

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005
B.B.A COURSE STRUCTURE UNDER CBCS SYSTEM
(For the candidates admitted from the year 2015-16 onwards)

SEMESTER	COURSE	SUBJECT TITLE	SUBJECT CODE	INSTR. HOURS WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							INT	ESE	
I	LC- I Tamil	Tamil – I	U15L1T1	6	3	3	25	75	100
	ELC- I English	English – I	U15L1E1	6	3	3	25	75	100
	Core Course –I	Principles of Accountancy	U15BA1C1	6	5	3	25	75	100
	Core Course-II	Principles of Management	U15BA1C2	5	4	3	25	75	100
	First Allied Course-I	Managerial Economics	U15BA1A1	5	3	3	25	75	100
	Value Education	Value Education	U15VE1	2	2	3	25	75	100
					30	20			
II	LC- II Tamil	Tamil – II	U15L2T2	6	3	3	25	75	100
	ELC- II English	English – II	U15L2E2	6	3	3	25	75	100
	Core Course – III	Business Communication	U15BA2C3	6	5	3	25	75	100
	First Allied Course-II	Organizational Behavior	U15BA2A2	5	4	3	25	75	100
	First Allied Course-III	Statistics For Decision Making	U15BA2A3	5	3	3	25	75	100
	Environmental Studies	Environmental Studies	U15ES2	2	2	3	25	75	100
					30	20			
III	LC – III Tamil	Tamil- III	U15L3T3	6	3	3	25	75	100
	ELC- III English	English –III	U15L3E3	6	3	3	25	75	100
	Core Course – IV	Marketing Management	U15BA3C4	6	5	3	25	75	100
	Core Course –V	Financial Management	U15BA3C5	5	4	3	25	75	100
	Second Allied Course – I	Business Law	U15BA3A4	5	3	3	25	75	100
	Non Core Elective – I	Comprehensive study in Indian Economy	U15EC3N1	2	2	3	25	75	100
					30	20			
IV	LC – IV Tamil	Tamil- IV	U15L4T4	6	3	3	25	75	100
	ELC – IV English	English – IV	U15L4E4	6	3	3	25	75	100
	Core Course – VI	Production and Materials Management	U15BA4C6	5	5	3	25	75	100
	Second Allied Course – II	Customer Relationship Management	U15BA4A5	5	4	3	25	75	100
	Second Allied Course – III	Retail Management	U15BA4A6	4	3	3	25	75	100
	Non Core Elective – II	Practical Commerce	U15BA4S1P	2	2	3	25	75	100
	Skill Based Elective – I	Economics for Competitive Examinations	U15EC4N2	2	4	3	25	75	100
				30	24				700
V	Core Course – VII	Management Accounting	U15BA5C7	5	5	3	25	75	100
	Core Course – VIII	Entrepreneurial Development	U15BA5C8	5	4	3	25	75	100
	Core Course – IX	Operations Research	U15BA5C9	4	3	3	25	75	100
	Core Course – X	Services Marketing	U15BA5C10	6	4	3	25	75	100
	Elective Course - I	Human Resource Management	U15BA5E1	4	4	3	25	75	100
	Skill Based Elective II	Marketing Research	U15BA5S2	2	4	3	25	75	100
	Skill Based Elective III	Industrial Analysis – Project Report	U15BA5S3	2	4	3	25	75	100
	SSD –I	Soft Skills Development	U15SSD3	2	2	3	25	75	100
				30	30				800
VI	Core Course – XI	Strategic Management	U15BA6C11	6	5	3	25	75	100
	Core Course – XII	Principles and Practice of Insurance	U15BA6C12	6	5	3	25	75	100
	Core Course – XIII	Management Information System	U15BA6C13	6	5	3	25	75	100
	Elective Course II	Investment Management	U15BA6E2	5	5	3	25	75	100
	Elective Course III	Promotion Management	U15BA6E3	6	4	3	25	75	100
	Extension Activities	Gender Education	U15EA4	1	1	3	25	75	100
		Extension Activity	-	-	1	-	-	-	-
				30	26				600
TOTAL				180	140				3900

Sl. No.:

Subject Code:

U15L1T1

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈநர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
 பகுதி - 1 பொதுத்தமிழ் -1 - முதல் பருவம்
 மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை, இலக்கணம், இலக்கிய வரலாறு

பொதுத்தமிழ் -1 முதல் பருவம்

(மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை, இலக்கணம், இலக்கிய வரலாறு)

அலகு 1 மரபுக்கவிதைகள்

- அ) தமிழ்த்தாய் - பாரதியார்
 ஆ) புத்தகச்சாலை - பாரதிதாசன்
 இ) புத்தரும் ஏழைச்சிறுவனும்
 (ஆசியஜோதி) - கவிமணி
 ஈ) நோயற்ற வாழ்வு - நாமக்கல் கவிஞர்
 உ) இரசம் தீர்ந்து விட்டது
 (இயேசு காவியம்) - கண்ணதாசன்
 ஊ) அதிவீரராம பாண்டியன் - சுரதா

அலகு 2 புதுக்கவிதைகள்

- அ) மீரா கவிதைகள் (நான் மனிதன்) - மீரா
 ஆ) தேசப்பிதாவுக்கு ஒரு தெருப்பாடகனின் அஞ்சலி (கண்ணீர்ப்பூக்கள்)
 - மு.மேத்தா
 இ) வடலூரும் வார்தாவும்(நேயர் விருப்பம்)- அப்துல் ரகுமான்
 ஈ) சர்ப்ப யாகம் - சிற்பி
 உ) விசுவாமித்திரர் (அவதார புருஷன்) - வாலி
 ஊ) நிலத்தை ஜெயித்த விதை
 (இன்னொரு தேசிய கீதம்) - வைரமுத்து
 எ) ஒரு வண்டி சென்றியூ(10 கவிதைகள்)- ஈரோடு தமிழன்பன்

அலகு 3 சிறுகதை

- சிறுகதைத் தொகுப்பு - நியூ செஞ்சுரி பக் ஹவுஸ்

அலகு 4 இலக்கணம்

- வல்லினம் மிகும் இடங்கள் - நல்ல தமிழ் எழுத வேண்டுமா?
 வல்லினம் மிகா இடங்கள் - அ.கி.பரந்தாமனார்

அலகு 5 இலக்கிய வரலாறு

மரபுக்கவிதை, புதுக்கவிதை, சிறுகதை

பரிந்துரை நூல்

- முனைவர் கா.வாசுதேவன் - பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
 தேவன் பதிப்பகம், 16/43, திருநகர்,
 திருவானைக்கோவில், திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

- அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் 5*1=5
 ஆ) கோடிட்ட இடங்களை நிரப்பதல் 5*1=5
 இ) பொருத்துதல் 5*1=5
 ஈ) ஒரே சொற்களில் விடையளித்தல் 5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத வேண்டும்.

