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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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List of Courses addressing Gender, Environment and Sustainability, Human Values and Professional Ethics

SEMESTER V

CODE	COURSE TITLE
18LTUC510	GREEN LITERATURE

Category	CIA	ESE	L	T	P	Credit
Core	25	75	55	5	-	03

Preamble

To develop analytical and critical reading and to introduce reading strategies

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	understand the basic concepts of the eco-oriented literary and cultural studies	K1
CO2.	introspect on the inseparable relationship between nature and man.	K2
CO3.	recognize in all the perspectives the present endangered state of nature due to human civilization.	K2&K3
CO4.	interpret the ideas of nature and re-establish human bond with nature.	K3
CO5.	explore the underlying real life experimental concerns.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium

Syllabus

UNIT –I	12Hrs
Pollution - Definition - Kinds of Pollution - Sources and Pollutants- effects and control measure of air - water and soil. Bioremediation - scope - Bioremediation of polluted soil and water-Photoremediation	
UNIT– II	12Hrs
Poetry	
Henry Howard–Sonnet7,[TheSooteSeason,thatbudandbloomforthbrings...]W.H.Davies – Leisure Emerson–TheHumbleBee GarySynder–Smokeythe BearSutra	
UNIT– III	12Hrs
ShortStory	
Ruskin Bond – Death of the TreesJackLondon– ToBuildaFire(1908) JeanGioni– TheManwhoPlanted Trees	
UNIT– IV	12Hrs
Fiction	
Jack London – White FangAmitavGhosh–The HungryTide EdwardAbbey– TheMonkeyWrenchGang	
UNIT –V	12Hrs
ProjectonEnvironmentalissues	
TOTAL	60Hrs

Pedagogy

- Lecture,PPT,Quiz,Assignment,GroupDiscussion,Seminar

Reference Books

SI No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Pandey.S.N, Misra.S.P	Environment of Ecology	AneBooks Pvt.Ltd, New Delhi	2010
2.	Sharma.P.D	<i>Ecology and Environment</i>	Rastogi	2009
3.	Barry, Peter	<i>Beginning Theory</i>	New Delhi: Vinod Vasishtha	2010
4.		<i>Ecocriticism</i>	Routledge	2007
5.	Glotfelty, Cheryl and Fromm, Harold	<i>The Ecocriticism Reader</i>	University of Georgia Press	1996
6.	Buell Lawrence	<i>The Future of Environmental Criticism: Environmental Crisis and Literary Imagination</i>	Wiley-Blackwell	2005

Web Resources

- <https://www.theguardian.com/books/2009/sep/26/10-best-green-stories-mullan>
- <https://poetrypoetics.pressbooks.com/chapter/the-humble-bee/>
- <https://www.sparknotes.com/lit/fang/summary/>

PART IV 3. FOUNDATION COURSE–ENVIRONMENTAL STUDIES

Instructional Hrs.:30

Sub.Code:08LTUC101

Max.Marks:100

Credits:2

AIM: To create awareness about Environmental issues.

OBJECTIVE: To make the students' eco-friendly

1. The Multidisciplinary Nature of Environmental Studies.
2. Ecosystems.
3. Biodiversity and its Conservation.
4. Environmental Pollution
5. Social Issues and the Environment

BOOKS FOR REFERENCE:

1. **Environmental Studies for Undergraduate Courses-Bharathiar University**
2. **HANLEY NICK Ketal**, *Environmental Economics in Theory and Practice*,
Macmillan, UK, 2002.
3. **PRETTY JULES et al**, *A Sage Handbook of Environment Studies and Society*, Sage publishers, UK, 2000.

B.A., History
SEMESTER -III
Skill Based Subject – ELEMENTS OF JOURNALISM

Instructional Hrs : 45

Sub. Code: 15HIUS301

Max. Marks : CIA -25; ESE-75

Credits: 3

Objectives: On successful completion of the course, the students should have understood the knowledge regarding the theory and practice of Journalism.

Unit -I **9 Hrs**
Journalism – Definition – History of Journalism – History of Press in India – *Lord Lytton and press.*

Unit -II **9 Hrs**
Characteristics of a Journalist – *Qualifications* – Journalism as a Career.

Unit -III **9 Hrs**
Reporting – Quality of Reporters – Beats – Kinds of Reporting- Functions and Responsibilities of a Reporter - *SMCR Model* (Source Mass media Communication Receiver).

Unit -IV **9 Hrs**
Principles of Editing –Editing Techniques – Editor and his Responsibilities- *Editorial policy* – Changing role of Editors –Editorial Freedom.

Unit -V **9 Hrs**
Freedom of the Press – Role of Press in freedom movement –*Ethics and Principles of Journalism.*

Note : *Italics* denotes Self Study Topics

REFERENCE BOOKS:

1. Ahuja, B.N.& Chabbra,S.S. *Principles and Techniques of Journalism*, Surjeet Publications, New Delhi, 2008.
2. Kamath , M.V *Professional Journalism*, Vikas Publishing House Pvt Ltd, Noida,2006.
3. Pant, N.C *Modern Journalism*, Kanishka Publishers, Distributors, New Delhi, 2002.
4. Puri, G.K. *Journalism*, Competition Review Pvt Ltd ,New Delhi,1994.
5. Shrivastava, K.M *News Reporting and Editing*, Sterling Publishers Pvt Ltd, New Delhi,1987.

SEMESTER -III
Non – Major Elective Paper -I –
HISTORY FOR COMPETITIVE EXAMINATIONS

Instructional Hrs : 30

Sub. Code: 15HIUN301

Max. Marks : ESE-100

Credits: 2

Objectives: On successful completion of the course, the students will appear the competitive examinations with confidence.

Unit – I	6 Hrs
Pre historic period – Indus Valley Civilisation – Early and later Vedic Age	
Unit – II	6 Hrs
Buddhism – Jainism – the Mauriyas	
Unit – III	6 Hrs
The Guptas – Kushanas – Harsha Vardhana	
Unit – IV	6 Hrs
Delhi Sultanates – The Mughals – Advent of the Europeans	
Unit- V	6 Hrs
Freedom Movement :Phase I – Phase II – Phase III – Indian Constitution	

Reference Books:

1. **Bhabani Sengupta.**,*Rajiv Gandhi, a Political Study*, New Delhi, 1999
2. **Dutt, U.P.**,*India and the World*, Vani Educational books, New Delhi,1994.
3. **Dutt, U.P.**,*India's Foreign Policy*, Vani Educational books New Delhi,1984.
4. **Mahajan ,V.D.**,*Modern India*, S.Chand &Company, New Delhi,2009.
5. **Lunia, B.N.**,*Evolution of Indian Culture*, Lakshmi Narain Agarwal Publication , Agra, 2005.

SEMESTER – IV

Skill Based Subject II - MULTISKILL DEVELOPMENT PAPER

Instructional Hrs: 45

Sub Code: 13HIUS402

Max.Marks:100 (ESE – 60 CIA – 40)

Credits: 3

Aim: To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.

Objective: To familiarize the students with various types of tests that are employed by the diverse examining bodies.

UNIT I

9 Hrs.

Communication: Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary – Synonyms – Antonyms - Prepositions – Articles – One word substitution – Sentence completion.

UNIT II

9 Hrs.

Numerical Aptitude : Problems on numbers - Problems on Ages – Percentage - Profit and loss - Ratio & Proportion - Time & Work - Time & Distance - *Simple Interest* - Compound Interest.

UNIT III

9 Hrs.

Critical Reasoning : Logical Inference Questions and Syllogism.

Analytical Reasoning : Arrangement problems – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.

Verbal Reasoning : Verbal Analogy (Letter series and number series only) – Coding and Decoding.

UNIT IV

9 Hrs.

Self Introduction - Presentation Skills - Presentation through PowerPoint – **Soft Skills** - Interpersonal Skills – Employability Skills – Soft Skills Training – *Resume Preparation* – Interview Tips and Questions.

UNIT V

9 Hrs.

Group Discussion – Importance – Types of GD – GD Skills – GD Etiquette(do's and don'ts) – Essential Elements of a GD – *Movements and Gestures to be avoided in a GD* -

Online Services –Reservation –Banking –Purchases –Passport application.

REFERENCE BOOKS:

1. **Hari Mohan Prasad & Uma Rani Sinha. 2011.** Objective English for Competitive Examinations. New Delhi: Tata McGraw Hill Education Private Ltd. (Unit – I)
2. **R.S. Aggarwal, *Quantitative Aptitude*, S.Chand 2010.** (Unit - II)
3. **Edgar Thorpe, *Test of Reasoning for Competitive Examinations –4th edition*, Tata McGraw-Hill Publishing Company Limited, New Delhi.** (Unit – III)
4. **R.S. Agarwal, A Modern Approach to Verbal Reasoning(Fully Solved) –Revised Edition, S.Chand Company Limited, New Delhi, 2012.** (Unit – III)
5. **M. S. Rao, *Soft Skills Enhancing Employability-Connecting Campus with Corporate*,IK International Publishing House, NewDelhi, 2010.** (Unit – IV)
6. **Alex.K,*Soft Skills-Know Yourself and Know the World*, S.Chand Company Ltd., 2011.**(Unit V)
7. ***GroupDiscussions-Pass with Flying Colours*, G. K. Publications, NOIDA, 2012.**
8. **Jain T.S.Upkar’s*SBI Clerical Cadre Recruitment Examination*.** Agar Upkar Prakashan

SEMESTER – IV

NON MAJOR ELECTIVE – II -FREEDOM MOVEMENT IN INDIA

Instructional Hrs : 30
Max .Marks : ESE - 100

Sub . Code : 11HIUN402

Credits : 2

Objectives : On successful completion of the course the students should have understood the different faces of the Freedom Movement of India.

- Unit I:** **6 Hrs**
Establishment of British Rule - Revolt of 1857 - Causes for the rise and growth of Indian Nationalism.
- Unit II:** **6 Hrs**
Emergence of Indian National Congress – The Moderates - Gokhale - The Extremists - Tilak - Partition of Bengal - Rise of Muslim Communalism.
- Unit III:** **6 Hrs**
First World War and Indian Freedom Movement - Advent of Mahatma Gandhi - Non-Co-Operation Movement ,1921.
- Unit IV:** **6 Hrs**
Swarajists - Civil Disobedience Movement, 1930 - Salt Sathyagraha -Round Table Conferences - The Government of India Act of 1935.
- Unit V:** **6Hrs**
World War II and the last phase of the National Struggle - Cripps Mission - Quit India Movement – Mount Batten Plan – Freedom of India.

Books for Reference:

1. **Majumdar RC.,***History of Freedom Movement*, Vol.III, Firma KLM Ltd., Calcutta,1971.
2. **Majumdar RC.,***History and Culture of Indian People*, Bharathia Vidya Bhavan, Lucknow, 1970.
3. **Majumdar RC.,***Struggle for Freedom* Vol XI, Bharathia Vidya Bhavan, Lucknow, 1970.
4. **Pattabi Sitaramayya.,***History of Indian National Congress and Freedom Struggle*, S.Chand &Company, Ltd., 1988.
5. **Tara Chand.,** *History of Freedom Movement, Vol-I –4* Publication division, New Delhi,1976.

SEMESTER -V
ELECTIVE PAPER –I - ARCHAEOLOGY

Instructional Hrs : 60

Sub. Code: 12HIUE501

Max. Marks : CIA -25; ESE-75

Credits: 5

Objectives: On successful completion of the course, the students should have understood the meaning and scope of Archaeology, methods and the contributions made by archaeologists.

Unit – I **12 Hrs**

Meaning and *Scope of Archaeology* - Exploration - Methods of Excavation - Stratigraphy - Scientific Dating.

Unit – II **12 Hrs**

Palaeolithic period - Mesolithic period - Neolithic period - *Chalcolithic period*.

Unit – III **12 Hrs**

Harappan Culture - Megalithic Culture of South India-Importance of Pottery.

Unit – IV **12 Hrs**

Study of Scripts: Brahmi script – Vatteluthu- Epigraphical study with special reference to Uttaramerur inscription- *Hero stones* - Gupta coins - Coins of Cholas and Pandyas

Unit V **12 Hrs**

Contributions of Robert Bruce Foote - *James Princep* - Alexander Cunningham - Sir John Marshall - Sir Mortimer Wheeler- *Recent trends in Archaeology*.

Note : *Italics* denotes Self Study Topics

REFERENCE BOOKS:

1. **Rajan, K.** *Principles and Methods of Archaeology*, Manoo Pathippagam, Tanjavore, 2002.
2. **Raman, K.V.** *Principles and Methods of Archaeology*, Parthajan Publication, Chennai, 1998.
3. **Sankalia.H.D** *Aspects of Indian History and Archacology*, B.R.Publishing Corporation, New Delhi, 1977.
4. **Sharma, R.K.** (ed) *Indian Archaeology New Perspectives*, Agamkalaprakasham, Delhi 1982.
5. **Venkatraman, R.** *Indian Archaeology - A survey*, Ajantha Achagam, Vadippatti, 1985.

SEMESTER -V
SKILL BASED SUBJECT – III:MASS MEDIA AND COMMUNICATION

Instructional Hrs : 45

Sub. Code: 15HIUS503

Max. Marks : CIA – 25 ; ESE – 75

Credits: 3

Objectives: This paper helps the students to expand their knowledge in the field of mass media and the contemporary trends in communication theory and research.

Unit – I **9 Hrs**
Definition – Functions of the Mass Media – Theories of the Media – *Role and effects of Mass Media* – Public Relations and Mass Media.

Unit – II **9 Hrs**
Scope and purpose of Communication – Types of Communication – New Communication technologies and the emerging trends in India – *Barriers to Communication*.

Unit – III **9 Hrs**
The art of Interviewing – Kinds of Interviews – *Preparing for the Interview* – Specialized Interview.

Unit – IV **9 Hrs**
Advertisement: Types – Techniques – *Advertising and Marketing*.

Unit -V **9 Hrs**
Effects of Media on Education – *Children and the media* – Media and Consumerism.

Note :Italics denotes Self Study Topics

ReferenceBooks:

1. **Ahuja, B.N.& Chhabra,S.S.** *Principles and Techniques of Journalism*, Surjeet Publications, New Delhi, 2008.
2. **Kamath , M.V** *Professional Journalism*, Vikas Publishing House Pvt Ltd, Noida,2006.
3. **Kevel. J. Kumar**, *Mass Communication*, Jaico Publishing House, Mumbai,2008.
4. **Pant, N.C** *Modern Journalism*, Kanishka Publishers, Distributors, New Delhi, 2002.
5. **Puri, G.K.** *Journalism*, Competition Review Pvt Ltd ,New Delhi,1994.
6. **Rangaswami Parthasarathy**, *Journalism in India*, Sterling Publishers Pvt Ltd, New Delhi, 1997.

SEMESTER - VI

Elective Paper – II - COMPUTER APPLICATIONS IN HISTORY

Instructional Hrs. :90 Sub. Code : 10HIUE602

Max. Marks : CIA -25; ESE -75

Credits: 5

Objectives: On successful completion of the course, the students should have understood the basic knowledge in computer

UNIT– I: **18Hrs**

Introduction to the computer- *computer capabilities* – components – Functions of a computer

UNIT – II: **18Hrs**

Classifications of a computer – *Generation of computer* – Software – Hardware.

UNIT – III: **18Hrs**

Introduction to Word – editing a document – formatting – *spelling and grammar checking* - Mailmerge

UNIT– IV : **18Hrs**

Introduction to Excel – editing cells and using commands and function – formatting a worksheet – date and time functions – *printing a worksheet*

UNIT -V: **18Hrs**

Introduction to Powerpoint – different views – custom animation – Internet – *E- Mail and Browsing*

Practical Lab: M.S.Office

Note : *Italics* denotes Self Study Topics

REFERENCE BOOKS:

1. **Gini Courter,Annette Marquies**, *Microsoft Office 2003*, BPB Publications,New Delhi, 2003.
2. **Khurana,Rohit**, *Introduction to Computer Science*, Dorling Kindersley Pvt Ltd, New Delhi, 2008.
3. **Kogent Solutions Inc**, *Word 2007* ,Dreamtech Press,New Delhi, 2008.
4. **Mary Lojkine**, Internet, Dreamtech Press,New Delhi, 2008.
5. **Pradeep Nair, Payal Lotia**, *Microsoft Power Point 2000*,An Introduction, BPB Publications,New Delhi, 2006.

SEMESTER - VI
Skill Based Subject -WOMEN AND MASS MEDIA

Instructional Hrs: 45
Max. Marks: CIA - 25; ESE -75

Sub. Code: 15HIUS604
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.

SELF LEARNING PAPER : ELECTION COMMISSION OF INDIA

Sub. Code: 13HIUSL01

Max. Marks : ESE-100

Credits: 5

Objectives: To enable the students to understand the powers and functions of the Election Commission of India

- Unit – I : Establishment of Election Commission – Constitutional Provision
Functions of Election Commission – First General Election.
- Unit – II : Structure of the Election Commission – Powers and Functions of Chief Election Commissioner.
- Unit – III : Presidential Election - Parliamentary Election- Assembly Election
- Unit – IV : State Election Commission – Powers and Functions of State Election Commission.
- Unit V : Recognition of Political Parties - Allotment of Election Symbols - Electoral Reforms.

