM(E-COMMERCE)
5	17UCE109	P.DHARANI	17.08.1999	III B.COM(E-COMMERCE)
6	17UCE112	R.DIVYA	08.10.2000	III B.COM(E-COMMERCE)
7	17UCE113	S.GOMATHI	31.07.2000	III B.COM(E-COMMERCE)
8	17UCE115	S.HARIPRIYA	28.11.1999	III B.COM(E-COMMERCE)
9	17UCE119	L.JANAKIDEVI	02.03.2000	III B.COM(E-COMMERCE)
10	17UCE120	C.JEEVITHA	17.07.2000	III B.COM(E-COMMERCE)
11	17UCE125	P.KEERTHANA	08.01.2000	III B.COM(E-COMMERCE)
12	17UCE127	M.LAVANYA	28.09.1999	III B.COM(E-COMMERCE)
13	17UCE129	R.MADHUBALA	12.05.2000	III B.COM(E-COMMERCE)
14	17UCE130	C.MAHARASI	11.07.2000	III B.COM(E-COMMERCE)
15	17UCE131	S.MENAKA	24.01.2000	III B.COM(E-COMMERCE)
16	17UCE132	S.MONICA	19.03.2000	III B.COM(E-COMMERCE)
17	17UCE137	R.PAVITHRA	32.08.1999	III B.COM(E-COMMERCE)
18	17UCE140	K.PRIYANKA	29.12.1999	III B.COM(E-COMMERCE)
19	17UCE141	S.RAJATHILAGAM	24.09.1999	III B.COM(E-COMMERCE)
20	17UCE142	R.RAMOLA	21.03.2000	III B.COM(E-COMMERCE)
21	17UCE146	P.A.SIVAPRIYA	02.03.2000	III B.COM(E-COMMERCE)
22	17UCE147	J.SOWMIYA	02.07.1999	III B.COM(E-COMMERCE)
23	17UCE152	V.VALARMATHI	22.12.1999	III B.COM(E-COMMERCE)
24	17UCE153	S.VASUKI	13.04.2000	III B.COM(E-COMMERCE)
25	17UCE154	J.VEENA	05.05.2000	III B.COM(E-COMMERCE)
26	18UCE101	R.AARTHI	24.01.2001	II B.COM(E-COMMERCE)
27	18UCE106	R.BAGYALAKSHMI	20.11.2000	II B.COM(E-COMMERCE)
28	18UCE114	A.INDHU	10.08.2000	II B.COM(E-COMMERCE)
29	18UCE116	S.ISHWARYAA	24.12.2000	II B.COM(E-COMMERCE)
30	18UCE122	P.KAVIBHARATHI	28.10.2000	II B.COM(E-COMMERCE)
31	18UCE130	K.MALARVIZHI	15.10.1998	II B.COM(E-COMMERCE)


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32	18UCE133	C.MONIKA	03.11.1999	II B.COM(E-COMMERCE)
33	18UCE136	N.V.K.POOJA	05.10.2000	II B.COM(E-COMMERCE)
34	18UCE137	A.POORANI	22.02.2000	II B.COM(E-COMMERCE)
35	18UCE140	J.RAMYA	23.07.2001	II B.COM(E-COMMERCE)
36	18UCE142	A.RITHA	20.12.2000	II B.COM(E-COMMERCE)
37	18UCE144	D.SASIKALA	16.06.2001	II B.COM(E-COMMERCE)
38	18UCE147	S.SINEKA	26.07.2001	II B.COM(E-COMMERCE)
39	18UCE150	M.SUDHA	09.07.2001	II B.COM(E-COMMERCE)
40	19UCE103	T.BABY SHALINI	30.08.2001	I B.COM(E-COMMERCE)
41	19UCE105	K.BHUVANESWARI	29.03.2002	I B.COM(E-COMMERCE)
42	19UCE107	M.DHIVIJAA	19.08.2001	I B.COM(E-COMMERCE)
43	19UCE110	M.HARI NIVETHA	25.11.2002	I B.COM(E-COMMERCE)
44	19UCE114	K.JANARANJANI	13.01.2002	I B.COM(E-COMMERCE)
45	19UCE115	K.KALAIVANI	15.05.2002	I B.COM(E-COMMERCE)
46	19UCE118	P.KARTHIKA	04.11.2001	I B.COM(E-COMMERCE)
47	19UCE124	S.KIRUBA SRI	11.06.2002	I B.COM(E-COMMERCE)
48	19UCE133	M.PRATHIKA	11.08.2002	I B.COM(E-COMMERCE)
49	19UCE138	S.RESHMA	19.07.2002	I B.COM(E-COMMERCE)
50	19UCE140	T.SANDHIYA	03.08.2002	I B.COM(E-COMMERCE)
51	19UCE141	S.SARANEETHA	03.07.2002	I B.COM(E-COMMERCE)
52	19UCE142	C.SARANYA	15.02.2002	I B.COM(E-COMMERCE)
53	19UCE147	P.S.SHARANE	22.05.2002	I B.COM(E-COMMERCE)
54	19UCE153	S.SUBHARANJANA	13.04.2002	I B.COM(E-COMMERCE)
55	19UCE154	T.SUGITHA	01.06.2001	I B.COM(E-COMMERCE)
56	19UCE156	S.SWETHA SRI	16.03.2002	I B.COM(E-COMMERCE)
57	19UCE160	B.YAMINI	16.02.2001	I B.COM(E-COMMERCE)

K. Masndani

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