3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - I SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – I

Unit I

- Monday Morning - Mark Twain
My Financial Career - Stephen Leacock

Unit II

- Indian Women - S. Radhakrishnan
Head Ache - R. K. Narayan

Unit III

- Thomas Alva Edison - Egon Larson
Helen Keller - Patrick Pringle

Unit IV

- Word Classes
I. Open Classes
1. Nouns
2. Adjectives
3. Verbs
4. Adverbs
II. Closed Classes
1. Pronouns
2. Determiners
3. Prepositions
4. Conjunctions
5. Exclamations / Interjections

Unit V

1. Spelling Rules
2. Words Often Confused or Misused
3. Homophones

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COE

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Subject Code:

U15BA1C1

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – I SEMESTER – CORE COURSE - I

(For the candidates admitted from the year 2015-16 onwards)

PRINCIPLES OF ACCOUNTANCY

- UNIT- I** Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems.
- UNIT- II** Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books - Trial Balance - Rectification of Errors –Bank Reconciliation Statement.
- UNIT-III** Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.
- UNIT-IV** Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)
- UNIT-V** Single Entry System of Book Keeping – Statement of Affairs and Conversion Method.

Text Book:

Title	Author	Publisher
Principles of Accountancy	Jain and Narang	Kalyani Publishers.

Reference Book:

Sl.No.	Title	Author	Publisher
1.	Modern Accountancy	Mukerjee and Haneef	Tata McGraw Hill
2.	Advanced Accountancy	Shukla and Grewal	S. Chand & Sons
3.	Principles of Accountancy	Dastan L. Cecil	Learn Tech.
4.	Advanced Accountancy	Arulnandam	Himalaya Publications

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) :: KARUR-05

BBA – I SEMESTER – CORE COURSE - II
(For the candidates admitted from the year 2015-16 onwards)

PRINCIPLES OF MANAGEMENT

- UNIT- I** Management – Concept – Nature – Management as a Science, an Art and Profession – Process – Levels of Management – Contributions of management thinkers- F.W. Taylor – Henry Fayol and Elton Mayo Management.
- UNIT- II** Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets-Decision making.
- UNIT-III** Organizing – Concept –Principles– Elements of Organization process – Types of organization – Delegation – Departmentation – Centralization – Decentralization.
- UNIT-IV** Staffing – Concept – Functions – Process – Selection – Recruitment – Training – Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.
- UNIT-V** Co-ordination – Controlling – Concept – Need and Importance – Process – Characteristics of an ideal control system-Traditional and Modern methods of control.

Text Book:

Title	Author	Publisher
Management Concepts	Sharma	Kalyani

Reference Book:

Title	Author
Business Management	Dinkar Pagare.
Principles of Management	CB Memoria
Principles of Management	LM Prasad
Business Management	Gupta
Principles of management	Koontz o donnel

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Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., - I SEMESTER – FIRST ALLIED COURSE - I

(For the candidates admitted from the year 2015-16 onwards)

MANAGERIAL ECONOMICS

- UNIT- I** Utility of Economics in Business Management and Industrial Administration. Important Concepts. Analysis of Demand and Supply – Law of Diminishing Marginal Utility – Concepts of Consumer Surplus – Elasticity of Demand – Indifference Curve Analysis. Return to Scale, Importance of Increasing Returns in Industrial Activity – Concepts of Cost – Concepts of Elasticity of Supply – Forces Governing the Supply of Factors of Production.
- UNIT- II** Theory of Firm –Productivity- Cobb-Douglas – CES Model Problems of Price Fixation – Role of Supply and Demand.
- UNIT-III** Concept of Normal Profit – Sales Maximization Principles – Monopoly – Monopolistic Competition – Perfect Competition – Imperfect Competition – Oligopoly.
- UNIT-IV** National Income – Circular Flow of Income – Measurement – Difficulties in the Measurement.
- UNIT-V** Functions of Money – Theories of Money Supply – Role of Commercial Banks – RBI – Methods of Credit Control – Monetary and Fiscal.

Text Book:

Title	Author
Micro Economics	M.L. Seth

Reference Book:

Title	Author
Managerial Economics Analysis	P.L. Mehta
Managerial Economics	Mote, Paul, Gupta
Managerial Economics	R.L. Varshney & K.L. Maheswari
The Indian Economy	Ishwar C. Dhingra
Managerial Economics	Joel Dean

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Subject Code:

U15VE1

அரசு கலைக் கல்லூரி (தன்னாட்சி), ஈரூர் - 639005
அனைத்து இளநிலை - முதல் பருவம் - பகுதி - 4
(2015 - 2016 கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்கு உரியது)

மதிப்புக்கல்வி

அலகு 1

வாழ்வியல் கல்வி ஓர் அறிமுகம் - தனிமனித நெறிமுறைகள் - சமுதாய நெறிமுறைகள் - ஆன்மீக நெறிமுறைகள் - வாழ்வியல் நெறிகளின் மூலங்கள் - வாழ்வியல் நெறிகளின் அவசியம் - நன்னடத்தையும் நற்செயல்களும் - நற்பண்புகள் உருவாக்கம்.

அலகு 2

சமூக நற்பணி - சமூக நலப்பணித்திட்டங்கள் - சமுதாயத் தீமைகள் குறித்த விழிப்புணர்வு - போதை மருந்துகளுக்கு அடிமையாதல் - மதுப்பழக்கம் - புகைப்பிடித்தல் - தற்கொலை.

அலகு 3

இந்து சமயத்தின் போதனைகள் - இஸ்லாம் போதிக்கும் நெறிகள் - கிறித்துவம் போதிக்கும் நெறிகள் - சமயச் சார்பின்மை - சமய நல்லிணக்கம்.

அலகு 4

காந்தியடிகளின் அகிம்சை கொள்கை - அன்னை தெரசாவின் தொண்டுகள் - தன்னலமின்மையின் வடிவம் பெருந்தலைவர் காமராசர்.

அலகு 5

சமூகநீதி - மனித உரிமைகளும் - அவற்றின் பாதுகாப்பும் - மகளிர்க்கு எதிரான வன்முறைகள் - நாட்டின் ஒருமைப்பாடு.