Books for Reference:

- 1 **Agarwal. R.C**, *Indian Political System*, S. Chand & Company Ltd, Ramnagar New Delhi, 2002
- 2 **Durga Das Basu**, *Introduction to the Constitution of India*, Wadhwa and Company, Law Publishers, New Delhi, 2004.
- 3 **Mahajan. V.D**, *Political Theory*. S. Chand & Company Ltd, Ramnagar New Delhi, 2002
- 4 **Pylee. M.V**, *Constitutional Government in India*, S. Chand & Company Ltd, Ramnagar New Delhi, 2006
- 5 **Subhash. C. Kashyap**, *Our Constitution, An Introduction to India's Constitution And Constitutional Law*, National Book Trust, India , 1994

SEMESTER - VI
Elective Paper – III – HERITAGE TOURISM

Instructional Hrs. :90

Sub. Code : 13HIUE603

Max. Marks : CIA -25; ESE -75

Credits: 5

Objectives: On successful completion of the course the students should have understood the heritage of our country and its values

Unit – I **18Hrs**

Definition of Heritage Tourism – Meaning and Concept – Categories of Heritage Tourism – *Benefits of Cultural Heritage Tourism*- Historical Tourism.

Unit – II **18Hrs**

Heritage Tourism Program- Heritage Interpretation - World Heritage Site- Historic Preservation and restoration

Unit – III **18Hrs**

Architectural Heritage of India – Art Galleries and Libraries – *Handicrafts & Textiles* – Performing Art of India: Classical dances, Folk dances and Folk culture.

Unit – IV **18Hrs**

Heritage Management Organisations: Criteria for selection as Heritage sites, Monuments and zone by UNESCO-*Archaeological Survey of India(ASI)*- International Council on Monuments and Sites (ICOMOS)- Indian National Trust for Art and Cultural Heritage(INTACH).

Unit – V **18Hrs**

Heritage Railways in India - *Heritage Hotels* – Classification – Heritage sites in Tamilnadu.

Note : *Italics* denotes Self Study Topics

References Book:

1. **Jack Randall**, *Heritage Tourism*, Discovery publishing House Pvt. Ltd. New Delhi, 2011.
2. **Dr. Veena Garg**, *Indian culture and Heritage*, Ancient publishing House, New Delhi, 2011.
3. **Romila Chawla**, *Tourism, the Cultural Heritage*, Arise publishers & Distributors, New Delhi, 2006.
4. **Jitendra K. Sharma**, *Types of Tourism and Ways of Recreation*, Kanishka publishers & Distributors, New Delhi, 2008.
5. **Praveen Sethi**, *Nature and scope of Tourism*, Rajat publications, New Delhi, 1999.
6. **Yashodhara Jain**, *Tourism Development {Problems & Prospects}*, A.P.H. Publishing Corporation, New Delhi, 1998.
7. **Badan, B.S.**, *Impact of Tourism in South India*, Commonwealth Publishers, New Delhi, 1997.
8. **Robinet Jacob, Sindhu Joseph, Anoop Philip**, *Indian Tourism Products*, Abhijeet Publication, New Delhi, 2007.
9. **Singh, L.K.**, *Indian Cultural Heritage Perspective for Tourism*, Isha books, Delhi, 2008

M.A History
SEMESTER - I

Non Major Elective Paper - HOSPITALITY MANAGEMENT IN TOURISM

Instructional Hrs. : 45

Sub. Code: 15HIPN101

Max. Marks : CIA -25; ESE -75

Credits: 5

Objectives : On successful completion of the course the students should have understood the accommodation management in Tourism Industry.

Unit - I **9 Hrs.**
Introduction to Hospitality Management - Salient features of accommodation in Tourism Industry - *Main and supplementary accommodations*

Unit - II **9 Hrs.**
Front office telephone conversation skill – On-line booking - Housekeeping - Interior Decoration - Accounts -Purchase - *Storage.*

Unit - III **9 Hrs.**
Forms of Hotel ownership and relevant laws – *Functioning of hotels* - Styles of catering: Indian and Continental.

Unit - IV **9 Hrs.**
Handling Credit - Basic concepts and conventions of accounting – *Company Payment.*

Unit - V **9 Hrs.**
Sources of funds - *Uses of funds* - Evaluation of Financial Statement.

Note: *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Mathews. J**, *Hospitality Marketing and Management*, Aavishkar Publishers and distributors, Jaipur 2006.
2. **MridulaMirajkar**, *Hotel Management, Marketing, Sales and accounting*, Kanishka Publishers, New Delhi 2008.
3. **Ranjit Taneja**, *Fundamentals of Hospitality*, Alfa Publications, New Delhi 2006.
4. **Ratan Deep Singh**, *Hotel Front Desk Management and Online Services*, Kanishka Publishers and distributors. New Delhi 2007.
5. **Sudhir Andrews**, *Introduction to Tourism & Hospitality Industry*, Tata McGraw-Hill Publishing Company Ltd. New Delhi, 2007.

SEMESTER – III
Skill Based Subject – II
TRAVEL MANAGEMENT

Instructional Hrs : 45
Max .Marks : CIA – 25 ; ESE -75

Sub . Code :13HIPS302
Credits : 5

Objectives:On successful completion of the course the students should have understood the significance of Travel agencies and their management

Unit I :	9 Hrs
Definition – Scope – Salient features of Travel Agency Management.	
Unit II:	9 Hrs
Growth of Travel Agencies – Types and Functions of Travel Agency – Role of Travel Agents.	
Unit III:	9 Hrs
Passport – Visa - Foreign Exchange - Customs and Immigration.	
Unit IV:	9 Hrs
Modern Ticketing – Travel Agents as Tour Operator - Tourist Guide	
Unit V:	9 Hrs
IATA - PATA - WTO - TAAI – Tourism Promotion in India since 1990.	

Books for Reference :

- 1.**Bhatia.A.K.** ,*International Tourism, Fundamental & Practices*, Sterling Publishers, New Delhi, 1994.
2. **BiswanathGhosh** ,*Tourism and Travel Management*, Vikas Publishing house Pvt Ltd, New Delhi, 1998
3. **Negi . K.S**, *Travel Agency Management*, Wisdom Press, New Delhi, 2011.
4. **Prannathseth& Sushmasethbhat** , *An Introduction to Travel andTourism* , Sterling Publishers Pvt Ltd, New Delhi, 1989.
- 5.**Singh .L.K.** ,*Management of Travel Agency*, Vishal Kaushik printers, Delhi, 2008.

SEMESTER - III
SKILL BASED SUBJECT - III
TOURISM RESOURCES IN INDIA

Instructional Hrs. : 45

Sub. Code: 13HIPS303

Max. Marks : CIA -25; ESE -75

Credits: 5

Objective : On successful completion of the course, the students should have understood the tourism resources of India ---

UNIT I **9 Hrs.**

Tourist resources: Definition-Economic, Sociological and Environmental impact on tourism.

UNIT II **9 Hrs.**

Historical monuments in North India: Delhi-Agra - Jaipur- Saranath- Sanchi

UNIT III **9 Hrs.**

Historical places in South India: Hyderabad- Mysore – Trivandrum - Chennai-Tanjore.

UNIT IV **9 Hrs.**

Religious centers in North India: Amritsar- Mathura-Varanasi –Mount Kailash .

Religious centers in South India: Tirupathi- Uduppi- Madurai -Nagore- Velankani- Guruvayur .

UNIT V **9 Hrs.**

Bird sanctuaries: Vedanthangal-Thattakkad Bird sanctuary (Kerala) Zoological park in Bangalore (Bannerghatta) - **Summer Resorts:** Simla- Ooty- Kodaikanal

REFERENCE BOOKS

1. **Aseem Bhattacharya**, *Tourism Scope and Management*, Swastik Prakashan, Panchkula, (HR) 2008.
2. **Kulwant Singh Pathania. Dr & Arunkumar. Dr**, *Tourism in India*, Regal Publications, New Delhi, 2008.
3. **Prateek. A. Aggarwal**, *Tourism and economic growth and development*, Mohit Publications, New Delhi, 2005.
4. **Ramesh Mathur**, *International Tourism*, ABD publishers, India, 2007.
5. **Romila Chawla**, *Tourism Phenomenon*, Rajat Publications, New Delhi, 2008.

Self Learning Paper(Optional)

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. **Arun Goel**, *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. **Saumya Kushwaha**, *Women welfare –Some New Dimensions*, Swarup and Sons, New Delhi, 1995.
5. **SivagamiParamasivam** ., *Human Right- A study*, Sriram Computer Prints & Offset, Salem 1998

SEMESTER II
Skill Based Subject I
ADVANCED MULTI SKILL PAPER
(Common to all PG courses)

Instructional Hrs: 45
Max. Marks: CIA - 40; ESE -60

Sub Code: 13HIPS201
Credits: 5

Aim :To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.

Objectives :To familiarize the students with various types of tests that are employed by the diverse examination bodies.

Unit I

Communication :Question tag – Gerund and Infinitives – Spotting the errors – Idioms and Phrases – Phrasal verbs – Ordering of words in a sentence – Completion of sentence – Synonyms – Antonyms – Cloze test – One word substitution – Sentence correction.

General Awareness and Scientific Aptitude: Socio –economic - Banking - Basic Sciences-**People and Environment**- Politics and Current Affairs - Higher Education - Information and Communication and Technology.

Aptitude

Teaching Aptitude – Research Aptitude

Unit – II

Logical Reasoning : Syllogism- Statement Conclusions- Statement Arguments- Statement Assumptions – Statement Courses of Action - Inference- Cause and Effect – Visual Reasoning (Logical Diagram test)

Unit –III

Numerical Reasoning and Quantitative Aptitude: Age – Speed – Heights and Distance – Time and Distance – Ratio and Proportion – Percentage – Fraction – Profit and Loss - Interest – Average – Calendar – Clocks - Direction Sense test – Probability- Series – Venn Diagram - Blood Relation – Coding and Decoding – Deductive Reasoning – Data Interpretation..

Unit IV

Origin, date and characteristic of Indus Valley Civilization- Evolution of Social and Political Institutions in Vedic period- Religious developments in 6th century BC – Mauryas – Age of Guptas- India under Sultans and Mughals.

Unit V

The establishment and expansion of the British dominion in India- Social and religious reform movements in the 19th century- rise of Nationalism and the Indian National Congress- Gandhian Era –towards Independence and partition – Making of the Constitution and its working.

Books for Reference:

1. **Aggarwal.R.S**, Quantitative Aptitude, S.Chand and Company, Reprint 2009.
2. **Chopra.J.K.**, Bank Probationary Officers' Examination, Unique Publishers, 2010.
3. **Datson. R.P., Manish Arora and Gulati .S.L.**, Clerical Cadre Recruitment in State bank of India, Newlight Publishers, 2013.
4. **Davinder Kaur Bright**, Railway Recruitment Board, Bright Publications, 2010.
5. **Lal, Jain and Vashistha.K.C.**, UGC NET/JRF/SET Teaching and Research Aptitude, UpkarPrakashan Publishers,2012
6. **Pratyogita Darpan**, UGC NET/JRF/SET Teaching and Research Aptitude, UpkarPrakashan Publishers,2012
7. **Sharma . J.K.**, IBPS Recruitment of bank clerical cadre examination, Unique Publishers, 2013.
8. **Tara Chand**, General Studies for Civil Services Preliminary Examinations, Paper-1, Tata Mc Graw Hill Education Private Ltd, 2013.

SEMESTER -II
ELECTIVE PAPER -I
WOMEN'S STUDIES

Instructional Hrs : 60

Sub. Code:13HIPE201

Max. Marks : CIA -25; ESE-75

Credits: 3

Objectives:On successful completion of the course the students should have understood the relevance of women studies.

Unit - I **12 Hrs**

Definition – Objectives - Scope -Status of Women through the ages – *Women Studies Programmes in India*

Unit - II **12 Hrs**

Feminism – Types of Feminism- Feminist Movement in the West – Women's Movement in India-*Women organizations*

Unit - III **12 Hrs**

Women's Rights – Constitutional Rights- Policies and Programmes related to women – *National Commission for Women.*

Unit - IV **12 Hrs**

TamilNadu Government Policy on Women – Domestic Violence Act - Challenges faced by Women today (Female infanticide- Dowry) *State Commission on Women.*

Unit V **12 Hrs**

Women Employment- Women Entrepreneurship – Self Help Groups- *Women in Science and Technology*- Facets of Modern Women

Note:*Italics Denotes Self Study Topics.*

REFERENCE BOOKS

1. **Agarwala, S. K.,***Directory of women studies in India*,New Delhi – 1991.
2. **Jayashree Gupta,***Human Rights and Working Women*, Aravali Printers, New Delhi , 1999.
3. **Padma Iyer,***Human Rightsof Women*, Aavishkar Publishers , Jaipur,
4. **Sunny Thomas,***Women of Destiny*, S. Chand & Co, New Delhi, 1979.
5. **Tripathy S.N &Chaudhury Debadutta,***Girl Child and Human Rights*, Anmol Publications, New Delhi, 2005 .

SEMESTER – IV
Elective Paper - III
ARCHIVES KEEPING

Instructional Hrs. : 90

Sub. Code: 13HIPE403

Max. Marks :CIA -25; ESE -75

Credits: 3

Objectives: on successful completion of the course, the students should have understood the preservation methods and uses of Archives.

Unit –I

18Hrs

Definition and Scope– Characteristics of Archives –History of Archives Keeping in Europe –
History of Indian Archives Keeping.

Unit –II

18Hrs

Creation of Archives- Registry System- Organization of Archives in India- Court Archives-
Archives and Library.

Unit –III

18Hrs

Preservation of Archives-Factors of Deterioration-Methods of Preservation –Repair of
Archival Material- Thymol Fumigation –*Lamination*

Unit-IV

18Hrs

Administration of Archives-Functions of Archives-Supply of Records for reference to the
researchers- *Uses of Archives.*

Unit-V

18Hrs

Indian Historical Records Commission (IHRC)-National Archives of India(NAI) - *Tamil
Nadu Archives.*

Note :Italics denotes Topics for Self Study

REFERNCE BOOKS:

1. **Furytier.J** *Supplementary Catalogue of Dutch Records Government of Madras, Madras* 1952
2. **Jenkinson Hillary**, *Manual of Archives Administration* Oxford, London 1937
3. **Raju A Saradha**, *Economic condition in the madras Presidency 1800-1860* University of Madras, Madras 1941
4. **Schellenbreg T.R.**, *Modern Archives Principles and Techniques*, The University of Chicago Prasna Chicago, 1956
5. **Sundara Raj M**, *A manual of Archives systems and the world of Archives* Siva Publication, Chennai 1999.

CODE	COURSE TITLE
18LTPS303/ 18HIPS302	INTER DISCIPLINARY COURSE – HISTORY THROUGH LITERATURE

Category	CIA	ESE	L	T	P	Credit
Core	25	75	35	10	-	05

Aim

To create varied interests among students of history and English streams through portraying relationship between History, Life and Literature.

Objective

To enhance students' general knowledge and help them to appear competitive examinations.

Syllabus

UNIT- I : **6Hrs**

Shashi Tharoor - The Great Indian Novel

UNIT-II : **6Hrs**

Khushwant Singh - Train to Pakistan

UNIT- III : **6 Hrs**

Origin and growth of Indian National Congress (1885-1919) – Ideological differences of Moderates and Extremists – Home Rule Movement

UNIT- IV : **6Hrs**

Gandhian Era Early Experiments - Non Cooperation Movement–Swaraj Party - Round Table Conferences -Civil Disobedience Movement -Indian National Army (INA)

UNIT- V : **6 Hrs**

Quit India Movement–Cripps Mission- Wavel Plan- Cabinet Mission Plan– Mountbatten Plan– Indian Independence Act, 1947 –Partition and Independence.

REFERENCES:

1. Shashi Tharoor - The Great Indian Novel, Penguin Books, 2014
2. Khushwant Singh-Train to Pakistan, Penguin Books,2016
3. An Era of Darkness – Aleph Books,2016
4. Bipan Chandra, India's Struggle for Independence,Penguin Books, New Delhi, 1989.
5. G.S. Chopra, Advanced Study in the History of Modern India, Vol. 3, 1920 1947, Sterling Publishers, NewDelhi, 1984.
6. SumitSarkar, Modern India (1885 – 1947), Mac Millan,Delhi, 1983.
7. Tara Chand, History of the Freedom Movement in India, Vol. II, New Delhi, 1983.

B.Sc., Physics

SEMESTER III

Part IV: SKILL BASED SUBJECT I

ENERGY MANAGEMENT

Instructional Hrs. : 45

Sub. Code: 18PHUS301

Max. Marks: CIA - 25; ESE - 75

Credits: 3

Objective: The main goal is to achieve and maintain optimum energy procurement and utilisation for managing the energy consumption of household appliances. Also to create awareness to minimise energy costs without affecting production and quality.

Unit I: 9 Hrs.

Conventional Energy Sources:

Introduction - An initial idea of energy in science - *Types of conventional energy* - thermal energy - hydro thermal energy - Nuclear energy (Qualitative Analysis only).

Unit II: 9 Hrs.

Need for Non-Conventional Energy Sources:

Constraints in the conventional energy sources - Global energy trends - Global warming and the green house effect - Non-Conventional energy Sources - *Energy consumption as a measure of prosperity* - World energy futures.

Unit III: 9 Hrs.

General introduction to Non-Conventional Sources:

Introduction - Solar Energy - Wind Energy - Energy from Biomass and Bio Gas - Ocean thermal energy conversion - Tidal energy - *Geothermal energy*.

Unit IV: 9 Hrs.

Solar energy applications:

Solar Cooker - Solar water heater - *Solar distillation* - Solar space heater - Solar cell

Unit V:

9 Hrs.

Energy Audit and Energy Security:

Energy Conservation - Energy audit: Definition, Objectives - Calculation of energy audit

Energy Security: Meaning - Definition - Importance - Energy security threats - *short term security* - long term security.