Text Book:

1. மதிப்புக் கல்வி - Y.K.55,கூட்டுறவு பண்டகசாலை, அரசு கலைக்கல்லூரி(தன்னாட்சி), ஈரூர் - 5.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15L2T2

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈநர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
 (2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
பகுதி - 1 பொதுத்தமிழ் -2 - இரண்டாம் பருவம்
 (பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள், உரைநடை, இலக்கணம், இலக்கிய வரலாறு)

அலகு 1 பக்தி இலக்கியங்கள்

தேவாரம்

- திருநாவுக்கரசர்
(திருவையாறு- 4ஆம் திருமுறை)

நாலாயிர திவ்விய பிரபந்தம்

- மதுரகவி ஆழ்வார்(கண்ணி நுண் சிறுத்தாம்பு)

தெய்வமணிமாலை

- இராமலிங்க வள்ளலார்

பராபரக்கண்ணி

- குணங்குடி மஸ்தான் சாகிபு

யாக்கை நிலையாமை

- திருமந்திரம்

அலகு 2 சிற்றிலக்கியங்கள்

தமிழ்விடுதாது

- முதல் 16 கண்ணிகள்

திருக்குற்றாலக் குறவஞ்சி

- குறத்தி மலைவளம் கூறல்

நந்திக்கலம்பகம்

- பாடல் எண்கள்: 34,35,36,37,38,39,44,45,46,49

அபிராமி அந்தாதி

- 11-20 பாடல்கள்

கயிலாசநாதர் சதகம்

- அரிதெனல், இறந்தும் இருக்கின்றவர், இருந்தும் இறந்தவர், கோபக்கொடுமை, கல்விச் சிறப்பு

அலகு 3 உரைநடை

இனியவை நாற்பது

- முனைவர் இரா.மோகன்

அலகு 4 இலக்கணம்

வாக்கிய வகைகள்

- நல்ல தமிழ் எழுத வேண்டுமா? அ.கி.பரந்தாமனார்

அலகு 5 இலக்கிய வரலாறு

பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள், உரைநடை

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன்

-பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு தேவன் பதிப்பகம்,16/43, திருநகர், திருவானைக்கோவில்,திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை**பகுதி அ (ஒரு மதிப்பெண் வினா - 20)**

அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் 5*1=5

ஆ) கோடிட்ட இடங்களை நிரப்புதல் 5*1=5

இ) பொருத்துதல் 5*1=5

ஈ) ஒரே சொற்களில் விடையளித்தல் 5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத வேண்டும். 3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - II SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – II

Unit I

- | | | |
|--------------|---|---------------------|
| The Luncheon | - | Somerset Maugham |
| A Cup of Tea | - | Katherine Mansfield |

Unit II

- | | | |
|---------------|---|-------------------|
| A Work of Art | - | Anton Checkov |
| The Necklace | - | Guy de Maupassant |

Unit III

- | | | |
|---------------------|---|---------------------|
| My Lord the Baby | - | Rabindranath Tagore |
| An Astrologer's Day | - | R.K Narayan |

Unit IV

The Sentence

1. Types of Sentences
2. Simple, Compound and Complex Sentences
3. Sentence Patterns

Unit V

Transformation of Sentences

1. Affirmative into Negative and vice versa
2. Interrogative into Assertive and vice versa
3. Exclamatory into assertive and vice versa
4. Simple, Compound and Complex sentences
5. Voice: Active and Passive
6. Degrees of Comparison

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A - II SEMESTER – CORE COURSE - III

(For the candidates admitted from the year 2015-16 onwards)

BUSINESS COMMUNICATION

UNIT-I Communication: Process - Significance - Objectives – Principles - Types of Communication -Media of Communication - Barriers to Communication

UNIT-II Business Communication through letters: Essentials of an effective Business Letter – Structure and layout – Enquiries & Replies – Offers and Quotations – Claims — Complaint & adjustments – Collection letters – Sales letters

UNIT-III Bank Correspondence – Various requests, Correspondence of company secretary: Conduct of Meetings – Notice - Preparation of Agenda – Preparation of Minutes

UNIT-IV Report writing: Forms and Types of Reports – Essentials – Structure
Oral Communication: Speeches – Group Discussions -Telephonic conversations -Presentations and effective use of audio-visual aids

UNIT-V Internet and Telecom Technology: Business uses – Different modes of online communication – E-mail correspondence – Modern Telecom services

Text Book:

Title	Author	Publisher
Business Communication	Rajendra Pal* J S Korlahalli	Sultan Chand & Sons

Reference:

Sl.No.	Title	Author	Publisher
1.	Managerial Communication	Varinder Kumar and Bodh Raj	Kalyani Publishers 2010
2.	Business Communication	Ramesh MS & CC Pattanshetti	R. Chand & Co, New Delhi

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – II SEMESTER – FIRST ALLIED COURSE - II

(For the candidates admitted from the year 2015-16 onwards)

ORGANISATIONAL BEHAVIOUR

- UNIT- I** The Concept of Organizational Behaviour – Nature of Man – Nature of Organization – Models of Organizational Behaviour – S.O.B.C. Model – Organizational Behaviour and Human Relations.
- UNIT- II** Individual Behaviour – Perception –Attitudes –Learning- Personality – Determinants of personality –Types of personality .
- UNIT-III** Group Dynamics – Groups at Work – Formal and Informal Groups – Group Cohesiveness – Group Pressure and Norms – Individual Group Goals.
- UNIT-IV** Leadership – Characteristics – Leadership Continuum – Styles of Leadership – Manager as a Leader – Theories of Leadership – Conference Leadership – Power and Authority.
- UNIT-V** Morale and Motivation –Maslow’s Need theory- Herzberg’s Two-Factor Theory of Motivation – Management of change in Organization.

Text Book:

Title	Author	Publisher
Organisational Behaviour	L.M.Prasad	Sultan Chand and Sons

Reference Book:

Title	Author	Publisher
Organizational Behaviour	M. Gangadhar Rao and others	Konark Pub Pvt Ltd.
Human Behaviour at Work	Keith Davis	TMH.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15BA2A3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA– II SEMESTER – FIRST ALLIED COURSE - III

(For the candidates admitted from the year 2015-16 onwards)

STATISTICS FOR DECISION MAKING

- UNIT- I** Introduction –tabulation and classification –diagrams and graphs, measure of Central Tendency –arithmetic mean, Median, Mode, Geometric Mean – harmonic mean.
- UNIT- II** Measures of Dispersion –range –quartiles –deciles –Percentiles –quartile deviation –mean deviation –standard deviation –Co-efficient of variation.
- UNIT-III** Measurement of Skewness Karl person & Bowley methods –correlation – simple rank–co-efficient of concurrent deviation.
- UNIT-IV** Regression analysis –simple regression –equations –x on y –Y on X –Time series analysis –Components –fitting a straight line by method of least square –moving average.
- UNIT-V** Index numbers –weighted and un weighted –price Index numbers –types –tests in index numbers –time and factor reversal test -cost of living index number – aggregate method – family budget method.
(Problem 75% Theory 25%)

Text Book

- 1.Business Statistics by PA. Navanitham M.Sc., M.Phil. Jai Publications, Tiruchy 2.
- 2.Elements of Practical Statistics by S.K. Kappor –Oxford and IBHP Publishing Company, New Delhi.
- 3.Statistical Methods by S.P. Gupta –Chand & Sons
- 4.Business Statistics by Prof.Navaneetham –Anand Publishers
- 5.Business Statistics by G.V. Shenoy, U.K. Srivastava and S.C. Sharma –Wiley eastern limited (Can be handled by members of commerce Dept. of Statistics)

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COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
ALL UG COURSES - II SEMESTER – PART – IV
(For the candidates admitted from the year 2015-16 onwards)

ENVIRONMENTAL STUDIES

Unit 1

Environment – Introduction – Nature – Scope – Content – Need for study: Natural resources – Forest and Energy resources – use and over exploitation –deforestation – Energy resources – reviewable and non reviewable energy resources.

Unit 2

Eco System: Concept – Structure and function – Procedures – consumers and decomposers – Food Chains – Food Webs and Ecological Pyramids – Biodiversity and its conservation : Introduction – definition – genetic – species and eco system diversity – conservation of biodiversity.

Unit 3

Environmental Pollution – Definition – causes – effects and control Measures – Types – Air – Water – Soil – Thermal and Nuclear hazards – solid waste and Management – Disaster Management – Role of an individuals in controlling pollution – Earth Quake –Earth Quake and Cyclone – Flood.

Unit 4

Social issues and the environment: urbanization – urban problems related to energy – Water Shed Management – Environmental ethics: issues and possible solutions – Wasteland reclamation – Climate Change – Global Warming - Acid rain – Ozone layer depletion – Public awareness.

Unit 5

Human Population and the environment: Population growth, Variation among nations – Population explosion – Family Welfare Programme – Human rights – HIV/AIDS – Women and Child Welfare – Role of information technology in environment and human health.

Text Book:

1. சுற்றுச்சூழல் கல்வி - முனைவர். ஆ. சசிலா அப்பாத்துரை -
நியூ செஞ்சரி புக் ஹவுஸ் (பி) லிட், சென்னை.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15L3T3

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈரூர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
(2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
பகுதி - 1 பொதுத்தமிழ் - 3 - மூன்றாம் பருவம்
(காப்பியங்கள், நாடகம், இலக்கணம், இலக்கிய வரலாறு)

அலகு 1 காப்பியங்கள்

சிலப்பதிகாரம் (புறஞ்சேரியிறுத்த காதை)
மணிமேகலை (சிறைக்கோட்டம் அறக்கோட்டம் ஆக்கிய காதை)
கம்பராமாயணம் (இரணிய வதைப்படலம்)

அலகு 2 காப்பியங்கள்

பெரியபுராணம் (இளையான்குடி மாற நாயனார் புராணம்)
தேம்பாவணி (நாட்டுப்படலம்)
சீராப்புராணம் (பாந்தள் வசனித்த படலம்)

அலகு 3 நாடகம்

சேர தாண்டவம் - பாரதிதாசன்

அலகு 4 இலக்கணம்

நிறுத்தக் குறிகள்

அலகு 5 இலக்கிய வரலாறு

காப்பியங்கள், நாடகம்

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன் -பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
தேவன் பதிப்பகம், 16/43, திருநகர்,
திருவானைக்கோவில், திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

- அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் 5*1=5
ஆ) கோடிட்ட இடங்களை நிரப்பதல் 5*1=5
இ) பொருத்துதல் 5*1=5
ஈ) ஒரே சொற்களில் விடையளித்தல் 5*1=5

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை எழுத வேண்டும். 3*10=30

மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

U15L3E3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05

ALL UG COURSES - III SEMESTER - PART – II - ENGLISH

(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – III

Unit I

- A Prayer for My Daughter - W.B Yeats
A Poison Tree - William Blake

Unit II

- Stopping by Woods on a Snowy Evening - Robert Frost
Because I Could Not Stop For Death - Emily Dickinson

Unit III

- My Grand Mother's House - Kamala Das
Small Scale Reflections on a Great House - A.K Ramanujan

Unit IV

1. Error Correction
2. One word Substitution
3. Idioms and Phrases

Unit V

1. Comprehension
2. Note Making and Summarizing
3. Précis Writing

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA– III SEMESTER – CORE COURSE - IV

(For the candidates admitted from the year 2015-16 onwards)

MARKETING MANAGEMENT

- UNIT-I** Market and Marketing: Types of market –Marketing concepts – Functions of marketing – Marketing management – Objectives – Importance of marketing management – Marketing Environment – Micro and Macro environment.
- UNIT- II** Market Segmentation: Criteria of effective segmentation – Benefits of segmentation – Bases for marketing segmentation
Buyer Behavior: Factors influencing consumer behavior – Buyer motives
- UNIT-III** Marketing Mix - Product: Product planning and development – product mix – new product development – product life cycle
Pricing – meaning – influencing factors – objectives – pricing methods
- UNIT-IV** Marketing channels: Meaning and definition – need and importance – classification – Types of Intermediaries – Agent middlemen – Merchant middlemen – Wholesalers – functions – Retailers – Functions of Retailers – Physical distribution – Elements of physical distribution (logistics).
- UNIT-V** Promotion mix: Personal selling - meaning – process – Advertising – objectives – types – Sales promotion – objectives – sales promotion methods – publicity and public relation – meaning.

Text Book:

Title	Author	Publisher
Marketing Management	S. P. Bansal	Kalyani Publishers

Reference Book:

Title	Author	Publisher
Marketing Management	Philip Kotler	Prentice Hall, New Delhi
Fundamentals of Marketing Marketing Management	William J. Stanton Marvin A. Jolson	

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– III SEMESTER – CORE COURSE - V

(For the candidates admitted from the year 2015-16 onwards)

FINANCIAL MANAGEMENT

UNIT- I Financial Management: Meaning and Scope of Finance Functions, Goals: Profit Maximization and Wealth Maximization -Organization of Finance Function.

UNIT- II Capitalisation – over capitalization- Under capitalization- Capital Structure Planning –Meaning and Scope–Approaches:Net Income Approach–Net Operating Income Approach MM Approach –Arbitrage Process –Traditional Approach –Indifference Point.

UNIT- III Capital Budgeting–Concept and Importance –Capital Budgeting Appraisal Methods: Pay Back Method –Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method -Return on Investment Method.

UNIT- IV Cost of Capital –Concept, Importance -Classification: Cost of Debt – Cost of Equity –Cost of Retained Earnings–Weighted Average Cost of Capital.

UNIT- V Leverages –Meaning and Significance – Types: Operating, Financial and Combined Leverages–Dividend Theories and Dividend Policies – Forms of Dividend.