Italics indicates Self Study Topics

TEXT BOOKS:

1. **John Andrews & Nick Jelley.**, “ *Energy Science Principles, Technologies and Impacts*”

Oxford University press ,Newyork 2010.

2. **G.D.Rai.**, “*Non - Conventional Energy Sources*” Khanna Publishers, Delhi, 1996.

3. **Satyesh C.Chakraborty.**, “ *Energy opportunities & social responsibility*” Jaico publishing

House, Mumbai, First Edition 2009.

4. **Unit V** - Study Material: Provided by the Department of Physics.

REFERENCE BOOK:

1. **Janet Ramage.**, “ *Energy, A Guide book*” Oxford University Press, Newyork, 1983

SEMESTER IV

Part IV Non Major Elective – II

ENVIRONMENTAL POLLUTION: PHYSICAL ASPECTS

Instructional Hrs. : 30

Sub.Code: 15PHUN402

Max.Marks : 100

Credits : 2

Objective : To create awareness about the hazards of pollution and hence to learn the ways to prevent and control it to live in harmony with nature.

UNIT – I **6 Hrs**

Introduction : Pollution – Effects of pollution – Different types of pollution – Prevention.

UNIT – II **6 Hrs**

Air pollution – Thermal pollution

UNIT – III **6 Hrs**

Water pollution – Ocean pollution

UNIT – IV **6 Hrs**

Soil and land pollution – Radioactive pollution

UNIT – V **6 Hrs**

Noise pollution – Light pollution – Other pollution

Study Material:

Prepared by the Department of Physics.

M.Sc Physics
SEMESTER - I
Non Major Elective
ATMOSPHERIC PHYSICS

Instructional Hrs.: 45

Sub. Code: 18PHPN101

Max. Marks: CIA -25; ESE -75

Credits: 5

Objective : To create interest in the basics of atmospheric physics for students of other disciplines.

UNIT I

9 Hrs.

Basic Concepts: Evolution of the atmosphere - structure of atmosphere - Energy in the atmosphere - Factors influencing Isolation - Heating and Cooling of the atmosphere - temperature - Evaporation - Condensation - Precipitation - Climatic types of the world - Hydrosphere - nature of water - Ocean water.

UNIT II

9 Hrs.

Composition and structure of the Atmosphere: Composition of the atmosphere - Permanent Gases - Minor Gases - Particles in the atmosphere - Structure on the basis of composition - Chemical structure - Ionic structure - The outer atmosphere.

UNIT III

9 Hrs.

Insolation and heat budget: Introduction - Nature of radiation - Insolation - factors governing insolation - Transfer of insolation through the atmosphere - Terrestrial radiation - Heat budget of the earth - atmospheric system.

UNIT IV

9 Hrs.

Temperature and Pressure: Introduction - Factors controlling temperature distribution - horizontal aspects - Factors controlling pressure - summer and winter pattern of pressure.

UNIT V

9 Hrs.

Atmospheric Pollution: Role of Meteorology in Atmospheric Pollution - Atmospheric Boundary Layer - Air Stability - Local Wind Structure - Ekman Spiral - Turbulence & Boundary Layer Scaling - Residence Time and Reaction Rates of Pollutants - Sulphur Compounds - Carbon Compounds - Organic compounds – Aerosols - Toxic Gases and Radio Active Particles - Trace Gases

Text Books

1. **Anthes R.A., Panofsky, Cahir H.A., and Rango,** *Atmosphere* ,Columbus,Ohio, 1981, (Unit I and II).
2. **Cole F.W.,** *Introduction to meteorology*, Wiley., New York, 1980, (Unit IV and V).
3. **Siddhartha K.,** *Atmosphere weather and climate*, Kisalaya Publications Pvt Ltd., New Delhi, 2005, (Unit I to V).

Reference Books

1. **Berry, Bollay F.A., and Beers,** *Hand book of Meteorology*, Tata Mc Graw Hill , 1985.
2. **Budyoko,** *TheEarths Climate Past & Future*, Academic Press, 1982.

B.Sc., Chemistry

SEMESTER - VI

GROUP – B

Elective Paper II

WATER – QUALITY ANALYSIS AND TREATMENT

Instructional Hrs : 60

Sub. Code : 17CHUE604

Max. Marks : CIA-25; ESE-75 Credits 5

Objective: To create an awareness on the quality of water which is used several hundred and thousand folds than any other chemical. To provide an opportunity to faculty and students to sensitize themselves with social problems and realities by exposure through field experience.

UNIT I

12 Hrs.

Water: Physical And Chemical Properties – Emphasis On Its Solvent Properties - Sources Of Water – Precipitation, Run Off (Surface) Waters - Ground Water - Characteristics Of Water - Colour – Odour – Turbidity – Taste – pH – Acidity - Alkalinity - TDS And Hardness - *Water In Human Body* – Potability Of Water - Quality Criteria For Drinking - Industrial And Agricultural Purposes - WHO Standards

UNIT II

12 Hrs.

Purification Of Water: Clarification Of Water – Coagulation Of Water - Sterilisation And Disinfection Of Water – Aeration – Ozonisation - *Chlorination –Boiling* - Exposure To Sunlight And Ultraviolet Light - Activated Carbon Treatment - **Water Borne Diseases:** Diseases Due To Bacteria And Viruses.

UNIT III

12 Hrs.

Hardness Of Water : Determination Of Hardness Of Water - *EDTA Method* - Softening Of Water –Zeolite Process And Ion Exchange Process - Sea Water As A Source Of Drinking Water - Desalting By Electro Dialysis Method -Reverse Osmosis Method.

UNIT IV

12 Hrs.

Waste Water Treatment: Sewage - Primary - Secondary And Tertiary Treatment – Treatment Of Sewage With Micro Organism – Sludge Disposal- Prevention Of Water Pollution – Control Of Water Pollution– *How To Make Best UseOf Water?*

UNIT V

12 Hrs.

Examination Of Water And Waste Water: Collection And Labelling Of Samples - Expression Of Results – Measurement Of pH - Electrical Conductivity - Total Dissolved Solids- Free Carbon Dioxide - Acidity –*Alkalinity* – *Calcium* – *Magnesium* - Chloride And Fluoride - Measurement Of Organic Purity- Dissolved Oxygen – BOD- COD.

Note :*Italics* denotes Topics for Self Study

TEXT BOOKS

1. **Kudesia V.P.**, *Environmental Chemistry*, PragatiPrakashan, Meerut, 4th Edition, 2000.
2. **Manivasakam N.**, *Physico Chemical Examination Of Water, Sewage And Industrial Effluents*, PragatiPrakashan Publication, Merrut, 5th Edition, 2005.
3. **Sharma B.K.**, *Industrial Chemistry*, Krishna's Educational Publishers, Delhi, 16th Edition, 2011.

REFERENCE BOOKS

1. **Kudesia V.P.**, *Water Pollution*, PragatiPrakashan, Meerut, 4th Edition, 2002.
2. **Sharma B.K.**, *Water Pollution*, Goel Publishing House, Meerut, 4th Edition, 2005

SEMESTER - III

Non Major Elective - I

WATER MANAGEMENT-AN ENVIRONMENTAL PERSPECTIVE

Instructional Hrs : 30

Sub. Code : 17CHUN301

Max. Marks : ESE-100

Credits 2

Objectives: To facilitate the students to have basic knowledge about the need to protect and nurture the precious bounty of freshwater, its socio-economic importance and conservation of water resources.

UNIT I

6 Hrs.

Water: Sources Of Water - Chemistry Of Water - Hardness Of Water - Water In Human Body - Quality Of Natural Water - Potability Of Water - *Water Cycle* - National Water Policy.

UNIT II

6 Hrs.

Socio- Economical Importance of Water: Demand And Consumption Of Water – Agriculture – Industry – Household – Recreation - Water Scarcity - Major Causes Of Water Quality Degradation - *Water Borne Diseases*.

UNIT III

6 Hrs.

Purification of Water: Clarification – Coagulation – Sterilization- Physical Methods - *Boiling- Exposure To Sunlight & UV Light- Irradiation With Ultrasound*-Chemical Methods -Aeration- Ozonisation – Chlorination-Softening By Zeolite Process-Sea Water As A Source Of Water.

UNIT IV

6 Hrs.

Sewage Treatment:*Purpose Of Sewage Treatment*– Composition- Properties – 1^o Treatment- 2^o Treatment- 3^o Treatment- Sludge Disposal.

UNIT – V

6 Hrs.

Conservation of water Resources: Need Of Water Harvesting Technologies- Recharging Of Ground Water - Rain Water Harvesting- Recycling Of Water- Artificial Rain- *How To Make Best Use Of Water*.

Note :*Italics* denotes Topics for Self Study

TEXT BOOKS

1. **Jat B.C, Sujan Singh**, *Water Management Through Traditional Technologies*, Pointer Publishers, Jaipur, 1stEdition, 2010.
2. **Sharma B.K.**, *Industrial Chemistry*, Krishna's Educational Publishers, New Delhi, 16th Edition, 2011.
3. **Sharma B.K.**, *Water pollution*, Krishna PrakashanMedia (P) Ltd., Meerut, Vth Edition, 2012.

REFERENCE BOOKS

1. **Ahluwalia V.K.**, *Environmental Chemistry*, Ane Books Pvt. Ltd., New Delhi, 2nd Edition, 2013.
2. **Chandark K. Sharma**, *Introduction To Environmental Studies*, Vrinda Publications (P) Ltd., New Delhi, 1stEdition, 2010.
3. **De A.K.**, *Environmental Chemistry*, New Age International (P) Ltd Publishers, Delhi, 6thEdition, 2006.
4. **Dr. Punnia B.C, Arun Kumar Jain, Ashok Kumar Jain**, *Environmental Engineering-2 Waste Water Engineering (Including Air Pollution)*, Laxmi Publications (P) Ltd., New Delhi, 2nd Edition, 1988.
5. **Raghunath H.M.**, *Ground Water*, New Age International Publishers, New Delhi, 3rd Edition, 2007.
6. **Santhosh Kumar Garg**, *Water Supply Engineering*, Khanna Publishers, New Delhi, 21st Edition, 2012.
7. **Santra S.C.**, *Environmental Science*, New Central Book Agency (P) Ltd., Kolkata, 2nd Edition, 2013.
8. **Stanley E. Manahan**, *Water Chemistry Green Science & Technology Of Nature's Most Renewable Resource*, CRC Press, New York, 1st Indian Reprint, 2015.

B.Sc., Botany

SEMESTER - I

Foundation Course - ENVIRONMENTAL STUDIES

Instructional Hrs. : 30

Sub. Code : 09FOCU1ES

Max. Marks : ESE - 100

Credits : 2

Objectives : To study the science of environment. It is the prime duty of the human to provide a better and clean environment for the generation to come.

UNIT - I

6 Hrs.

The multidisciplinary nature of environmental studies - Definition - Scope and importance - Need for public awareness - Natural resources and associated problems – Forest resources - Water resources - Mineral resources - Food resources - Energy resources - Land resources - Role of an individual in conservation of natural resources - Equitable use of resources for sustainable life styles.

UNIT – II

6 Hrs.

Concept of Ecosystem - Structure and function of an ecosystem – Producers - Consumers and Decomposers. Energy flow in the ecosystem – Food chain - Food webs and Ecological pyramids - Ecological succession.

UNIT - III

6 Hrs.

Biodiversity and its Conservation - Introduction – definition- genetic species and ecosystem diversity. Conservation of biodiversity – In –situ and Ex-situ conservation of biodiversity.

UNIT - IV

6 Hrs.

Environmental Pollution - Definition – causes - effects and control measures of air pollution- water pollution- soil pollution- noise pollution and thermal pollution. Disaster management – floods- earthquake- cyclone and landslides.

UNIT – V

6 Hrs.

Social Issues and the Environment - Global warming - Ozone layer depletion- Acid rain- Nuclear accidents and Social issues - Holocaust (case studies). Consumerism and waste products- Environmental protection Act - air- water- wildlife- forest- Issues involved in enforcement of environmental legislation and Public awareness.

FIELD WORK

Visit to a local area to document environmental assets – river/ forest/ grass land/ hill/ mountain.

Visit to a local polluted site – urban/ rural/ industrial/ agricultural.

Study of common plants, insects, birds.

Study of simple ecosystems – pond, river, hill slope, etc.

REFERENCE BOOK :

1. **Professor Ranganathan, S.**, et al., “*Environmental studies*”, Publication Division, Bharathiar University, Coimbatore, First Edition, 2004.

SEMESTER I

CODE	COURSE TITLE
18FOCU1ES	ENVIRONMENTAL STUDIES

Category	CIA	ESE	L	T	P	Credit
Foundation Course	-	100	27	3	-	2

UNIT I

(6 hrs.)

The multidisciplinary nature of environmental studies -Definition - Scope and importance - Need for public awareness - Natural resources and associated problems – Forest resources - Water resources - Mineral resources - Food resources - Energy resources - Land resources - Role of an individual in conservation of natural resources - Equitable use of resources for sustainable life styles

UNIT II

(6 hrs.)

Concept of Ecosystem - Structure and function of an ecosystem – Producers - Consumers and Decomposers. Energy flow in the ecosystem –Food chain - Food webs and Ecological pyramids - Ecological succession

UNIT III

(6 hrs.)

Biodiversity and its Conservation - Introduction – definition- genetic species and ecosystem diversity- Conservation of biodiversity – *In-situ* and *Ex-situ* conservation of biodiversity

UNIT IV

(6 hrs.)

Environmental Pollution - Definition – causes - effects and control measures of air pollution- water pollution- soil pollution- noise pollution and thermal pollution- Disaster management – floods- earthquake- cyclone and landslides

UNIT V

(6 hrs.)

Social Issues and the Environment - Global warming - Ozone layer depletion - Acid rain - Nuclear accidents and Social issues - Holocaust (case studies). Consumerism and waste products - Environmental awareness - protection Act - air - water - wildlife – forest - Issues involved in enforcement of environmental legislation and Public

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Shukla, R.S, Chandel,P.S	A text book of plant Ecology Including Ethnobotany and soil science	S.Chand& company Ltd. New Delhi	2003,1 st Edition
2.	Ranganathan, S.	Environmental studies	Publication Division, Bharathiar University, Coimbatore	2004,1 st Edition

3.	Verma, P.S. and Agarwal, V.K.	Environmental Biology	S. Chand & Company Ltd, New Delhi	1993, 4 th Edition
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Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma, P.D.	Ecology & Environment	Rastogi Publications, Meerut	2005, 11 th Edition
2.	Eugene, P. Odum	Fundamentals of Ecology	W.B.Saunders company, Philadelphia and London	2005, 3 rd Edition

B.Sc., Zoology

SEMESTER - III

Non Major Elective I: WILDLIFE DIVERSITY AND CONSERVATION

Instructional Hrs: 30

Sub. Code: 18ZOUN301

Max. Marks: ESE-100

Credits : 2

Objective: To acquire knowledge on the values, diversity, conservation and management of
Wildlife

UNIT I **6 Hrs.**

Wildlife – Definition - Bio geographic classification of India - Indigenous plants and animals in India - Wildlife and Human Welfare.

UNIT II **6 Hrs.**

State Animals, Birds, Trees and Flowers of India. Degeneration of Biological diversity - Man - Animal Conflicts - Causes and Concern.

UNIT III **6 Hrs.**

Methods of Conservation - *In situ* Conservation- Sanctuaries and National parks in India - Biosphere reserves in India - Project Elephant - Project Tiger. *Ex situ* Conservation - Germplasm banks.

UNIT IV **6 Hrs.**

Wildlife Management techniques - Wildlife Census techniques - GIS and Remote Sensing. IUCN and Red data books. Wildlife management in India (Government and Non Governmental Organizations).

UNIT V **6 Hrs.**

Wildlife Protection Act 1972. Wildlife trade and regulations - Anti poaching operations - Village Forest Council (VFC). Eco restoration and Eco tourism.

REFERENCE BOOKS

S. No	Authors	Title of the Book	Publishers	Year of Publication
1	Erach Bharucha	Text book of Environmental Studies	Universities Press (India) Private Ltd	2005
2	P.D.Sharma	Ecology and Environment	Rastogi Publications, Meerut	2011
3	Saharia V.B.	Wildlife in India	Nataraj Publications, Dehradun.	2009
4	Veer Bala Rastogi & Jayaraj	Animal Ecology & distribution of animals	Kedarnath Ramnath Publications.	2007
5	Verma P.S. & Agarwal V.K.	Environmental Biology	Universities Press Rastogi Publication, Meerut	2011
6	Rodgers, W.A.	Techniques for Wildlife census in India	Afield manual- Wildlife Institute of India, Dehradun.	1991
7	Robinson, WI and Eric, G. Bolen	Wildlife Ecology and Management	Mac Millan Publishing Co	1984

Department of Nutrition & Dietetics

SEMESTER - III

CODE	COURSE TITLE
18NDUN301	NON MAJOR ELECTIVE I – BASIC COOKERY

Category	CIA	ESE	L	T	P	Credit
Non Major Elective	--	100	28	2		2

Objectives

To learn the basic principles behind the science of foods.

To make the students understand the concept of utilizing the basic food groups in formulating recipes.

Syllabus

UNIT – I

5 Hrs

Food & Food Science : Definitions, classification of foods – based on functions (energy yielding, body building, protection and regulation and maintenance of health), based on nutritive value (ICMR) – Four food groups. Food pyramid, My Pyramid and My Plate. Food in relation to health.

UNIT – II

5 Hrs

Cooking : Objectives of cooking, preliminary preparations – advantages and disadvantages. Cooking methods – Classification (Moist heat, Dry heat and Combination methods), advantages and disadvantages. Microwave cooking.

UNIT – III

7 Hrs

Cereals : Rice, wheat and oats – Nutritive value. Products of rice, wheat and oats. **Millets** – Nutritive value, commonly used millets in cookery. Cooking of cereals and changes occur during cooking. Best method of cooking coarse and fine cereals.

Pulses & legumes : Nutritive value. Germination and its advantages. Forms of pulses, Role of pulses in cookery. Examples of recipes using cereals and pulses.

UNIT – IV

7 Hrs

Vegetables : Classification and nutritive value. Selection of vegetables. Vegetable

Cookery – Preliminary preparation and changes during cooking. Fungi as food - Mushroom and algae as food – Spirulina. Role of vegetables in cookery.

Fruits : Classification and nutritive value. Ripening of fruits, enzymatic browning and its prevention. Serving of fruits – Points to be considered, salads.

Sugar, fats & oils : Nutritive value and role in cookery.

Examples of recipes using vegetables, fruits, sugar, fats and oils.

UNIT – V

6 Hrs

Milk : Nutritive value and role in cookery.

Flesh foods : Meat, poultry and fish - Nutritive value and selection.

Spices : General functions and commonly used spices. Role of spices in cookery.

Beverages : Classification based on functions.

Examples of recipes using milk, flesh foods, spices and beverages.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sri Lakshmi.B	Food Science	New age International publishers	2018, 7 th Edition
2.	Krishna Arora	Theory of Cookery	Frank Bros & Co.	2006, 5 th Edition
3.	Chinta Palli Vidya, D Bhaskara Rao	Text book of nutrition	Discovery publishing House	2010
4.	Swaminathan M	Hand Book of Food Science and Experimental Foods	BAPPCO	2011, 3 rd Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kumud Khanna, Sharda Gupta, Rama Seth , Ranjana Mahna , Tejmeet Rekhi	The Art and Science of Cooking	Elite Publishing House	2013, 5 th Edition
2.	Nirdosh KumarJain	A Complete Book on Food and Nutrition	Cyber tech publications	2008
3.	Seema Yadav	Text book of Nutrition and Health	Anmol Publications Pvt. Ltd	2002
4.	Thangam E.Philip	Modern Cookery for Teaching and the Trade vol I	Orient Blackswan	2010, 6 th Revised Edition
5.	Ronald Kinton , Victor Ceserani , David Foskett	Practical Cookery	Hodder Education	2004, 10 th Edition

SEMESTER - IV

CODE	COURSE TITLE
18NDUN402	NON MAJOR ELECTIVE – II - DIET IN DISEASES

Category	CIA	ESE	L	T	P	Credit
Non Major Elective	--	100	28	2	--	2

Objectives:

To study the aetiology and dietary management for various disease condition.

To enable the students to understand the process of planning and scheduling the intake of foods for normal and therapeutic diet.

Syllabus

UNIT – I

6 Hrs

Menu Planning : Definitions of Health, Nutrients and Balanced diet. Principles of menu Planning and Recommended Dietary Allowances (ICMR). Reference man and reference women- Definition.

Therapeutic diets : Principles, Routine Hospital Diets – clear-fluid diet, full-fluid, soft diet and regular normal diet.

UNIT – II

6 Hrs

Diet in Infections & Fevers : Aetiology, types and dietary management.

Diet in Obesity & Underweight : Aetiology and dietary management.

UNIT – III

6 Hrs

Diet in Cardiovascular diseases : Atherosclerosis, Hypertension and Hypercholesterolemia – Aetiology and dietary management.

Diet in Gastrointestinal diseases : Peptic ulcer, Constipation, Diarrhoea and Irritable bowel syndrome –Types, aetiology and dietary management.

UNIT – IV**6 Hrs**

Diet in Diseases of Liver and Pancreas : Jaundice, Cirrhosis of liver and Cholelithiasis – Aetiology and dietary management.

Diet in Diabetes Mellitus : Types, aetiology and dietary management.

UNIT – V**6 Hrs**

Diet in Diseases of Kidneys : Acute renal failure, chronic renal failure and urolithiasis - Aetiology and dietary management.

Food Sensitivity : Types, foods involved in sensitivity, symptoms and dietary treatment.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sri Lakshmi.B	Dietetics	New Age International Publishers (p) Ltd	2019, Eighth Edition
2.	Ashok Pande	Text Book of Food and Nutrition	Akansha Publishing House	2004
3.	Swaminathan. M	Advanced Text book on Food and Nutrition, Volume I	The Bangalore Printing and Publishing Co. Ltd	2015

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Shubhangini. A. Joshi	Nutrition and Dietetics	Tata Mc Graw – Hill Publishing Company Ltd	2016, 4 th Edition
2.	Brian A. Fox Allan G. Cameron and Michael EJ Lean	Food Science, Nutrition and Health	British Library Cataloguing in Publication Data	2006, 7 th Edition
3.	Peggy S.Stanfield and Hui. Y.H	Nutrition and Diet Therapy	Jones and Bart left Publishers, Boston-London	2009, 5 th Edition
4.	Garrow J.S and James W.P.T.,	Human Nutrition and Dietetics	Churchill Livingstone	2000, 9 th Edition
5.	Jim Mann and Stewart Truswell. A	Essentials of Human Nutrition	Oxford University Press	2012, 4 th Edition

SEMESTER V

Elective Paper I

BAKERY

Instructional Hours: 60

Sub. Code: 13NDUE501

Max Marks: CIA-25; ESE-75

Credits : 5

Objectives:

Enable the students to understand the science and technology of baking, understand the role of different ingredients in baking and develop skills in planning and maintenance of a bakery institution. To train the students to become an entrepreneur in bakery.

UNIT – I

10 Hrs

Baking: Definition, Advantages and disadvantages, Principles of baking, *classification of baked foods*. Ingredients and their role in Baking – Flour, Yeast, Sugar, Egg, Butter, Salt, Chemical leavening agents – baking powder, baking soda and other ingredients.

UNIT – II

15 Hrs

Yeast raised dough products: Bread – Ingredients used, Preparation. Bread Making Methods – Straight Dough method and Sponge and Dough Method; Assessment of the quality of Bread – External and Internal Characteristics; Bread Faults Factors responsible for creating faults in bread; Staleness in Bread – Crust staling and crumb staling. *Measures to delay the process of staling*.

UNIT – III

10 Hrs

Preparation of Items: Buns, doughnuts, biscuits and *cookies – preparation; common problems*. Pastry – Definition, Classification – short crust, puff, Flaky and Choux pastry.

UNIT – IV

15 Hrs

Cakes: Cake-making ingredients; Cake making methods: Sugar – batter method, flour-batter method, Blending method, Boiled method, sugar – Water method, All – in process; Two classes – Shortened and Un-shortened cakes.

Characteristics of cakes – External and Internal characteristics. Cake faults and Remedies. Decoration of Baked Foods – *Icing – Types of icing, Role of Icings*.

UNIT –V

10 Hrs

Baking Unit: Points to be considered while planning a bakery; plan layout and design of a baking unit; Major and Minor Equipments used in bakery. *Sanitation and hygiene*.

Field Visit: Visit to a Bakery Unit.

Bakery Practicals:

1. Ingredients used in Bakery : Role of flour, sugar, salt, egg, milk, leavening agents – yeast, baking powder, other ingredients – water, flavouring and colouring agents.
2. Experimental cookery on dough development.
3. Preparation of bakery products : Types of :
 - a) Cakes
 - b) biscuits
 - c) cookies
 - d) pastries
 - e) doughnuts

TEXT BOOK:

1. Dubey S.C, *Basic Science and Craft*, G.D. Enterprises-Bombay (3rd edition) 1996.
2. Shakuntala Manay N, M.Shadaksharaswamy *Food Facts and Principles*, New Age International (P) Ltd, Publishers, (third edition) 2008.
3. Sri Lakshmi B, *Food Science*, New Age International Publishers, (fourth edition) 2008.

REFERENCE BOOK:

1. Thangam E. Philip, *Modern Cookery*, Vol II, Orient Longman, (fourth edition) 2008.
2. Vijaya Khader, *Text book of Food Science and Technology*, Indian Council of Agricultural Research Research, New Delhi, 2001.
3. William. J.Sultan, *Practical Baking*, Van Nostrand Reinhold, New York, (5th edition) 2001.

SEMESTER VI
Elective Paper II
FOOD QUALITY CONTROL

Instructional Hours: 75

Sub. Code: 13NDUE602

Max Marks: CIA-25; ESE-75

Credits : 5

Objectives:

Enable the students to study about the food quality control and gain knowledge on food standards and food laws. To make the students to develop skills in identifying the food standards and make use it in future research.

UNIT – I

20 Hrs

Principles of quality control of Food: Raw material control, processed control and finished product inspection, Food additives – Their Uses. Coloring Agents – Natural colors, accepted artificial colors, other non – certified colors. Leavening Agents – Classification and uses, optimum levels. *Flavoring Agents, Flavour enhancers – their Uses.*

UNIT – II

20 Hrs

Food Laws: PFA, FPO, BIS, AGMARK, ISI, Codex Alimentarius, HACCP.

Food adulteration – Definition, Common adulterants in foods and *tests to detect common adulterants.*
FSSAI – meaning and significance.

UNIT – III

10 Hrs

Standard for Foods: Cereals and pulses, sago and starch, fruits and fruit products, *Vegetables and Vegetable products.*

UNIT – IV

20 Hrs

Standards for foods: Coffee, Tea, Sugar and Sugar Products. Home scale methods to detect the quality of testing of Egg. Standards for selection of fleshy foods.

UNIT – V

20 Hrs

Sensory Assessment of Food Quality: Appearance, Color, flavour, texture and taste, different methods of sensory analysis, *preparation of score card.*

Field Visit: Visit to Agmark – Laboratories in local area.

TEXT BOOK:

1. Sri Lakshmi B, *Food Science*, New Age International (P) Ltd Publishers Chennai, Hyderabad, Luck now, (third edition), 2008.
2. Swaminathan M, *Food Science and Experimental Cookery*, BAPPO publishers- Bangalore, 2002.
3. William C. Frazier, Dennis C. Westhoff, *Food Microbiology*, The Mc Graw Hill Companies. (Fourth edition) 2006.

REFERENCE BOOK:

1. Bhatia S.C, *Hand book of food processing Technology*. vol II, *Biochemical & Microbiological aspects*. Atlantic Publishers & Distributors (P) Ltd, 2008.
2. Mahindra S.N, *Food Additives*, Tata Mc Graw – Hill Publishing Company Ltd – New Delhi, 2000.

SEMESTER IV
Skill Based Subject II
MULTI SKILL DEVELOPMENT PAPER

Instructional Hours:45

Sub. Code: 13NDUS402

Max Marks: 100 (ESE – 60 CIA – 40)

(Online)

Credits : 3

Aim: To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.

Objectives: To familiarize the students with various types of tests that are employed by the diverse examining bodies.

UNIT – I: **9 Hrs.**

Communication : Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary – Synonyms – Antonyms – Prepositions – Articles – One word substitution – Sentence completion.

UNIT – II: **9 Hrs.**

Numerical aptitude: Problems on numbers – Problems on Ages – Percentage – Profit and loss – Ratio & Proportion – Time & Work – Time & Distance – Simple Interest – Compound Interest.

UNIT – III: **9 Hrs.**

Critical Reasoning: Logical Inference Questions and Syllogism.

Analytical Reasoning: Arrangement problems – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.

Verbal Reasoning: Verbal Analogy (Letter series and number series only)- Coding and Decoding.

UNIT – IV: **9 Hrs.**

Self Introduction and group Discussion: Soft skills – Interpersonal Skills – Employability Skills – Soft Skills Training – Resume Preparation – Interview Tips and Questions. Importance of group discussion – Types of GD - GD Skills, Essential elements of a GD.

UNIT – V: **9 Hrs.**

Basic Statistics and Research methodology: Mean, media, mode, testing of hypothesis, 't' test, standard deviation – Types of research, abstract and research article writing and presentation – project report preparation and viva-voce presentation.

REFERENCE BOOKS:

1. Hari Mohan Prasad & Uma Rani Sinha.2011. Objective English for Competitive Examinations. New Delhi: Tata Mc Graw Hill Education Private Ltd.(Unit-1)
2. Agarwal R.S, Quantitative Aptitude, S.Chand 2010.(Unit – II)
3. Edgar Thorpe, Test of Reasoning for Competitive Examinations – 4th edition, Tata Mc Graw – Hill Publishing Company Limited, New Delhi. (Unit-III)
4. Agarwal R.S., A Modern Approach to Verbal Reasoning (Fully Solved) – Revised Edition, S. Chand Company Limited, New Delhi, 2012.(Unit-III)
5. Rao M.S., Soft Skills Enhancing Employability – Connecting Campus with corporate, IK International Publishing House, New Delhi. 2010.(Unit-IV)
6. Alex. K, Soft Skills – Know Yourself and Know the World, S. Chand Company Ltd., 2011.(Unit-V)
7. Group Discussion – Pass with Flying Colours, G.K.Publications, Noida, 2012.
8. Kothari C.R, Research Methodology Wishwa Prakasam, New Age International (P) Ltd.- 2nd 2003.
9. Gupta S.P, Statistical methods, Sultanchand and sons Educational Publisher – 2007.
10. Elizabeth B.Hurlock 1976: Personality Development. The Mc.Graw Hill Education Private Limited, New Delhi.
11. Robert J. Georgy 2004: Psychological Testing, Fourth Edition, Person Education in South Asia, Noida.

SEMESTER - III

CODE	COURSE TITLE
18NDUS301	SKILL BASED SUBJECT I – FOOD CHEMISTRY

Category	CIA	ESE	L	T	P	Credit
Skill Based Subject	25	75	43	2	--	3

Objectives

Enable the students to

Gain knowledge on the basic principles in foods chemistry and make the students to utilize the principles in future research work.

Syllabus

UNIT – I

9 Hrs

Role of water in foods and cookery: Structure and properties of water molecule, water activity and absorption phenomena, Types of water in plant and animal tissues, bound water, capillary water and loosely bound water, role of water in food spoilage, moisture content of dehydrated foods and shelf life, role of water in cookery.

UNIT – II

9 Hrs

Carbohydrates: Chemical structures of Glucose, Fructose, Lactose, Sucrose, starch, Cellulose and Glycogen. Effect of dry heat – dextrinisation, Effect of moist heat – gelatinisation, Gel formation, syneresis, retrogradation of starch – Non – enzymatic browning reactions (Maillard reaction) - types and explanation (Chemical reactions not required), Prevention and impairment of nutritional quality.

UNIT – III

9 Hrs

Proteins: Food proteins – Functional properties, animal and plant proteins. Changes in protein properties - Denaturation and renaturation, native and denatured proteins, Colloids – sols, emulsion, gel formation – theories of gel formation, gelatin –properties and preparation, Texturised Vegetable Proteins (soya).

UNIT – IV**9 Hrs**

Fats & Oils: Classification and chemical properties of fatty acids. Hydrogenation – mechanism & factors affecting. Hydrolysis – enzymatic and alkali. Oil – slipping point, smoke, flash and fire points, Rancidity – types and factors affecting rancidity, changes in fats due to heat during cooking. Emulsions and emulsifiers – Definition, types and examples.

UNIT – V**9 Hrs**

Fruits & Vegetables: Antioxidants – Natural and synthetic, role as free radical scavengers, Pigments and polyphenols, flavour compounds in fruits and vegetables. Effect of heat on colour and flavour, enzymatic browning, Ripening of fruits – chemical changes.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Parveen garg	Carbohydrates & Energy	Neeraj Publishing House	2018, 1 st Edition
2.	Swaminathan M	Hand Book of Food Science and Experimental Foods	BAPPCO	2011, 3 rd Edition
3.	Chopra H.K. Panesar P.S	Food Chemistry	Narosa Publishing House	2015, 5 th Edition
4.	Lillian Hoagland Meyer	Food Chemistry	CBS Publications	2004, 1 st Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Meenakshi Paul E.D	Experimental Food Chemistry	Gene – Tech Books	2007, 1 st Edition
2.	Gaman P.M. Sherrington K.B	The science of Food, An Introduction to Food Science	Max Well Macmillan Publishers	2013, 2 nd Edition
3.	Iqbal S.A., Mido Y	Food Chemistry	Discovery Publishing House	2008
4.	H.-D. Belitz , Grosch , Burghagen	W. P.Schieberle , M.M.	Food Chemistry Springer	2004, 3 rd Revised Edition
5.	Seema Yadav	Food Chemistry	Cyber Tech Publications	2008, 1 st Edition

SEMESTER- V
Skill Based Subject III
FOOD PROCESSING –I

Instructional Hours : 4

Sub. Code:13NDUS503

Max Marks :CIA-25; ESE-75

Credits : 3

Objectives

- ✓ Enable the students to understand the control measures in handling the food commodities from harvest to consumption stage and gain knowledge about food processing methods.
- ✓ To make the students to get employment opportunities in Grains Processing Centres.

UNIT –I

9 Hrs

Cereal technology –Post harvest losses of cereal grains – Agents causing food losses – Prevention of losses - Agencies concerned with grain storage - Save Grain Campaign, Food Corporation of India, Warehouses.

UNIT-II

9 Hrs

Processing of cereals –Rice processing- By products of rice milling, Wheat processing, New wheat products, Processing of maize , Breakfast cereals - ready to eat cereals and ready to cook cereals.

UNIT-III

9 Hrs

Legume Technology –Processing- decortication, germination and fermentation. New improved technologies of legume processing- Pulse milling-canning –quick cooking legumes-Instant Legume powders-Legume protein concentrates-By product-Utilization of legume processing.