(Theory only)

Text book recommended:

Title	Author	Publisher
Elements of Financial Management	S.N. Maheswari	Sultan Chand & Sons.

Reference:

Sl.No.	Title	Author	Publisher
1.	Fundamentals of Financial Management	Prasanna Chandra	
2.	Theory and Problems of Financial Management	Khan & Jain	
3.	Financial Management	I.M.Pandey	Vikash Publishing House Pvt. Ltd.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– III SEMESTER – SECOND ALLIED COURSE - I

(For the candidates admitted from the year 2015-16 onwards)

BUSINESS LAW

- UNIT- I** Introduction – Definition – Scope and Growth of Merchantile law – Sources of merchantile Law – Nature and kinds of contracts – Offer and acceptance – consideration – contractual capacity – consent – Void agreements – contingent contracts.
- UNIT- II** Performance of Contract – Quasi contract – Discharge of Contracts – Remedies for Breach of contract.
- UNIT-III** Contract of Agency, contract of Bailment and pledge.
- UNIT-IV** The Sale of Goods Act – conditions and warranties - performance of contract - rights of an unpaid seller.
- UNIT-V** The Indian partnership Act – creation of partnership, Types of partnership, rights and duties of partners and dissolution of partnership.

Text Book:

Title	Author	Publisher
Business Law	R.S. N. Pillai and Bagawathi	S. Chand & Sons 2008

Reference Book:

Sl.No.	Title	Author	Publisher
1.	Business Law	N.D. Kapoor	S. Chand & Sons
2.	Commercial law	Chawla and Garg	Kalyani Publishers
3.	Merchantile Law	M.C. Slukla	S. Chand & Sons
4.	Merchantile Law	M.C. Kuchal	Vikas Publishing House

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– III SEMESTER – NON CORE ELECTIVE - I

(For the candidates admitted from the year 2015-16 onwards)

COMPREHENSIVE STUDY IN INDIAN ECONOMY

UNIT I

Subject matter of economics – basic problems in economics – distinction between micro and macro economics – utility of the study of economics – law of demand and supply – equilibrium – factors determining – elasticity (concept only) – law of valuable returns and returns to scale – (Statement and equilibrium only)

UNIT II

Cost and revenue – (concepts only) – price determination under perfect, monopoly and monopolistic competition (concepts and equilibrium only) – concepts and measurement of national income – its importance – business cycle – its feature and phases – measures to reduce the evil effect inflation – effects – anti inflationary measures

UNIT III

Types of money – function of money – monetary standards – types, merits and demerits – of note issue – currency principle, banking principle – methods of note issue – India's present currency system – monetary policy objectives – its weapons and limitations.

UNIT IV

Nature of public finance – distinction between public finance and private finance – sources of revenue – public expenditure and public dept – fiscal policy objective instruments and limitations

UNIT V

Features of Indian economy – India's national income – concept, importance and limitation – contribution of different sectors to national income – population and economic development, unemployment problem and its measures to solve – agricultural development causes for low productivity – slow growth of industries in India - causes and remedies composition and direction of foreign trade in India role of economic planning - its achievement and failure in India

References:

1. Indian economy – K. Puri and SK Misra
2. Indian economy – Dr.Ratha
3. Indian economy – K.K. Deweth.
4. Indian economy – Dult and Sundaram
5. Micro economics – R. Shasikumar
6. Managerial economics – s.Sankaran
7. Monetary economics – T.T. Seth
8. Fiscal economics – S. Sankaran.

CHAIRMAN – BOS

COE

Sl. No.:

Subject Code:

U15L4T4

அரசு கலைக் கல்லூரி (தன்னாட்சி) - ஈநர் - 5
கலையியல் / அறிவியல் / வணிகவியல் / பட்ட வகுப்பு
(2015 - 2016 ஆம் கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்குரியது)
பகுதி - 1 பொதுத்தமிழ் - 4 - நான்காம் பருவம்
(சங்க இலக்கியம், புதினம், இலக்கணம், இலக்கிய வரலாறு)

அலகு 1

நற்றிணை - 5,21,27,80,92
குறுந்தொகை -10 பாடல்கள் (2,16,20,40,62,67,202,244,263,286)
ஐங்குறுநூறு (அன்னாய் வாழிப்பத்து)
அகநானூறு - 2 பாடல்கள் (10,23)
புறநானூறு - 5 பாடல்கள் (74,192,204,206,312)
கலித்தொகை- 2 பாடல்கள் (11,88)

அலகு 2

சிறுபாணாற்றுப்படை (முழுவதும்)

அலகு 3

பூர்வீக பூமி - தூரியகாந்தன்

அலகு 4 கட்டுரை

பொதுக்கட்டுரை, விண்ணப்பம், மடல், அலுவலகக் கடிதங்கள் எழுதப் பழகுதல்

அலகு 5

இலக்கிய வரலாறு - சங்க இலக்கியம், புதினம்

பரிந்துரை நூல்

முனைவர் கா.வாசுதேவன் -பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு
தேவன் பதிப்பகம்,16/43, திருநகர்,
திருவானைக்கோவில்,திருச்சி

ஐந்து அலகுகளிலும் சம அளவில் வினாக்கள் அமைதல் வேண்டும்.

வினாத்தாள் அமைப்பு முறை

பகுதி அ (ஒரு மதிப்பெண் வினா - 20)

- | | |
|--|-------|
| அ) பொருத்தமான விடையைத் தேர்ந்தெடுத்தல் | 5*1=5 |
| ஆ) கோடிட்ட இடங்களை நிரப்புதல் | 5*1=5 |
| இ) பொருத்துதல் | 5*1=5 |
| ஈ) ஒரே சொற்களில் விடையளித்தல் | 5*1=5 |

பகுதி ஆ (ஐந்து மதிப்பெண் வினா)

இது அல்லது அது என்ற வகையில் அமைதல் வேண்டும் 5*5=25

பகுதி இ (பத்து மதிப்பெண் வினா)

ஐந்தில் எவையேனும் மூன்றனுக்கு மட்டும் கட்டுரை வடிவில் விடை தருக. 3*10=30
மொத்த மதிப்பெண் -75

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR- 05
ALL UG COURSES - IV SEMESTER - PART – II - ENGLISH
(For the candidates admitted from the year 2015-16 onwards)

ENGLISH – IV

Unit I

- | | | |
|---------------------|---|------------------|
| Grand Mother's Gold | - | Ella Adkins |
| Medieval Magic | - | Geoffrey Chaucer |

Unit II

- | | | |
|------------------|---|-----------------|
| The little Man | - | John Galsworthy |
| The Pot of Broth | - | W.B Yeats |