UNIT-IV

9 Hrs

Processing of oil seeds-Methods of oil extraction-Solvent extraction –Rendering-Pressing with mechanical presses-Hydrogenation-Deodorization –Winterisation –Peanut butter preparation; Commercial Fat Products- Margarine, Mayonnaise.

UNIT-V

9 Hrs

Extruded Foods – Principles of Extruders-Classification of extruders-Production of pasta-Merits and Demerits of Extruder technology-Uses of extruded foods-Packaging of extruded foods.

TEXT BOOK

1. Devendra Kumar Bhatt and priyanka Tomar, *An Introduction to Food Science, Technology and Quality Management*, Kalyani Publishers – New Delhi (India) 2006.
2. Joneja G.C.L, *A practical guide to save grain campaign*, Dept. of food, Ministry of Agriculture and irrigation, New Delhi – 1998.
3. Norman N. Potter and Joseph. H. Hotchkiss, *Food Science*, CBS publishers and Distributors – New Delhi – 2005
4. Samuel A. Matz, *The Chemistry and Technology of cereals as Food and Feed* – CBS publishers and Distributors - New Delhi – 1996.
5. Srilakshmi.B, *Food Science*, New Age International Publishers, New Delhi- 2013
6. Subbulakshmi G, *Food Processing and Preservation*, New Age International Publishers, New Delhi-2013
7. Sivasankar.B, *Food Processing and Preservation*, Prentice- Hall of India Private Limited, New Delhi- 2007.

REFERENCE BOOK

1. Akhtar Rseyaz, *Problem of food storage and losses in India*, Moshit publication, New Delhi – 2002
2. Donald.B. Brooker, Fred W.Bakker and carl W. Hall, *Drying and storage of grains and oil seeds* – CBS publishers and Distributors – New Delhi.
3. Harry W. Von Loesecke, *Outlines of Food Technology*, Agrobios publication, and Jodhpur. 2001.
4. Kent, N.L and Evers A.D, *Technology of cereals*, British library cataloguing in publication data – Great Britain – 1994.
5. Manay Shakuntala.M, Shadakshara Swamy, *Foods Facts and Principles*, New Age International Publishers, New Delhi- 2013 – 2001.

SEMESTER- VI

Skill Based Subject IV

FOOD PROCESSING –II

Instructional Hours : 4

Sub. Code: 13NDUS604

Max Marks :CIA-25; ESE-75

Credits : 3

Objectives

- ✓ Enable the students to understand the processing of food commodities from harvest to consumption stage and gain knowledge about food processing methods.
- ✓ To make the students to get employment opportunities in Food Processing Centres.

UNIT-I

9 Hrs

Vegetable Processing –Storage of vegetables-vegetables salads –Dehydrated vegetables – Canned vegetables-Pickled vegetables-Vegetable pastes-Juices-vegetable powders.

UNIT-II

9 Hrs

Fruit Processing-Ripening of fruits- Blanching-storage of fruits; Fruit products - Dried fruits-Canned fruits-Fruits syrup, Jams, Jellies, Marmalades-Fruit beverages –Fruit juices-Squashes (Pineapple & Grapes only) - Fruit powders; Fruit nectar , Fruit drinks , Cordial ,Punch.

UNIT-III

9 Hrs

Dairy Technology-Processing of milk-Cooling-Boiling-Pasteurization, Advantages and Types of pasteurization –Concentrating of milk- Homogenization – Cream separation-Manufacture of Butter, Ghee and Cheese; Preparation of Ice Cream, Srikhand, Condensed milk, Toned milk and Milk powders.

Cultured fluid dairy products – Buttermilk , Source cream , Yoghurt.

UNIT-IV

9 Hrs

Meat – Preservation and Storage of Meat – Cured Meat, Sausages, Casings , Smoked meats, Poultry –Processing ; Poultry Meat Products; Egg Products – Refrigerated liquid products, Frozen egg products, Dried egg products, Speciality products. Fish processing & storage of fish , Fish meal & Fish oils.

UNIT-V

9 Hrs

Food Irradiation and Food Packaging-Ionizing Radiation –Kinds of Ionizing Radiation and their applicability on Food Processing-Mode of action –Effects of Food Irradiation –Basic packaging materials-Types of packaging –Effects of packaging on nutritive value of foods.

TEXT BOOK:

1. Devendra Kumar Bhatt and priyanka Tomar, *An Introduction to Food Science, Technology and Quality Management*, Kalyani Publishers – New Delhi (India) 2006.
2. Morris T.N, *Principles of fruit preservation*, Biotech Books, (third edition) 2004.
3. Norman N. Potter and Joseph. H. Hotchkiss, *Food Science*, CBS publishers and Distributors – New Delhi – 2005
4. Sivasankar.B, *Food Processing and Preservation*, Prentice- Hall of India Private Limited, New Delhi- 2007.
5. Srilakshmi.B, *Food Science*, New Age International Publishers, New Delhi- 2013

REFERENCE BOOK:

1. Bhatia S.C, *Handbook of Food processing Technology*, vol I. Basic concepts and processing Aspects –Atlantic publishers & Distributors (p) Ltd – 2008.
2. Bhutani R.C, *Fruit and vegetable preservation* – Biotech Books, Delhi – 2003.s
3. Manay Shakuntala.M, Shadakshara Swamy, *Foods Facts and Principles*, New Age International Publishers, New Delhi- 2013 – 2001.
4. Subbulakshmi G, *Food Processing and Preservation*, New Age International Publishers, New Delhi-2013

B.Sc., Computer Science
SELF LEARNING PAPER

1. Computer Ethics

Instructional Hrs.: 100

Sub. Code: 13CSUSL01

Max. Marks: 100

Credits: 5

Objective: To learn about the moral and legal issues of using computers in social context.

UNIT I

Computer Ethics: Introduction – New possibilities and Vacuum of Politics – Filling the Vacuum, Clarifying conceptual muddles – Computers and used in a Social Context, Moral and Legal Issues - Are Computer Ethical issues Unique? The role of Analogy in Computer Ethics.

UNIT II

Professional Ethics: Characteristics of professions – The system of profession – Is Computing a Profession? – Are Computer Professionals “Professionals?” – Software Engineering – Professional Relationships – Conflicting Responsibilities – Code of Ethics and professional conflicting Responsibilities – Code of Ethics of Professional conduct – Collective Responsibility.

UNIT III

Ethics and the Internet: Ethics online – Three morally significant Characteristics – Hacking Ethics – New Species of old Crime – Netiquette – Policy Approaches.

UNIT IV

Privacy: Understanding the “Computers and Privacy Issue” – Reframing the Computers and Privacy as a social Good – Legislative Background – Global perspective – proposals for Better privacy protection.

UNIT V

Property Rights in Computer Software: Definitions – The problem current legal protection – The philosophical Basis of property - Consequentiality Arguments – Conclusions from the philosophical analysis of property – software copying is immoral of illegal.

TEXT BOOK

Deborah G.Johnson, *Computer Ethics*, Pearson Education, 3rd Edition, 2001.

SELF LEARNING PAPER

4. Security in Computing

Instructional Hrs.: 100

Sub. Code: 13CSUSL04

Max. Marks: 100

Credits: 5

Objective: To learn about nature of system vulnerability and measures to control it.

UNIT I

What does “Secure” Mean? – Attacks – The meaning of computer security – computer criminals – methods of defense. **Elementary cryptography:** Terminology and Background – substitution ciphers.

UNIT II

Transpositions – Making good Encryption Algorithms – The data encryption standard (DES) – The AES Encryption Algorithm – Public key encryption – The uses of Encryption.

UNIT III

Program Security: Secure programs – non malicious program errors – virus and other malicious code – controls against program threats.

UNIT IV

Security in networks: Network concept - Threats in networks – network security controls secure E-Mail.

UNIT V

Protection in General purpose operating systems: protected objects and methods of protection – control of access of general objects – File protection mechanisms – user authentication.

Database Security: Introduction to databases – security requirements. **Administering security:** security planning.

TEXT BOOK

Charles P.Pfleeger & Shari Lawrence Pfleeger, *Security in Computing*, Pearson Education, Third Edition 2004.

SEMESTER V

Core Paper XI : Software Engineering

Instructional Hrs. : 75

Sub. Code : 11CSUC511 /

08CAUC511 / 08CTUC511/ 15ITUC511

Max.Marks : CIA-25;ESE-75

Credits : 4

Objective: To learn engineering practices in Software development methodologies and evaluation methods

UNIT I

15 Hrs.

Introduction – The Evolving Role of Software - Software Crisis – Software Myths – Software Engineering Layered Technology- Software Process- Software Process Models – *Prototyping model*- Evolutionary Software Process models.

UNIT II

15 Hrs.

Analysis concepts & Principles: Requirements analysis and elicitation for Software – Analysis principles - Software prototyping – Specification. Analysis Modeling: *data modeling* – functional modeling and information flow – behavioral modeling.

UNIT III

15 Hrs.

Design Concepts & Principles: The design process – design principles – design concepts – effective modular design. User Interface Design – The golden rules – UID – Task analyzing and modeling – Interface Design Activities – Implementation Tools – *Design Evaluation*.

UNIT IV

15 Hrs.

Component level design: Structured Programming – Comparison of Design notations Software Testing techniques – Software Testing fundamentals – Test case design - White Box testing – Basis path testing – *control structure testing* – Black Box testing.

UNIT V

15 Hrs.

Software testing strategies – A Strategic approach to Software testing - Unit Testing – Integration testing – Validation testing – *System testing* - Object oriented Design: Design for Object Oriented Systems – System Design process – The object Design Process.

Note: Self study topics are denoted in *Italics*

TEXT BOOK

Roger S. Pressman , *Software Engineering*, TMH Publishers, 5th Edition, 2005.

REFERENCE BOOKS

1. **Ian Somerville**, *Software Engineering*, Pearson Education Publishers, 6th Edition, 2001.
2. **Watts S. Humphery**, *A discipline for Software Engineering*, Pearson Education Publishers, 2001.

B.C.A
SEMESTER IV
Allied IV

ENTERPRISE RESOURCE PLANNING

Instructional Hrs: 75

Sub Code: 15CAUA404

Max.Marks: CIA-25; ESE-75

Credits: 5

Objective: To learn fundamental concepts, manufacturing perspective, modules and benefits of ERP.

UNIT I

15 Hrs.

Introduction to ERP: Introduction-Evolution of ERP-What is ERP?-Reasons for the growth of the ERP market-The advantages of ERP-why do many ERP implementations fails?-*Why are ERP packages being used now?*.

UNIT II

14 Hrs.

ERP-A manufacturing perspective : Introduction-ERP-CAD/CAM-Materials Requirement Planning(MRP)-*Bill Of Material*-Closed loop MRP-Manufacturing Resource Planning(MRP-II)-Distribution Requirements Planning(DRP)-JIT and Kanban-Computer Aided Design/ComputerAided Manufacturing(CAD/CAM)-ProductDataManagement(PDM)-Data Management-Benefits of PDM-Make-To-Order(MTO) and Make-To-Stock(MTS)-Assemble-To-Order(ATO)-Engineer-To-Order(ETO)-Configure-to-Order(CTO).

UNIT III

15 Hrs.

ERP Modules: Introduction–Finance-Plant Maintenance-Quality Management-Materials Management.

UNIT IV

15 Hrs.

Benefits of ERP: Introduction-Reduction of Lead-Time-On-Time Shipment-Reduction in cycle Time-Improved Resource Utilization-*Better Customer satisfaction-*

Improved Supplier Performance-Increased Flexibility-Reduced Quality costs-
Improved Information Accuracy and Decision Making Capability.

UNIT V

16 Hrs.

ERP implementation Lifecycle: Introduction-Pre-Evaluation Screening-
Package Evaluation-Project Planning Phase-Gap analysis-Reengineering-
Configuration-Implementation Team Training-Testing-Going Live-*End-User
Training*-Post Implementation(Maintenance mode).

Note: Self study topics are denoted in *Italics*.

TEXT BOOK

Alaxis leon, *Enterprise Resource Planning*, Tata Mcgraw Hill, New Delhi,
2006.

REFERENCE BOOKS

1. **Mary Summer**, *Enterprise Resource Planning*, Pearson Education, 2006.
2. **Ravi Shankar, S. Jaiswal**, *Enterprise Resource Planning*, Galgolia
Publication Pvt. Ltd., New Delhi, 1999.

B.Sc., Computer Technology and B.Sc., Information Technology

SELF LEARNING PAPER

1. Green Computing

Sub. Code: 16ITUSL03

Max. Marks: 100

Credits: 5

Objective: To learn the measures in protecting environment through proper usage of Computers and components.

UNIT I

What Is Green Computing?: Knowing What Green Computing Means - Getting Started with Green Computing - Speaking Green Jargon. **Checking Out Your Carbon Footprint:** Knowing Your Carbon Footprint ABCs - Facing the Facts - Reducing Your Footprint. **Assessing What You've Got:** Starting an Inventory of Your Computing Equipment - Understanding How You Use Devices - Working Better with What You Have- Developing computer habits that save energy - Making the Case for a New Purchase.

UNIT II

Giving Your Computer a Green Makeover:Weighing Your Makeover Possibilities - Shrinking the Elephant on Your Desktop - Gaming and More with a Greener Video Card -Adding Memory without Ginseng - What's a Terabyte among Friends? Improving Your Laptop Battery - Greening Your Power Supply. **Buying a Green Computer:** Understanding what makes a computer green- Matching a computer to your needs- Researching Your Options - Checking Out Small, Green, Niche Computers - Making Your Purchase.

UNIT III

Choosing Earth-Friendly Peripherals: Planning Your Purchases of Green Peripherals - Sharing Peripherals - Picking Printers - Seeing Some Specialty Drives - Selecting Keyboards and Mice - Calling Router Rooter - Making the Purchase — and What to Do Afterward.

UNIT IV

Recycling Your Computer: Facing the e-Waste Facts - Exporting the e-Waste Problem -Seeing Reasons to Recycle Computers - Planning Your Computer's Retirement - Wiping Your System Clean - Finding Great New Uses for an Old Computer - Going Back to the Source (Almost) - Recycling Computer Supplies, Too - Taking Local Action to Clean Up Global Computer Waste.

UNIT V

Print Less, Breathe More - Seamless Sharing across Systems: Sharing at Home - Benefits of networking - Types of networks - Setting Up a Home Network -Securing the wireless airwaves - Sharing the Easy Stuff - Sharing printers - Sharing media files - Figuring out what it is: hardware, software, or both? - Keeping Your Footprint Low at Home - Working with backups - Cleaning things up- Monitoring your resources **Ten Best Ways to Make Your Computer Greener**

TEXT BOOK

Woody Leonhard and Katherine Murray, *Green Home Computing for Dummies*, Wiley Publishing, Inc.

REFERENCE BOOKS

1. **John Lamb**, *The Greening of IT* , IBM Press, 2009.
2. **Jason Harris**, *Green computing and Green IT Best Practices*.

Elective – I: E1.2. Network Security and Administration

Instructional Hrs: 90

Sub. Code: 11ITUE521

Max. Marks: CIA -25; ESE -75

Credits: 5

Objective: To enable the students understand the concepts of Cryptography and algorithms.

UNIT I

18 Hrs.

Attacks on Computer and Computer Security: Introduction – The Need for Security – *Security Approaches* – Principles of Security – Types of attacks.

UNIT II

18 Hrs.

Cryptography Concepts and Techniques: Introduction – *Plain text and Cipher text* – Encryption and Decryption – Symmetric and Asymmetric key Cryptography. **Symmetric key Algorithms:** Introduction – Algorithm types and Modes.

UNIT III

18 Hrs.

Symmetric key Algorithm: An overview of Symmetric key Cryptography – Data Encryption Standard [DES] – *International Data Encryption Algorithm [IDEA]* – RC4 – Blowfish.

UNIT IV

18 Hrs.

Asymmetric key Algorithms: Introduction – Brief History of Asymmetric key Cryptography – An overview of Asymmetric key Cryptography – The RSA Algorithm - Symmetric Asymmetric key Cryptography together- *Digital Signatures*.

UNIT V

18 Hrs.

Digital Certificate and Public key Infrastructure (PKI): Introduction – *Digital Certificate* – Private key Management – The PKIX Model – Public key Cryptography Standards (PKCS) – XML, PKI and Security.

Note : Self study topics are denoted in *Italics*

TEXT BOOK

Atul Kahate, *Cryptograpy and Network Security*, Tata Mcgraw – Hill Publishing,
Second Edition, 2003.

REFERENCE BOOKS

1. **Behrouz A.Forouzan**, *Cryptograpy and Network Security*, Tata Mcgraw – Hill Publishing, 1st Edition, 2007.
2. **William Stallings**, *Cryptograpy and Network Security: Principles and Practice*, Pearson education, 3rd Edition, 2004.

B.Com.,
SEMESTER III

CODE	COURSE TITLE
18COUS301	WOMEN ENTREPRENEURSHIP DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Skill Based	25	75	45	-	-	3

Objectives

- To impart knowledge on the concept of entrepreneurship and women entrepreneurship development.
- To instill ideas on identification, selection and preparation of projects and to have awareness on the institutions promoting entrepreneurship.

Syllabus

Unit I

10 Hrs.

Definition of Entrepreneur – Entrepreneurial Characteristics – Functions of Entrepreneurs – Types – Concept of Entrepreneurship - Intra-preneurship – Economic and Social benefits – Barriers to Entrepreneurship – Eco-preneurship – Edupreneurship.

Unit II

10 Hrs.

Women Entrepreneurship – Concept of Women Entrepreneurs – Features of Women Entrepreneurs – Women Entrepreneurship in India – Growth and Problems of Women Entrepreneurs – Suggestions to Promote Women Entrepreneurship.

Unit III

8 Hrs.

Rural Entrepreneurship – Meaning, Need and Problems - Small Scale Sector in India – Rationale and Objectives of SSI – Problems of SSI.

Concept of Self-help Group – Role of Government and NGO's in promoting Self – Help Groups – Micro Enterprises.

Unit IV

8 Hrs.

Meaning of Project – Project Identification and Selection. Guidelines for preparing Project Reports – Meaning and Contents – Feasibility Analysis.

Unit V

9 Hrs.

Institutional Support and Incentives : Need for Incentives , DIC – SIPCOT – TIIC – IFCI – Commercial Banks – Subsidies and Incentives in Tamilnadu.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Shukla M.B	Entrepreneurship and Small Business Management	Kitab Mahal Agencies, Allahabad	2009 and 3 rd Edition
2	Gupta C.B. and Srinivasan N.P	Entrepreneurial Development	Sultan Chand and Company, New Delhi,	2009 and 6 th Edition
3.	Khanka S.S	Entrepreneurial Development	Sultan Chand and Company Ltd., New Delhi	2010 and 5 th Edition

SEMESTER III

CODE	COURSE TITLE
18COUN301	FUNDAMENTALS OF ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Non Major	-	100	30	-	-	2

Objectives

- To help the students acquire conceptual knowledge about the fundamentals of accounting procedures
- To enable the students to gain knowledge about the financial position of a concern.

Syllabus

Unit I

3 Hrs.

Accounting – Definition – Meaning – Systems of Accounting – Single Entry System – Double Entry System.

Unit II

8 Hrs.

Types of Account – Rules of Debit and Credit – Journal – Journal Entries.

Unit III

6 Hrs.

Ledger – Meaning – Posting – Balancing.

Unit IV

8 Hrs.

Subsidiary Books – Purchases Book – Purchases Returns Book - Debit Note – Invoice – Vouchers – Sales Book – Sales Returns Book – Credit Note.
Preparation of Three Column Cash Book.

Unit V

5 Hrs.

(a) Trial Balance – Meaning – Preparation of Trial Balance.

(b) Trading and Profit and Loss Account, Balance Sheet – Meaning, Trading Account Items – Profit and Loss Account Items – Balance Sheet Items.

(The whole of part (b) covers Theory only)

Question Paper pattern – Three Questions from theory part and five from problems – Answer any 5 out of 8 questions

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Grewal .T.S	Double Entry Book-Keeping	Sultan Chand & Co. Ltd., New Delhi	2008 and 1 st Edition
2	Nagarajan .K.L, Vinayagam .N & Mani P.L	Principles of Accountancy	Eurasia Publishing House, Private Ltd., New Delhi	2009 and 3 rd Edition
3.	Reddy T.S. & Murthy .A	Financial Accounting	Margham Publications, Chennai	2010 and 5 th Edition

Semester V

CODE	COURSE TITLE
18COUE603	RETAIL MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Elective	25	75	71	4	-	4

Preamble

To familiarize the students with the theoretical and applied aspects of retail management and to learn the various theories of retail development.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO 1	Understand the fundamental concepts of retailing and its formats	K1
CO 2	Acquire the basic knowledge of store location, retail marketing and category management	K2
CO 3	Employ the knowledge of merchandise procurement and supply chain management skills.	K3
CO 4	Apply the various retail sales promotion techniques and customer service strategies	K3
CO 5	Sketch the concept of E-tailing and identify the career opportunities	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	M	M	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S – Strong, M- Medium

Syllabus

Unit I

15 Hrs.

Retail Management: Meaning and Definition of Retail, Retailing, Retailer – Role of Retailer – Types of Retailer – Functions of Retailing – Characteristics of Retailing – Factors responsible for Retailing in India – Retailing Principles – Emerging Trends in Retailing .

Retailing Formats: Classification - Advantages and Disadvantages.

Unit II

15 Hrs.

Retailing Strategy: Store Location – Importance -Target Market and Store Location - Recent Trends in Store Location.

Retail Marketing Segmentation – Significance – Dimensions - Process. Category Management – Concept - Reasons - Components – Drawbacks.

Unit III

15 Hrs.

Merchandising Procurement and Store Management: Merchandising Procurement – Types of Merchandise Products - Process of Merchandise Procurement - Merchandise Assortment Plan - factors Affecting Merchandise Assortment Plans - Store Brands and its benefits to the Retailer.

Supply Chain Management – Meaning, Benefits - Need - Major Drivers – Components.

Unit IV

15 Hrs.

Retail Sales Promotion and Customer Service Strategies: Objectives - Types of Retail Sales Promotion Programmes - Retail Marketing Mix and New Trends in Sales Promotion. Customer Service Strategies – Managing the Customer - Importance of Customers - Customer Contact Points - Essentials of Good Customer Service - New Trends in Customer Service - Challenges in Managing Customers.

Unit V

15 Hrs.

E-tailing & Career Opportunities in Retail : Meaning and Definition - e-tailing Vs. Traditional Retailing - Characteristics of e-tailing - Advantages and Disadvantages of e-tailing - Barriers to Growth in e-tailing - Cyber Retailers/e-tailers as a Modern Retailing Format - Reasons for Popularity of Cyber Retailing.

Retailing Careers - Areas of career Opportunities in retail, Opportunities in Organised

Retail market in India - Emerging Retail Destinations - Government Policy for Retailing in India.

Text Book

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	PG & Research Department of Commerce	Retail Management	Vellalar College for Women	2020

Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Chetan Bajaj, Rajnish Tuli & Nidhi V. Srivastava	Retail Management	Oxford University Press	2010 & 14 th Impression
2	Kuldeep Singh	Retail Management in New Dimension	Global Academic Publishers & Distribution, New Delhi.	2015 & 2 nd Edition
3	Priyank Azad	Retail Management	APH Publishing Corporation	2016

Pedagogy

- Lecture, Chalk & Talk and Assignment

SEMESTER III

Skill Based Subject III

CUSTOMER RELATIONSHIP MANAGEMENT

Instructional Hrs. : 45

Sub. Code: 11COPS303

Max. Marks: CIA – 25; ESE – 75

Credits: 5

Objectives:

- To enlighten the students on the concepts, principles and current trends in CRM
- To impart knowledge about the role of CRM in financial services and banking
- To highlight the features of e-CRM

Unit I

8 Hrs.

Introduction to CRM: Meaning and Definition – Objectives – Need - Importance and benefits of CRM.

Unit II

9 Hrs.

Principles of CRM – Types of CRM: Operational, Analytical and Collaborative CRM – CRM chain – Customer Retention – Importance – Customer Retention Management – (CRM in Action: Automobile Industry – Mobile*)

Unit III

9 Hrs.

CRM Process: Objectives – Benefits – Need to create CRM process – 4 C's of CRM process – CRM process for marketing organization.

Unit IV

10 Hrs.

CRM in Banking – CRM Strategies – CRM Applications – Retail Banking and CRM – Universal Banking and CRM – Three Major S's Associated with Banking in relation to CRM – Net Banking & CRM – CRM and key Account Management CRM in Commercial scheduled Banks – Technology Banking and CRM – Banking schemes with CRM.

Unit V

9 Hrs.

e-CRM: What is e-CRM? – Need – Basic requirements – Features – CRM in India – Current trends in CRM.

TEXT BOOK

1. **Venkata Ramana v, Somayajulu G**, Customer Relationship Management, Excel Books, NewDelhi,2003

BOOKS FOR REFERENCE

1. **Peeru Mohamed H, Sagadevan A**, Customer Relationship Management, Vikas Publishing House Pvt Ltd, NewDelhi, 2004.

2. **Mukesh Chaturvedi, Abhinav Chaturvedi**, Customer Relationship Management, Excel Books, 1st Edition, NewDelhi, 2005.

Footnote: * For internal only not for external

CODE	COURSE TITLE
18COUS604	EVENT MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Skill Based	25	75	45	-	-	3

Objectives

- To impart knowledge on the concept and planning techniques for event management.
- To enable the students to handle and organize various events and thereby build their profession.

Syllabus

Unit I 9 Hrs.

Introduction to Event Management: Event Management – Definition – Characteristics of Events - Types of Events – Concepts and Design of an Event.

Unit II 9 Hrs.

Planning Events: Planning Process – Objectives – Demand and Operational Planning – Financial Planning – Marketing Planning.

Unit III 9 Hrs.

Event Leader: Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time Management – Planning and Managing Meetings.

Unit IV 9 Hrs.

Event Organisation: Organisation – Effectiveness – Staffing – Factors Influencing the Number and Type of Staff – Finding Staff – Running the Event on the Day – Managing Events at the Department / College Level.

Unit V 9 Hrs.

Event Monitoring, Control and Evaluation: Monitoring and Control Systems – Operational Monitoring and Control Evaluation – Job opportunities.

TextBook

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Lynn Van Dar Wagen, Brenda R.Carlos	Event management for Tourism, Cultural, Business and Sporting Events	Pearson Education	2009
2	Anton Shone and Bryn Parry	Successful Event Management- A Practical Hand Book	Thomson Delmar Learning	2004 & First Edition

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentations, Group Discussion, Assignment, Quiz, and Seminar.

M.Sc., Mathematics

SEMESTER III

CODE	COURSE TITLE
18MSPSP02	Programming in LaTeX - Practical

Category	CIA	ESE	L	T	P	Credit
Skill Based Subject II	40	60	-	-	45	5

Preamble

- To propagate importance of the open source software's. As it is a programming package, it is useful for typesetting and makes the alignment easy and neat. This paper enables the students to learn the latest techniques that is helpful to prepare a printable document in an enhanced manner

Prerequisite

- Undergraduate-level mathematics and experience with basic computer operations

List of Practicals

- 1) Create nested list in LaTeX.
- 2) Create a document in book format.
- 3) Draw a complete bipartite graph and label using LaTeX draw.
- 4) Import pictures in LaTeX.
- 5) Create hyperlinks in LaTeX documents.
- 6) Create a LaTeX document with the below expressions
 - i) Subscripts and Superscripts
 - ii) Brackets and Parentheses
 - iii) Fractions and Binomials
 - iv) Aligning equations
 - v) Operators

- vi) Spacing in math mode
- vii) Integrals, sums and limits
- viii) List of Greek letters and math symbols
- ix) Mathematical fonts

7) Draw a pie chart in LaTeX.

8) Type the following in LaTeX

i)
$$1 + \frac{ab}{a + \frac{bc}{d + \frac{5c}{3xy}}}$$

ii)
$$\sqrt{2 + \sqrt{2 + \sqrt{2 + \sqrt{x + y}}}}$$

9) Give colors for graphical presentation in LaTeX.

10) Draw a sine curve in LaTeX.

11) Draw three types of diagrams of benzene in LaTeX.

12) Convert a LaTeX file to PowerPoint presentation

13) Prepare your resume in LaTeX.

14) Prepare PG Project in LaTeX format

15) Prepare an article for Mathematical journal.

DEPARTMENT OF BIOCHEMISTRY
VALUE ADDED COURSE – “BASIC CLINICAL TECHNIQUES”
(2015 – 2016 batch onwards)

(Theory : 20 Hrs., Practical : 10 Hrs.)

UNIT : I **(4 Hours)**

Introduction to Clinical techniques :

Sterilization : Physical and Chemical methods.

Safety measures in the laboratory: Safety with chemicals and reagents.

UNIT : II **(4 Hours)**

Handling of Specimens :

Collection, Processing and Preservation of Blood and Urine samples.

UNIT : III **(4 Hours)**

Clinical Haematology :

Blood grouping, Haemoglobin determination – Sahli’s method, Total blood cell count – Haemocytometry method.

UNIT : IV **(4 Hours)**

Routine examination of Urine :

Physical examination – volume, colour, appearance, odour and specific gravity.

Chemical tests – Urine glucose analysis – Benedict’s method,

Urine protein analysis – Heat test.

UNIT : V **(4 Hours)**

Routine clinical examinations :

Determination of blood sugar by Glucometer, Determination of Blood pressure by sphygmomanometer, Determination of bleeding time and clotting time.

VALUE ADDED COURSE – “BASIC CLINICAL TECHNIQUES”

PRACTICALS

(2015 – 2016 batch onwards)

(10 hrs)

1. Collection, processing and separation of serum sample.
2. Blood grouping
3. Estimation of Haemoglobin – Sahlis’s method.
4. Qualitative analysis of urine sugar – Benedict’s method.
5. Qualitative analysis of urine protein – Turbidometry method.
6. Measurement of blood pressure by sphygmomanometer.
7. Measurement of blood glucose by glucometer.

REFERENCES:

1. Medical Laboratory Technology- vol I, II and III – Kanai L. Mukherjee, Tata MC Graw-hill Publishing company limited, New Delhi.
2. Medical Laboratory Technology – Ramnik Sood, 5th edition, Jaypee Brothers Medical Publishers(p) Ltd, New Delhi.
3. A Manual of Medical Laboratory Technology by A.R. Patel, Navaneet Prakashan Ltd, Bombay.

VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE-12
DEPARTMENT OF BIOCHEMISTRY
VOCATIONAL COURSE: ORGANIC KITCHEN GARDENING

Course Code: BCVOC01

Instructional Hours : 35 Hrs.

Objective:

- To create awareness about kitchen gardening.
- To prepare Organic Fertilizers .
- To improve skills for growing fresh and safe vegetables using Organic Fertilizers.

Unit I **(7 Hrs.)**

Site selection and physical requirements for cultivation

- ❖ Location for cultivation
- ❖ Soil types and Preparation of beds
- ❖ Provision of Light, Humidity, Temperature, Watering and Nutrition.

Unit II **(7 Hrs.)**

Selection of containers

- ❖ Types – Earthen pots, Plastic pots, Polythene bags, Basket containers, Planters etc.

Unit III **(7 Hrs.)**

Selection of plants and planting

- ❖ Selection and planting of seasonal plants : Vegetables, Greens, Medicinal Plants, and Flowering plants.

Unit IV **(7 Hrs.)**

After care and Maintenance of plants

- ❖ Weeding, Top dressing, Staking, Defoliation, Pruning, Grafting and Transplantation.

Unit V **(7 Hrs.)**

Natural fertilizers

- ❖ EM solution, Panchakavya, Pest control and Ark.

References :

S.No.	Name of the Book	Author	Publication Details
1.	Organic Kitchen Garden	Juliet Roberts	Conran Publishers UK, Latest Edition, 2009
2.	Organic Gardening: The Natural No-Dig Way	Charles Dowding	Green Books, Kerala – India, Kindle Edition, 2018
3.	Organic Home Gardening Made Easy	Sujit Chakrabarty	Notion Press, Chennai - India, 1st edition, 2018
4.	ABC of Organic Farming	Amitava Rakshit and H B Singh	Jain Brothers, New Delhi – India, First edition , 2015
5.	Grow Your Own Vegetables	Joy Larkcom	Frances Lincoln, UK, Revised edition, 2013

B.Sc., Costume Design & Fashion

SEMESTER –V

Core Practical-XIII

DESIGNING & MANUFACTURING MEN'S APPAREL

Instructional Hrs. 90

Sub. Code: 09CFUCP13

Max.Marks: CIA-40; ESE-60

Credits: 2

Objectives:

- To Know How to Create Patterns for Men's Apparel.
- To Learn How to Construct Various Styles of Men's Apparel.

Designing, Drafting And Constructing The Following Garments For The Features Prescribed.

List the Measurements Required and Materials Suitable

Calculate The Cost Of The Garment Calculate The Material Required – Layout Method And Direct Measurement Method.

1. S.B Vest – Without Collar, Button Attached, Sleeveless.
2. T- Shirt – Front Open, Zip Attached, With Collar.
3. Slack Shirt – Half Sleeve, Patch Pocket.
4. Full Sleeve Shirt – Full Sleeve, Pocket, and Cuff Attached.
5. Kalidar Kurtha – Front Open, Full Sleeve, Bagal Attached.
6. Pleated Pant – Pleats at Front, Darts at Back, Fly with Button/Zip Attached.
7. Pajamas - With Gathers/ Without Gathered Bottom. Tape Attached At Waist

Note:

Teaching Methods:

- Lecturing – 10 Min
- Demonstration – 10 Min
- Practical – 40 Min

Tools Used:

- 1) Brown Sheets, Scale, Sewing Machine

REFERENCE BOOK:

1. **Mary Mathews**, *Practical Clothing Construction – Part I & II*, Cosmic Press, Chennai (1986).
2. **Gerry Cooklin**, *Pattern Grading for Women's Clothes*, The Technology Of Sizing –Black Well Science Ltd (1990).
3. **Zarapker**, *Zarapker System of Cutting* –. K. R, Navneet Publications Ltd, Mumbai (2006)

SEMESTER –V
Skill Based Subject III
EMBROIDERY

Instructional Hrs. 45

Sub. Code: 11CFUSP03

Max. Marks: CIA-40; ESE-60

Credits: 3

Objectives:

- To Learn About How To Make Basic Embroidery Stitches.
- To Learn How To Make Samples For Traditional, World & Machine Embroidery.

Preparation of Samples for Hand Embroidery Stitches – Running, Back, Stem, Blanket, Lazy Daisy, Chain, Couching, Corl, Herringbone, Fishbone, Feather – Single and Double, Romanian, Seed, Cross, Fly, Satin, Long and Short, French knot, Chevron, Sheaf Stitch, Lettering and Monograms.