Unit III

- | | | |
|----------------------------|---|-------------------|
| The Proposal | - | Anton Checkov |
| The Bishop's Candle Sticks | - | Norman Mc Kinnell |

Unit IV

1. Letter Writing
2. Developing Hints
3. Complete the Dialogue

Unit V

1. Essay
2. Group Discussion
3. Interview Techniques

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – IV SEMESTER –CORE COURSE - VI

(For the candidates admitted from the year 2015-16 onwards)

PRODUCTION AND MATERIALS MANAGEMENT

- UNIT- I** An overall view of production management– factors influencing plant location plant layout – different types of layouts and their suitability. Production Planning and Control–Planning – routing – Scheduling – Dispatching
- UNIT- II** Work study – Work standardization – work measurement Techniques –work simplification - Method study – Motion study - Time study.
- UNIT-III** Quality control and inspection – TQM – Steps – six sigma Implementation – Barriers to TQM.
- UNIT-IV** Materials management –Meaning – importance –approaches – advantages and disadvantages – purchase management – functions – principles –organisation- safety stock and re-order level.
- UNIT-V** Inventory Management - Inventory Management, material handling- Inventory control Technique ABC Analysis, VED analysis and FSN analysis.

Note : 100% Theory Only

Text Book:

Title	Author	Publisher
Production and Materials management	Saravanavel Sumathi	Margham Publishers

Reference Book:

Title	Author
Modern production Operation management	E.S.Buffa
Production and Operation management	raymond r. mayor
Production management	keith lockyeer.
Production inventory system	buffs & miller.

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COE

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - II

(For the candidates admitted from the year 2015-16 onwards)

CUSTOMER RELATIONSHIP MANAGEMENT

- UNIT- I** Introduction to Customer Relationship Management: Difference between traditional marketing and Relationship Marketing – Scope for Customer Relationship Management - Types of Customer Relationship Marketing and Programmes – CRM Satisfaction Survey - Process model of Relationship Marketing — leaky bucket theory – Relationship Portfolio – Ladder – Relationship Life Cycle – Customer acquisition and Retention.
- UNIT- II** CRM business transformation process: Planning for transformation – CRM business cycle
E-CRM: Different levels of E-CRM– CRM - Internet challenges – Effect of internet – Data Warehousing - benefits of Data Warehousing – Data mining
Relationship Marketing Goals – Customer segmentation in relationship marketing.
- UNIT-III** Customer loyalty: Defining loyalty advantages - frame work of customer loyalty – stages of customer loyalty – classification of customers with reference to loyalty – types of customer loyalty – types of customer behavior – features of successful loyalty scheme
Relationship Drivers: Risk, Salience and emotion, trust and commitment perceived need for closeness and customer satisfaction.
- UNIT-IV** CRM implementation: Implementing relationship marketing programs: Strategy, Structure, Systems, Shared values, Staff, Skill and Styles – Causes for failure
- UNIT-V** Monitoring and control of relationship – Different approaches to monitoring and control – Measures of relationship success satisfaction – Service Quality Models – SERVQUAL – SERVPERF – relationship return – measuring financial performance – Service Recovery
Call Centre: Objectives of Call Centre – Call Centre Features – Call Centre Planning

Text book:

Customer Relationship Management – Dr. Sheela Rani (Margam Publication).

Reference Books

1. CRM, Paul Green Berg – Tata Mc Graw Hill, 2002
2. Marketing Management – Philip Kotler, Prentice Hall, 2005
3. Retail Management – A Strategic Approach, Barry Berman and Joel R Evans – Prentice Hall of India, Tenth Edition, 2006

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - III

(For the candidates admitted from the year 2015-16 onwards)

RETAIL MANAGEMENT

- UNIT - I** Retailing: Introduction – Meaning and definition of retailing – Elements of retailing – Types of retailing – Factors responsible for retailing in India – Meaning of Retailing management – future of retail in India.
- UNIT - II** Retailers: Meaning – Types of Retailers – Functions of Retailers – Classification of Retail Institutions – Classification on the Basis of ownership – Partnerships – Classification based on the Strategy.
- UNIT - III** Retail locations: Deciding a retail location – Shopping centres – types of shopping centres – Successful location and Retail strategy – Sources of information.
- UNIT - IV** Store layout and design – Factors considered for layout and design – Types of store layouts – Store design and Retailing Image mix – The space mix – Ways to turn-off Customers.
- UNIT - V** Retail Internationalization: Globalisation and Challenges to India – Impact of Globalisation on Indian Retailing – Plans of Key Players in India – Five Important Things for Retailing Growth in India – The Retail Sector in India – Current Indian Retail Landscape – Major Challenges for Retailers/Marketers.

Text Book:

Title	Author	Publisher
Retail Management	Dr. R.K. Jain	VAYU Education of India
Retail Environment	R. Rajesh & T.Sivagnanasithi	Kalyani Publishers

Reference Books:

Retail Management, Gourav Ghosal, Edition 2007.

Retailing Management, Michael Levy, Barton A. Weitz & Ajay Pandit, 8th Edition 2012.

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COE

Sl. No.:

Subject Code:

U15BA4S1P

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – IV SEMESTER – SKILL BASED ELECTIVE - I

(For the candidates admitted from the year 2015-16 onwards)

PRACTICAL COMMERCE

- UNIT- I**
1. Preparation of invoice, receipts, voucher, delivery, challan, entry pass and Gate pass, debit and credit notes.
 2. Preparation of transaction from the receipts, vouchers, credit notes and debit notes.
 3. Preparation of application for shares and allotment letter for share transfer forms from the secretary.
- UNIT- II**
1. Drawing, endorsing and crossing of cheques - filling up of pay in slips demand draft application and preparation of demand drafts.
 2. Making entries in the passbook and filling up of account opening forms for SB account, Current account and FDR's preparation of FDR's.
 3. Drawing and endorsing of bills of exchange and promissory notes.
- UNIT- III**
1. Filling up of application forms for admission to co-operative societies. Filling up loan application forms and deposit challan.
 2. Filling up Jewel loan application form, procedure for releasing of jewelers in jewel loan and repayment.
- UNIT- IV**
1. Preparation of agenda and minutes of meetings-both general body and board of directors.
 2. Using bin card and inventories.
 3. Using cost sheets.
- UNIT- V**
1. Filling up of an application form for a LIC policy, filling up of the premium form sending premium notice and filling up the challan for remittance receipt for the premium. The procedure for settling account while the insured is alive or dead.
 2. Preparation of audit programmes.
 3. Preparation of audit report and the replies to audit objections.
 4. Preparation of an advertisement copy, collection of advertisement in dailies and journal, critically evaluating the advertisement copy.
 5. Filling up income-tax returns and application for permanent account number.