Preparation of Samples for Traditional Indian Embroideries – Phulkari of Punjab, Gujarat – Kutch and Kathaiwar Embroideries, Embroidery of Rajasthan, Kasuti of Karnataka, Chicken Work of Lucknow, Kantha of Bengal (Mention the Type Of Colours Used, Motifs And Fabrics for the Above Mentioned Embroideries)

Preparation of Samples for World Embroideries – Africa (North & South), Australia, Central Asia, India, Thailand, America.

Preparation of Samples for Machine Embroideries with Running, & Granite Stitch.

Note:

Teaching Methods:

- Lecturing – 10 Min
- Demonstrations – 20 Min
- Practical - 30 Min

Tools Used:

- 1) Embroidery Frames, Hand Needle.

SEMESTER –VI**Elective Paper – III****PORTFOLIO PRESENTATION – (VIVA – VOCE)****Instructional Hrs. 90****Sub. Code: 12CFUEPVV****Max.Marks: CIA-80; ESE-20****Credits: 5****Objectives:**

- To Learn About How To Present The Garments In Different Sketching.
 - To Know How To Present The Garments With Different Themes & Mood Boards.
-
- ❖ To Be Planned For Season Or Occasion Or Ancient.
 - ❖ Garments Should Design According To The Cost Factor.
 - ❖ Number of Garments In A Collection – 2 To 4 Garments.
 - ❖ Mood Board, Story Board, Fabric Board, Colour Board – To Be Presented Separately or In A Combined Form, And Presentation.
 - ❖ Fabric Development Chart.
 - ❖ Design Development Chart.
 - ❖ The Students Have To Present Their Work By Conducting Exhibition & Fashion Shows During Their Final Semester In Presence Of Audience, Along With Their Staff Members Of The Department.

Note :**Teaching Method :**

Lecturing – 40 Min

Demonstration – 20 Mins

SEMESTER –VI
Skill Based Subject-IV
FABRIC PAINTING TECHNIQUES

Instructional Hrs. 45

Sub.Code: 11CFUSP04

Max.Marks: CIA-40; ESE-60

Credits: 3

Objectives:

- To Learn How To Paint The Fabric By Free Hand.
- To Know The Different Techniques Involved In Painting The Fabric.

UNIT – I

Introduction To Painting – Types Of Painting – Types Of Designs – Natural, Conventional, Abstract, Geometric, Historic Design.

UNIT – II

Design Development – Motif, Variation, Combination. Design Repeat, Enlarging and Reducing the Design. Preparation of Fabric for Painting. Types of Brushes – Flat Brush and Round Brush Techniques.

UNIT – III

Different Types of Strokes. Application Of Shading Techniques At Wet And Dry, Free Hand Painting.

UNIT – IV

Designing Outline Work, Filling Work, Graphic Work,. Designing the Fabrics with 3-D Effect and 3-D Glitter Effects.

UNIT – V

Designing the Necklines, Sleeves, Hemlines. Application Of Stencil Techniques By Sponging, Brushing, Spraying For Positive And Negative Stencils.

Note:

Teaching Method:

Lecturing – 10 Min

Demonstration – 10 Min

Practical – 40 Min

Tools Used:

1) Brush, Fabric Paints.

SEMESTER III

CODE	COURSE TITLE
18CFUCPO6	DESIGNING AND MANUFACTURING WOMENS APPAREL

Category	CIA	ESE	L	T	P	Credit
Core	40	60	-	-	90	2

Preamble

To gain knowledge on the designing aspects of women's garment

Syllabus

UNIT I (18 hrs.)
Designing, Drafting and Constructing the Following Garments for The Features Prescribed

UNIT II (18 hrs.)
List the Measurements Required and Materials Suitable
Calculate The Cost of the Garment Calculate the Material Required – Layout Method and Direct Measurement Method.

UNIT III (18 hrs.)

1. Saree Petticoat – Six Panels, Decorated Bottom.
2. Saree Blouse- Fashioned Neck, Decorative Back, With Fashionable Sleeve
3. Middi Top – With or Without Collar, Full/Half Sleeve.
4. Middi – Circular/Gathered/ Pleated, With or Without Open, With or Without Elastic.

UNIT IV (18hrs.)

5. Salwar (Or) Churidhar (Or) Parelles (Or) Bell Bottom- Taped or Elastic Attached, Designed At Bottom.
6. Kameez - With or Without Slit, With or Without Flare, With or Without Opening, With or Without Yoke.
7. Nighty – Fashioned Neck, With or Without Open, With or Without Sleeve.

UNIT V (18 hrs.)

8. Princess Line Dress – Knee Length, With or Without Sleeve.
9. Wrap Around Skirt – Decoration at Front Side.
10. Ladies Pant – Waist Band or Zip Attached

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Mary Mathews	Practical clothing construction	Cosmic press	1986
2.	Gerry Cooklin	Pattern grading for women 's cloths	Black well science ltd	1990
	Zarapker	Zarapker System Of Cutting	K.R Navaneeth Publication Ltd	2006

Pedagogy

- Lecture, PPT, Assignment, Practical.

SEMESTER –III

CODE	COURSE TITLE
18CFUCP07	BASIC BEAUTY CARE

Category	CIA	ESE	L	T	P	Credit
Core	40	60	-	-	60	4

Preamble

To Develop Skills in Beauty care by practical.

Syllabus

UNIT I

(12 hrs.)

Introduction and Importance of Beauty Care. Importance of Personal Hygiene. Skin – Types of Skin – Factors Affecting Skin Condition – Skin Care.

Practical part:

- Threading
- Types of Bleaching

UNIT II

(12 hrs.)

Facials – Importance of Facial -According to Types of Skin. Requirements for Facial and Step – by – Step Procedure

Practical part:

- Facial – Normal

UNIT III

(12 hrs.)

Nail Care – Factors Affecting Nail Growth. Manicure and Pedicure – Hand and Feet. Massage Step by

Step Procedure.

Practical part:

- Manicure & Pedicure
- Waxing – Hand and Legs

UNIT IV

(12 hrs.)

Hair – Types of Hair, Importance of Hair Care, Factors Affecting Hair Growth.

Hair Cut – Straight Cut, U – Cut, V – Cut, Step Cut.

Hair Styling – Basic Hair Styles, Model and Party Styles.

Practical part:

- Basic Hair Cuts
- Basic Hair Styles

UNIT V

(12 hrs.)

Make- Up – Application of Cream, Powder Application, Usage of Rouge, Application of Lipstick, Eye Shadows.

Practical part:

- Bridal Make-Up

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Blossom Kochhar	<i>Hair ,Skin, & Beauty Care,</i>	UBS Publishers' distributors Pvt.Ltd	2006
2.	Parvesh Handa	A Complete Book on Beauty ,Body, Make-Up and Hairstyles	Goodwill publishing house,new delhi	2000
3.	Richa Dave	Make-Up Album	Navneet publications (India) Limited	2007
4.	Urvashi Dave	Beauty receipes	Navneet publications (India) Limited	2007

Pedagogy

- Lecture, PPT, Assignment, Group Discussion, Practical.

SEMESTER – III

CODE	COURSE TITLE
18CFUSP01	FASHION ACCESSORIES

Category	CIA	ESE	L	T	P	Credit
SBS - I	40	60	-	-	45	3

Preamble

To gain knowledge about the Fashion Accessories and Jewelry Making

Syllabus

UNIT I	(10 hrs.)
Prepare the samples for the following Design hand bags using different textures – two styles	
UNIT II	(10 hrs.)
Design watch strap –2 styles, design hair clips, hair bands –2 styles	
UNIT III	(10 hrs.)
Surface enrichment of the slippers – 2 styles	
UNIT IV	(10 hrs.)
Traditional jewelry making	
UNIT V	(5 hrs.)
Design trendy jewelry making	

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Christine And Sylvie Hooghe	Crystal Beaded Jewellery	Serch press	2005
2.	Phyllis Tortora	Encyclopedia of Fashion Accessories	Fairchild publications	2003
3.	Pauline Bruce	Fashion Accessories	cassell	2000

Pedagogy

- Lecture, PPT, , Assignment, Group Discussion,

SEMESTER – IV

CODE	COURSE TITLE
18CFUCP10	HOME FURNISHING-PRACTICAL

Category	CIA	ESE	L	T	P	Credit
CORE	40	60	-	-	60	2

Preamble

To gain and develop knowledge about Designing, Construction and Decorating Home Furnishing Items

Syllabus

UNIT I (12 hrs.)
Design and construct Bed Linens with quilting effect, with or without fullness.

UNIT II (12 hrs.)
Select the suitable fabric and construct Table Linens – Table Cloth Napkins, Pillow, Cushion, Bolster.

UNIT III (12 hrs.)
Window Treatment – Curtains, Shades, Valences.

UNIT IV (12 hrs.)
Design and develop Upholstery Fabric covers. With suitable furnishing material.

UNIT V (12 hrs.)
Miscellaneous – Appliance Covers, Kitchen Towels.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Hamlyn	Curtains and Blinds	Octopus publishing	2001, 1 st Edition.
2.	M.Demir	Home Fashions	D.P.C Publishing	2005, 1 st Edition.

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER - II

CODE	COURSE TITLE
18CFUCP04	DESIGNING AND MANUFACTURING CHILDREN'S APPAREL– PRACTICAL

Category	CIA	ESE	L	T	P	Credit
Core	60	40	-	-	90	2

Preamble

To gain knowledge on the designing aspects of Children's Garment

Syllabus

UNIT I (22 hrs.)

Designing, Drafting and Constructing the Following Garments for the Features Prescribed.

UNIT II (22 hrs.)

List the Measurements Required and Materials Suitable

Calculate the Cost of the Garment Calculate the Material Required – Layout Method And Direct Measurement Method.

UNIT III (23 hrs.)

1. Infant Dresses:-

- A) Bonnet - With Knotting or Velcro.
- B) Bib - Variation in Out Line Shapes.
- C) Jabla - With or Without Sleeve Any Neck Variation, With Or Without Open.
- D) Panties / Knicker - With or Without Elastic, With Or Without Open
- E) Baby Bed Set - Quilting

UNIT IV (23hrs.)

2. Toddlers Dress

- A) A- Line Petticoat - Neck and Armhole With Facing With/Without Strap, With/Without Gathers.
- B) Summer Frock - With Suspenders At Shoulder Line, Without Sleeve/Collars

C) Yoke Frock - Yoke at Chest Line, Open Sleeve.

D) Romper/Sun Suit - Without Sleeve, With/Without Elastic at Thigh

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Mary Mathews	Practical clothing construction I and II	Comic press, Chennai	Reprinted, 2014
2.	Zarapkar	Zarapkar System of Cutting	K.R.Navneet Publications Ltd, Mumbai	Reprinted, 2012
3	Maggi McCormick Gordon	The ultimate sewing book	Collins and brown ltd, london	First, 2002
4	Premlatha Mullick	Garment construction skills	Kalyani publishers, ludhiana	Reprinted, 2010

Pedagogy

Lecture, PPT, Illustration, Designing, Garment Construction

B.Com., with Computer Applications
SEMESTER – VI
Skill Based Subject – Psychology of Women

Instructional Hrs. : 45

Sub. Code: 11CMUS604

Max. Marks : CIA -25; ESE-75

Credits: 3

Objective : On successful completion of the course, the students gain the knowledge about women – psychology.

UNIT –I

9Hrs

Introduction - History and Research Issues - Gender Stereotypes - Gender Biases - Gender Comparisons.

UNIT- II

9Hrs

Infancy - Childhood- Adolescence - Cognitive Abilities and Achievement Motivation.

UNIT-III

9Hrs

Women and Work - Love Relationships and Sexuality.

UNIT-IV

9Hrs

Pregnancy – Childbirth – Motherhood - Physical and Psychological Health.

UNIT-V

9Hrs

Violence against Women - Older Adulthood.

BOOKS FOR REFERENCE

1. **Matlin, Margaret W.** : The Psychology of women
2. **Current edition, Belmont, CA:** Wadsworth / Cengage

B.Com., Corporate Secretaryship
SEMESTER – VI

CODE	COURSE TITLE
18CCUS604	WOMEN ENTREPRENEURSHIP IN SMALL SCALE BUSINESS

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

Preamble

- To help the students to acquire knowledge regarding Small Scale Business

Syllabus

UNIT I **8Hrs**

Entrepreneurship – Characteristics of Entrepreneur - Socio - Economic Origins of Entrepreneurship – Environmental Factors Affecting Entrepreneurs – Types of Entrepreneurs.

UNIT II **8 Hrs**

Women Entrepreneurs in India – Functions of Women Entrepreneurs – Qualities of Successful Women Entrepreneur – Economic Contribution of Women Entrepreneurs.

UNIT III **9 Hrs**

Promotion of Women Entrepreneurship – Initiatives Taken by the Government – Schemes and Programs under Five Year Plan.

UNIT IV **9 Hrs**

Small Scale Industries: Steps to Selection of Product – Selection of Form of Ownership – Selection of Site – Capital Structure – Acquisition of Manufacturing Knowledge – Projects Report – License – Power Connection – Arrangement of Finance

UNIT V **10 Hrs**

Meaning of Incentives and Subsidies – Need for Incentives – Problems of Incentives – Schemes of Incentives for Women Entrepreneur in Tamilnadu – Seed Capital Assistance.

TEXT BOOK

Sl. No	Author Name	Title of the Book	Publisher	Year and Edition
	Gupta C.B and Srinivasan M.P	Entrepreneurial Development	Sultan Chand & Sons, New Delhi	3rd Edition, 2007

REFERENCE BOOKS

Sl. No	Author Name	Title of the Book	Publisher	Year and Edition
1	Khanka S.S	Entrepreneurial Development	Sultan Chand & Sons, New Delhi	2010
2	Vasant Desai	Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House, Bombay	2007
3	Prasanna Chandra	Project Preparation, Appraisal, Implementation	Tata McGraw Hill, New Delhi	2004

B.Com., Co-Operation
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, Kadhi 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.

Web Resources

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

http://www.dcmsme.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.

DEPARTMENT OF COOPERATION
VOCATIONAL COURSE: ORNAMENTATION AND BEAUTY CARE

Course Code: 19CPVOC01

Instructional Hours: 45 Hrs.

Objective

On successful completion of the course the students should have to:

- Develop Entrepreneurial Skill

Unit I **(9 Hrs.)**

Flower Tying: Natural Flowers – Rose Petals, Orchid, Crishand

Unit II **(9 Hrs.)**

Flower Tying: Artificial Flowers - Stocking Flower and Bouquet Preparation

Unit III **(9 Hrs.)**

Preparation of Bangles, Chain, Sted and Key Chain

Unit IV **(9 Hrs.)**

Skin Care: Types of skin - Facial, Waxing, Nail, etc.,

Unit V **(9 Hrs.)**

Beauty Care: Face Foundation, Eye-shadow, Eyebrow, Lip Liner, Lip Shape, and Lip Application

Highlighter, Blush Makeup

References & Web Resources

S.No.	Web Resources
1	https://en.wikipedia.org/wiki/Artificial_flower
2	https://www.wikihow.com/Make-Stocking-Flowers

B.Com., E-Commerce

SEMESTER VI

Skill based Subject – Cyber Law and Security

Instructional Hrs:45

Sub. Code: 17CEUSP04

Max. Marks: CIA-25; ESE-75

Credits : 3

Objectives: To enable the students to acquire knowledge about the regulation of E-Commerce, facilitate E-governance and to prevent cybercrime.

UNIT –I

9 Hrs.

Introduction to Information Security – Need for Information System. **Role of Internet and Web Services:** Mobile Devices and Wireless Communication – GSM Security – SIM Card. **Organizational Security:** *Electronic Information* – Confidentiality of Files – Identification and Authentication – Physical Attack Methods – Loss of Access to Physical Systems.

UNIT-II

9 Hrs.

Network Security: Why Network Security is Important – Intrusion monitoring and Detection - Types of IDS – *Types of Attacks* – Firewalls

UNIT-III

9 Hrs.

Security Metrics: Introduction Measurement Basics – Key Characteristics of Security Metrics – *Risk* – Analyzing Security Metrics Data – How to identify and Select Right Metrics.

UNIT-IV

9 Hrs.

Information Security and Laws: Introduction – Legal Perspective IPR – Copyright Law – Patent Law – *Ethical Issues* – Privacy issues for Data and Software

UNIT-V

9 Hrs.

Cyber Crimes and Related Laws: Introduction – *Types of Cyber Crimes* – Cyber Law – Information Technology Act, 2000. Cyber Law cases India and Abroad.

Note: *Italics* denote topics for self study.

TEXT BOOK

1. **Saurabh Sharma**, *Information Security and Cyber Laws*, Vikas Publishing House Pvt. Ltd., New Delhi, First Edition 2011.

REFERENCE BOOKS

1. **Rachel N P, Mohanasoundari R, Karpagavalli V**, *A Text book of Cyber Law*, Shree Mahalakshmi Publishers, New Delhi, First Edition 2017.
2. **Thakur, L K & Narayan Asit**, *Internet Marketing E-Commerce and Cyber Law* Authors Press, New Delhi, 2005.

B.Com., Professional Accounting

SEMESTER IV

CODE	COURSE TITLE
18PAUA404	MANAGEMENT PRINCIPLES AND PROFESSIONAL ETHICS

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	87	3	-	5

Preamble

To enable the graduates to understand the managerial tasks of planning, organizing and control and to apply theoretical knowledge in simulated and real-life situations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the nature, scope and functions of management	K1
CO2	Apply the concepts of planning and decision-making within a business situation	K2,K3
CO3	Identify the staff recruitment process and leadership styles	K1,K2
CO4	Familiarize with the communication process in the management	K2,K3
CO5	Develop the principles of professional ethics in the business	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium;

Syllabus**UNIT I****(13 Hrs.)**

Management: Definition – Management and Administration – Nature and Scope of

Management - Functions of Management – Contribution of F.W.Taylor – Henry Fayol – Mc Gregor and Peter F.Drucker.

UNIT II**(15 Hrs.)**

Planning: Meaning – Nature – Importance – Purpose of Planning – Planning Process –

Decision Making. Organization – meaning – Nature and Importance – Process of Organization – Structure.

UNIT III**(16 Hrs.)**

Staffing: Recruitment – Internal and External Sources – Merits and Demerits. Leadership – Meaning – Importance – Functions of Leadership – Leadership Styles- Qualities of a Good Leader – Motivation – Meaning – Need for Motivation – Maslow's Theory of Motivation.

UNIT IV**(16 Hrs.)**

Co-ordination: Need and Techniques – Control – Nature and Process of Control – Communication in Management.

UNIT V**(15 Hrs.)**

Professional Ethics: Introduction – Code of Ethics – Its Necessity – General Application of Code – Principles – Professional Accountants in Public Practice – Threats and Safeguards – Professional Accountants in Business.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Business Management	Sultan Chand & Company Ltd., New Delhi	2015 and 5 th Edition
2.	Ramaswamy T	Principles of Management	Himalaya Publishing House, Mumbai	2014 and 5 th Edition
3.	ICAI Study Material - Intermediate Course –Advance Auditing and Professional Ethics			

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kathiresan .S., and Radha .V	Principles of Management	Prasanna Publishers, Chennai	2012 and 1 st Edition
2.	Dr.J.Jayasankar	Principles of Management	Margham Publications, Chennai	Reprint 2015 and 2 nd Edition 2005

Web Resources

- <http://myweb.astate.edu/sbounds/AP/2%20Leadership%20Styles.pdfhttp://home.iitk.ac.in/~patelp/cs300/5B/5B.pdf>
- https://nptel.ac.in/courses/122106031/Pdfs/3_1.pdf

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentation, Quiz, Assignment, Seminar

SEMESTER IV

CODE	COURSE TITLE
18PAUN402	BUSINESS ETHICS

Category	CIA	ESE	L	T	P	Credit
NME	-	100	27	3	-	2

Preamble

To provide basic knowledge on the ethical responsibility and accountability in business.

Syllabus

UNIT I (6 Hrs.)

Business Ethics: Definition – Nature and Scope – Ethical Culture in Business – Importance – Arguments for and Against Business Ethics.

UNIT II (6 Hrs.)

Ethical decision Making Process – Factors Influencing Individual Decision Making – Ethical Management – Importance – Tools and Techniques.

UNIT III (6 Hrs.)

Ethics in Marketing – Stakeholders – Improving Ethical Conduct in Marketing – COPRA 1986 – Customer Service – Committees – Ethics in Advertising –Advertising Critics.

UNIT IV (6 Hrs.)

Ethics in Global Business – Role of Ethics in International Business – Moral Obligations – Ethical Issues in Information Technology Business.

UNIT V (6 Hrs.)

Corporate Governance and Ethics – Ethical Issues – Mechanism of Corporate Governance – Models of Corporate Governance – Theories of Corporate Governance.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	K.Aswathappa, J. Usharani and Sunanda Gundavajhala	Business Ethics	Himalaya Publishing House, Mumbai	2017, 1 st Edition
2.	CSV Murthy	Business Ethics and Corporate Governance	Himalaya Publishing House, Mumbai	2012, 1 st Edition

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentation, Quiz, Assignment, Seminar

**BBA., with Computer Applications
SEMESTER III**

CODE	COURSE TITLE
I3BAUSP01	SKILL - BASED PRACTICALS I – ENTREPRENEURIAL SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Core	40	60	5	-	40	3

Preamble

To provide knowledge and training on various activities of small scale business to promote entrepreneurship.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define the meaning and functions of MSME and associated organizations.	K2
CO2	Demonstrate the making of toy using fur.	K4
CO3	Acquire the skills in making of fashion jewelry using beads and terracotta.	K4
CO4	Develop Jute products like bags, purses and pouches.	K4
CO5	Making of paper products, keychain, pen stand and incense sticks	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT-I:

5 hrs.

MSME: Meaning of Micro, Small and Medium Enterprises – Associated Organisations. Formation of SHGs. Preparation of Business Plan – Simple Marketing Techniques.

(Only internal assessment)

UNIT-II:

10 hrs.

Toy using Fur – Rugs using Fabric.

UNIT-III:

10 hrs.

Fashion Jewelry: Using Beads - Using Terracotta.

UNIT-IV:

10 hrs.

Jute products: Bags, purses and pouches.

UNIT-V:

10 hrs.

Paper Products: Envelopes, Gift bags and Binding process. **Others:** Pen-stands, Key-chains and Incense sticks

Web Resources

- <http://msme.gov.in> > know -about-msme
- <http://www.yourarticlelibrary.com/india-2/self-help-group-of-india-meaning-need-and-objectives/66718> and https://en.m.wikipedia.org/wiki/Business_plan
- <https://www.businessknowhow.com/marketing/5marktech.htm>

SEMESTER III

CODE	COURSE TITLE
13BAUN301	SOFT SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Core	-	100	25	5	-	2

Preamble

To impart knowledge, abilities and training on various soft skill sets to enhance the students' personality and career prospects.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyze self by SWOT and Johari window and goal setting.	K2
CO2	Acquire skills on creativity techniques.	K2
CO3	Demonstrate stress management techniques.	K3
CO4	Develop body language tips for job interviews.	K3
CO5	Apply management games for team building.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(5 Hrs.)

Knowing Thyself: Significance – Process – Self Analysis through SWOT & Johari Window.

Goal Setting: Significance – Ten Commandments – Steps to achieve goals

UNIT II

(5 Hrs.)

Creativity: Concepts - Characteristics of creative person – Process of creativity –Mental blocks and Block – busting techniques – Creative methods – Creative tools and techniques – Brainstorming.

UNIT III

(5 Hrs.)

Stress Management: Introduction – Classification – Teen stress – Causes of stress – Specific stress factors – The negative stress cycle – Techniques to manage stress.

UNIT IV

(5 Hrs.)

Body Language: Types of non-verbal communication – Positive body language to adopt – Negative body language to avoid – Body language tips for job interview.

UNIT V

(10 Hrs.)

Team building: Meaning – Aspects – Skills – Process – Characteristics of an effective team – Simple Management games.

Interpersonal Skills: Meaning – Tips for improvement.

Text Books

Study materials provided by the department

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	B.N.Ghosh	Managing Soft Skills for Personality Development	Tata McGraw Hill Education Pvt.Ltd.	1 st Edition 2012.
2.	Jeff Butterfield	Soft Skills for everyone	CenageLearning , New Delhi.	1 st Edition, 2011.
3.	Grossman, Rodgers & Moore	Unlocking Creativity in the Workplace	Jaico Publishing House, Mumbai	5 th Edition, 2009.
4.	S.Ramachander	Creativity at Work	Sage Publications Ltd., New Delhi	5 th Edition, 2010.
5.	Hedwig Lewis	Body Language – A Guide for Professionals	Sage Publications Ltd., New Delhi	21 st Edition, 2009.
6.	Dr.K.Alex	Soft Sills-Know Yourself and Know the World	S.Chand& Company Ltd., New Delhi.	3 rd Edition 2014.
7.	M.S.Rao	Soft Skills-Enhance Employability Connecting Campus with Corporate	International Publication House Pvt. Ltd., New Delhi.	1 st Edition 2010.

Web Resource

- <http://stocklogos.com/topic/creative-thinking-methods-and-techniques>
- https://en.wikipedia.org/wiki/creativity_techniques
- www.businessballs.com/management_games/
- www.mbacrystalball.com/management_games/

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play

SEMESTER – IV

CODE	COURSE TITLE
18BAUN402	BASIC PROMOTIONAL TECHNIQUES

Category	CIA	ESE	L	T	P	Credit
NME II	-	100	25	5	-	2

Preamble

To impart the students on significance of various promotional tools and their suitability in business.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the importance of strategies and channels involved in marketing.	K2
CO2.	Demonstrate the types and creativity in advertisements.	K2
CO3.	Apply sales promotional tools depending on its suitability	K3
CO4.	Interpret the steps related to personal selling and develop the skills of a salesman	K2 & K3
CO5.	Analyse the importance of publicity and public relation tools and apply in real business.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus**UNIT I****(10 hrs)**

Promotional Mix: Meaning – Importance – Push-Pull strategy.

Direct Marketing: Meaning – Characteristics – Channels – Benefits.

UNIT II**(5 hrs)**

Advertising: Meaning – Importance – Types – Parts – Creativity in Advertisements.

UNIT III**(5 hrs)**

Sales Promotion: Meaning – Types – Tools – Suitability.

UNIT IV**(5 hrs)**

Personal Selling: Meaning – Objectives – Steps.

Salesmanship: Meaning – Features – Types – Qualities of a good salesman.

UNIT V

(5 hrs)

Publicity: Meaning – Advantages – Suitability.

Public Relations: Meaning – Characteristics – Publics – Tools.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Philip Kotler, Kevin Lane	Marketing Management	Pearson Publisher	2014
2.	Pillai&Bhagavati	Marketing Management	Sultan Chand & Sons, New Delhi,	1 st Reprint, 2014.
3.	Bansal.S.P.	Marketing Management	Kalyani Publishers, Mumbai	8 th Edition, 2015
4.	Sontakki.C.N , Neeti Gupta, Anuj Gupta	Marketing Management	Kalyani Publishers, Ludhiana	1 st Edition, Reprint 2016.

Web Sources

- <https://marketingmixx.com/promotion-mix-strategies/>
- <https://study.com/academy/lesson/what-is-direct-marketing-definition-concepts-examples.html>
- <https://www.thebalancesmb.com/different-types-of-advertising-methods-38548>
- <http://www.yourarticlelibrary.com/sales/sales-promotion-meaning-definition-objectives-and-im-promotion/25889>
- <http://www.yourarticlelibrary.com/marketing/personal-selling/personal-selling-meaning-conce-diagram/69585>

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER-VI

CODE	COURSE TITLE
18BAUS604	CONCEPTS IN RETAILING

Category	CIA	ESE	L	T	P	Credit
SBS-IV	25	75	40	5	-	3

Preamble

To enable the students to acquire the basic concepts of retailing and to impart knowledge and skills required for retailing environment. Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of retailing and the role of retail in nation's economy	K2
CO2	Demonstrate different retail formats and steps involved in choosing a retail location	K2
CO3	Examine the types of stores layout and visual merchandising	K3
CO4	Interpret the development of retailing in India and key sectors in Indian retail	K3
CO5	Explain online retailing and FDI in Indian retail	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (9 Hrs.)

Retailing: Meaning – Evolution - Importance of retail - *Bottlenecks facing the retail industry* - Role of retail in Nation's economy – Retailing Environment

UNIT II (9 Hrs.)

Retail Formats: Understanding the different formats - Features of modern retail - steps involved in choosing a retail location- *Role of logistics in retailing*

UNIT III(9 Hrs.)

Store Layout and Design: Need and objectives- *Basic types of layout.*

Visual Merchandising: Store atmosphere - Web site design

UNIT IV (9 Hrs.)

Retailing in India: Development of retailing in India - Growth factors of retailing in India - Key sectors in Indian retail - Current retail scenario in India

UNIT V (9 Hrs.)

Retailing in rural India - Online retailing - FDI in Indian retail - *Global players in retailing*

Note: *Italics denote Self Study Topics*

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	KVS Madaan	Fundamental of Retailing	TATA McGraw Hill Education Pvt Limited, New Delhi	2 nd Edition, 2012
2.	Kuldeep Singh	Retail Management in New Dimension	Global Academic Publisher and Distributors, New Delhi	2 nd Edition, 2015
3.	Rosemary Varley and Mohammed Rafiq, Palgrave, Macmillan	Principles of Retail Management	Palgrave Macmillan, London	1 st Edition, 2009
4.	SwapnaPradhan	Retailing Management	McGraw Hill Education, New Delhi	5 th Reprint 2015
5.	Priyanka Azad, S.B Nangia	Retailing Management- Indian School of Business Management and Administration	A.P.H. Publishing Corporation, New Delhi	2 nd Edition, 2016
6.	Chetan Bajaj, RajnishTuli, NidhiVarmaSrivastara	Retailing Management	Oxford University Press, New Delhi	2 nd Edition, 2012

Web Resources

- <http://www.yourarticlelibrary.com/retailing/indian-retail-sector-top-6-key-segments/48094>
- <http://www.legalservicesindia.com/article/1473/FDI-in-Retail-Sector.html>
- <https://www.investopedia.com/articles/markets/122415/worlds-top-10-retailers-wmt-cost.asp>

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar, Group Discussions and Seminar.

Self-Learning Paper - I
Business Ethics

Sub. Code: 18BAUSL03

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.
 - **O.C.Ferrell, John Fraedrich**, *Business Ethics – A Case Perspective*, Hinda Farrell, Cengage Learning Pvt Ltd, New Delhi, 1st Edition, Reprint, 2009.
 - **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

PERSONALITY EMPOWERMENT

(Certificate Course)

Instructional Hours: 50 Hrs.

Objective: To enhance the students' knowledge on various soft skills and equip them to match the need of today's corporate world.

SYLLABUS

Chapter 1: Goal setting: Meaning- importance- Myths and realities- Ten commandments- Reasons for failure- Setting goals effectively- Steps to achieve any goal.

Chapter 2: Assertiveness: Definition- Non-assertion- aggression- How assertive are you? - Assertiveness scripts- Skills for developing Assertiveness- Assertiveness in specific situations – Activities.

Chapter 3: Communication Skills: Meaning and definitions- Interview skills- Listening skills- Classroom communication- dialogue skills.

Chapter 4: Body language: Body languages during a job interview- Body language make sure you fit in – aspects of Body language.

Chapter 5: Memory: Meaning- Process- types- Memory techniques- Memory improving foods and herbs- exercises.

Chapter 6: Creativity: Concept- Characteristics of a creative person- Process of Creativity- Mental blocks to creative thinking and problem solving- Block busting techniques- Brainstorming- creative methods- creative tools and techniques.

Chapter 7: Stress management: Introduction- Meaning- Definition- classification- Teen Stress- Causes of stress- Specific stress factors-The negative stress cycle-Techniques to manage stress.

Chapter 8: Negotiation Skills: Definition - Needs of negotiation -Stages of Negotiation - Failure to Agree - Win-Win Negotiation -5 Ways to Negotiate More Effectively

Chapter 9: Anger management: Meaning and definition- Nature- Reasons for anger- Effects of anger on body, mind and behavior- Anger management techniques- Ways to resolve repressed anger- avoiding anger provoking situations- Exercises.

Chapter 10: Public speaking: Meaning-process-Delivering a speech-Controlling nervousness while speaking- Techniques of good delivery-different models of speaking-Exercises.

VALUE ADDED COURSE: PERSONALITY GROOMING

Course Code: BAVAL01

Instructional Hours : 45 Hrs.

Objective: To inculcate and enhance knowledge on various soft skills and to develop the personality of the students.

Syllabus

Unit I (9 Hrs.)

Positive attitude – Goal Setting : Significance - Ten Commandments-Steps to achieve goals.

Unit II (9 Hrs.)

Communication skills – Interview skills - Dialogues

Unit III (9 Hrs.)

Creativity: Concepts - Characteristics of creative person - Process of creativity - Mental blocks and Block - Creative tools and techniques.

Unit IV (9 Hrs.)

Leadership skills - Team Work - Process - Characteristics of an effective team

Unit V (9 Hrs.)

Assertive traits – Skills for developing assertiveness – Specific situations

References & Web Resources:

S.No.	Name of the Book	Author	Publication Details
1.	Soft Skills- Know Yourself and Know the World	Dr. K.Alex	S.Chand& Company Pvt. Ltd., New Delhi, Third edition, 2014.
2.	Soft Skills – Enhance Employability Connecting Campus with Corporate	M.S.Rao	I.K. International Publication House Pvt. Ltd., New Delhi, First Edition, 2010.
3.	https://www.tutorialspoint.com/soft_skill_tutorials.html (Web Resources)	-	-

VOCATIONAL COURSE: ENTREPRENEURIAL SKILL

DEVELOPMENT

Course Code: BAVOC01

Instructional Hours: 45 Hrs.

Objective: To impart and inculcate the entrepreneurial skills of the students.

Syllabus

Unit I	(9 Hrs.)
Stocking Flower Making - Coffee Painting	
Unit II	(7 Hrs.)
Clay Jewelry Making - Fabric Painting	
Unit III	(11 Hrs.)
Teddy Bear Demo - Teddy Bear Making - Teddy Bear Completion	
Unit IV	(9 Hrs.)
Tracing Embroidery –Embroidery Completion	
Unit V	(9 Hrs.)
Crochet Intro - Crochet Completion	

References & Web Resources:

S.No.	Name of the Book/Web Resources
1.	https://www.wikihow.com/Make-Stocking-Flowers
2.	https://homesthetics.net/learn-basic-coffee-painting-techniques-beginners-ideas-projects/
3.	https://ceramicartsnetwork.org/daily/pottery-making-techniques/handbuilding-techniques/how-to-make-clay-jewelry/
4.	https://www.dickblick.com/categories/painting/fabric/
5.	https://www.instructables.com/id/Teddy-Bear-tutorial-and-pattern/
6.	https://www.friendscentre.org/courses/hand-embroidery-techniques-embellish-your-clothes-autumn/
7.	https://www.anniescatalog.com/crochet/content.html?scat_id=368&c=0