Note:

Students may be requested to collect original or Xerox copies of the document and affix them on the record note books after filling up. Drawing of the document should be insisted. Distribution of marks: Practical :75% and Record :25%

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Sl. No.:

Subject Code:

U15EC4N2

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– IV SEMESTER – NON CORE ELECTIVE - II

(For the candidates admitted from the year 2015-16 onwards)

ECONOMICS FOR COMPETITIVE EXAMINATIONS (ELEMENTARY TREATMENT ONLY)

Unit I Economic Development

Features of an under developed economy – Distinction between economic development and economic growth – indicators of economics development – human Development Indices – Need for man power planning.

Unit II Major problems in India economy

Population explosion – causes for the rapid increase in the Indian population – its adverse effects on economic development – population policy – Poverty and Unemployment problems – causes and remedies – importance of infrastructure – communication, power irrigation and other social infrastructure like education and primary health.

Unit III Agriculture

Contribution to economic development – Green Revolution, land reforms – sources of far credit – food problem and public distribution system.

Unit IV Industry

Role of industries in economic development – concepts of micro, small, medum enterprises (MSME) – Industrial policy since 1991 – Private vs. public sector – industrial reforms.

Unit V Planning

Planning in India – strategy on Indian Planning – target achievement and failures (sector wise) – external value of Rupee Foreign Exchange regulations – Functions of IMF, IBRD and WTO – New economic Policy – LPG.

References

1. Micro Economics
2. Macro Economics
3. Monetary Economics
4. International Economics
5. Indian Economy – V.K. Puri and SK. Mosa
6. Indian Economy – Dr Radha

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Sl. No.:

Subject Code:

U15BA5C7

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE – VII

(For the candidates admitted from the year 2015-16 onwards)

MANAGEMENT ACCOUNTING

- UNIT- I** Definition – Nature – Scope – Objectives – Merits – Limitations – Differences between Management Accounting and Financial Accounting
- UNIT- II** Financial Statement analysis – Comparative statements – Common size statements – trend percentages – ratio analysis – types.
- UNIT- III** Fund flow statement – Cash flow statement – Forecasting of working capital requirements.
- UNIT- IV** Marginal Costing – CVP analysis – Break even analysis – Managerial applications.
- UNIT- V** Budget and Budgetary control – Production, Production cost, raw material cost, sales, cash, flexible budgets, standard costing – Material and labour variance only – overhead.

(PROBLEM – 60%; THEORY 40%)

Text book recommended:

Title	Author	Publisher
Principles of Management Accounting	S.N. Maheswari	Sultan Chand & Sons.

Reference:

Sl.No.	Title	Author	Publisher
1.	Theory and Problem of Management Accounting	Khan & Jain	TMH
2.	Management Accounting	Higorani & Ramanathan	S. Chand & Sons.
3.	Management Accounting	R. Ramachandran & R. Srinivasan	

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Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., - V SEMESTER – CORE COURSE - VIII
(For the candidates admitted from the year 2015-16 onwards)

ENTREPRENEURIAL DEVELOPMENT

- UNIT- I** Concept of Entrepreneurship – Entrepreneur and Entrepreneurship: Meaning – Definition – Characteristics - Functions of Entrepreneurs – Classifications of Entrepreneurs – Factors influencing Entrepreneur.
- UNIT- II** Institutional Finance to Entrepreneurs – Commercial Banks – DIC – SIDOS – SISIS – Khadi and Village Industries Commission – All India financial Institutions – IDBI - IFCI – UTI – LIC –GIC – SFCS – SIDBI – Industrial Investment Bank of India.
- UNIT-III** Business Idea Generation Techniques – Identification of Business Opportunities – Market Feasibility.
- UNIT-IV** Financial and Economic Feasibility – Technical and Locational Feasibility – Manager and Legal Feasibilities – Project Appraisal – Project Report.
- UNIT-V** Entrepreneurial Development Programme – Role of Entrepreneur in Economic Development – Small Entrepreneurs – Tiny and Cottage entrepreneurs.

Text Books Recommended:

Title	Author	Publisher
Entrepreneurial Development	Dr. Radha	Prasanna Publishers

Reference Books:

Title	Author	Publisher
Entrepreneurial Development	N.P. Srinivasan	
Entrepreneurial Development	R. Arora & S. K.	Kalyani Publishers
Entrepreneurial Development	S. S. Khanka	S. Chand & Co.,

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE - IX

(For the candidates admitted from the year 2015-16 onwards)

OPERATIONS RESEARCH

- UNIT- I** Scientific method – O.R. Models and model building - Resource allocation – Linear programming – Graphical Method –Simple Problems Only (Duality in linear programming problem excluded) .
- UNIT- II** Transportation and Assignment Models - Sequential decision making – Sequencing Problems.
- UNIT- III** Inventory Management – deterministic and elementary stochastic models.
- UNIT- IV** Network analysis- construction of network – time and critical path calculation- PERT and CPM methods.
- UNIT- V** Replacement Decisions- replacement of item deteriorates with time (disregard the money value)

Text book recommended:

Title	Author	Publisher
Operation Research	Vijay K. Gupta & Others	Kalyani Publishers.

Reference:

Sl.No.	Title	Author
1.	Operation Research	Hamdy A. Taha
2.	Operation Research Problems and Solutions	V.K. Kapoor
3.	Operation Research	Gupta & Others

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE - X

(For the candidates admitted from the year 2015-16 onwards)

SERVICES MARKETING

- UNIT - I** Services Marketing: Introduction – Services – Concept – Goods and Services: A Comparative Analysis – Salient Features of Marketing Services – Significance of Services Marketing – Service Characteristics.
- UNIT - II** Service Marketing Mix – The Service Product – New Service Development – Pricing for Services – Service Design and Service Delivery – Promoting Services.
- UNIT - III** Bank Marketing: Introduction – Users of Banking Services – Market Segmentation – Importance of Segmentation to the Banking – Organizations – Criteria for Banking Segmentation – Marketing Mix for the Banking Services.
- UNIT - IV** Tourism Marketing: Introduction – Tourism – Concept – Users of Tourism Services – Market Segmentation for Tourism – Formulation of Marketing Mix for the Tourism Organization – Tourism Marketing in Indian Perspective.
- UNIT - V** Entertainment Services – Hospital Marketing – Telecommunication Services.

Text book recommended:

Title	Author	Publisher
Services Marketing	S.M. Jha	HPH
Services Marketing and Management	B. Balaji	S.Chand & Co. Ltd.

Reference Books:	Author
Services Marketing	M.Y.Khan
Marketing of Services	Cowell
Services Marketing	Christopher Lovelock.

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Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – V SEMESTER – ELECTIVE COURSE - I

(For the candidates admitted from the year 2015-16 onwards)

HUMAN RESOURCE MANAGEMENT

- UNIT- I** Introduction – Meaning and Definition of Human Resources – Evolution of the management of Human Resources – Objectives – Scope and Significance of Human Resources – Future trends and challenges of HRM Studies in Indian scenario.
- UNIT- II** Human Resource Planning – Definition and Meaning – Importance – Objectives – Components and the process of Human Resource Planning. Human Resource Planning in India.
- UNIT-III** Recruitment and Selection – Sources of Manpower supply – Methods and Techniques of Recruitment – Indian perspective on Recruitment. The Selection and Placement Processes.
- UNIT-IV** Training and Development – Definition and significance -Training Policy – Principles and Methods – Performance Appraisal: Nature, Significance and Methods of Performance Appraisal.
- UNIT-V** Wages and Salary Administration: Essentials of a Wage and Salary Administration – Issues in Indian Wage Policy – Methods of Wage Fixation in India – Nature and Role of Incentives – Perspectives on Incentives in India.

Text book recommended:

Title	Author	Publisher
Human resource management	L.M .Prasad	Sultand Chand.

Reference Books:

Title	Author	Publisher
Personnel Management	Memoria	Himalaya Publishing House.
Personnel Management	Fillippo	Mc Graw Hill
Personnel Management	Monappa	Mc Graw Hill
Personnel Management	P.C. Tripathi.	Kalyani Publishing

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - II
(For the candidates admitted from the year 2015-16 onwards)

MARKETING RESEARCH

- UNIT – I** Definition of Marketing Research – Nature and Scope –Marketing Research process.
- UNIT – II** Research Design – Types of Research Design – Exploratory, Descriptive and Experimental Research Design.
- UNIT – III** Data collection – Primary data – Secondary data – Methods – Survey method – Questionnaire and Interview Schedule – Interview technique – observation method.
- UNIT – IV** Sampling Methods – Probability Sampling – Non Probability Sampling.
- UNIT –V** Product Research – Advertising Research, – Preparation of Research Report.

TEXT BOOK

1. D.D. Sharma Marketing Research

REFERENCE BOOKS

1. Boyd and Westfall - Marketing Research
2. Mc.Gown - Marketing Research
3. Green Paul and Full - Marketing Research

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - III

(For the candidates admitted from the year 2015-16 onwards)

INDUSTRIAL ANALYSIS – PROJECT REPORT

- I. The students are expected to perform a practical analysis of any two companies to enable them to acquaint with Situation Analysis, Comparative Analysis and SWOT Analysis.
- II. Students may choose any two companies of their own interest for analysing.
- III. The required data for analysis may be collected through any means and sources.
- IV. The performed analysis should be submitted in the form of a report in not less than 25 type written pages.
- V. Industrial analysis and report shall be prepared by the students under the supervision of any of the faculty member of the department.
- VI. Candidates should produce a certificate from the respective guide for the analysis done.
- VII. Industrial analysis report must contain the following:
 - Cover page
 - Copy of certificate
 - Profile of the companies
 - Situation analysis /Comparative analysis /SWOT analysis.
 - Observations and findings if any.
- VIII. Practical viva –voce examination will be conducted with internal & external examiners at the end of the semester for successful completion.

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Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KARUR-05
ALL UG COURSES – V SEMESTER – PART - IV
(For the candidates admitted from the year 2015 - 2016 onwards)

SOFT SKILLS DEVELOPMENT

Learning Objective

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

- UNIT-I** **Know Thyself/Understanding Self**
Introduction to Soft Skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values.
- UNIT- II** **Interpersonal Skills/Understanding Others**
Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship.
- UNIT-III** **Communication Skills / Communication with others**
Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette.
- UNIT-IV** **Corporate Skills / Working with Others**
Developing body language-Practicing etiquette and mannerism-Time management-Stress management.
- UNIT-V** **Selling Self / Job Hunting**
Writing resume/cv-interview skills-Group discussion-Mock interview-Mock GD-Goal setting-Career planning.

Text Book:

Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R.Publishers & Distributors, No, B-20 & 21, V.M.M. Complex, Chatiram Bus Stand, Thiruchirappalli - 620 002.
(Phone No:0431 - 2702824; Mobile No: 94433 70597, 98430 74472)

Alex. K (2012) Soft Skills - Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi - 110 055.
Mobile No: 94425 14814 (Dr.K. Alex)

Reference Books

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by Jim Collins
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey.

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Sl. No.:

Subject Code:

U15BA6C11

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XI

(For the candidates admitted from the year 2015-16 onwards)

STRATEGIC MANAGEMENT

- UNIT- I** Strategy – Concept, Importance, Limitations – Strategic Management – Conceptual frame work for strategic management – Definition –Mission, Vision – Objectives- Strategic planning process – Approaches
- UNIT- II** Environmental Analysis: External Analysis – External Factor Analysis, Industry Analysis – Michael Porters Five forces Model - ETOP, Internal Analysis – Internal Factors Analysis - Value Chain Analysis, Competitive advantages
- UNIT- III** Strategy Formulation and Analysis: Situational analysis - SWOT analysis – SFAS – TOWS Matrix, Portfolio analysis - BCG Matrix - GE Matrix
- UNIT- IV** Strategic Alternatives – Corporate level strategies - Business level strategies - Functional level strategies, Strategic choice: Approaches & Techniques
- UNIT- V** Strategy Implementation: Essential Elements - McKinsey's 7s framework
Strategic control and Evaluation – Steps – Techniques - Balanced Score Card

Text book recommended:

Title	Author	Publisher
Strategic Management	Dr. M. Jayaratnam	HPH

Reference:

Title	Author	Publisher
Strategic Planning	V.S. Ramaswamy S.Namakumari	Macmillan
Business Policy	Varinder Kumar	Kalyani

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Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XII

(For the candidates admitted from the year 2015-16 onwards)

PRINCIPLES AND PRACTICE OF INSURANCE

- UNIT- I** Nature and scope of Risk Management – Methods of handling Risks – Types of Risk- Functions of insurance Nature of Insurance Business – Classification of Insurance. Privatization of Insurance Business in India - Insurance Regulatory and Development Authority (IRDA).
- UNIT- II** Life Insurance – Classification of life insurance Policies – Assignment of life policies – Life Insurance corporation of India (LIC) General Insurance Business and Role of GIC – Role of Development officer – Role of Insurance Agents.
- UNIT- III** Nature of Fire insurance contract – Types of Fire policies – Fire insurance claims – Miscellaneous Insurance – National Agricultural Insurance Schemes.
- UNIT- IV** Nature of Marine Insurance contract – Kinds of marine insurance policies – Important clauses in Marine policy – Marine Losses and Abandonments.
- UNIT- V** Motor Vehicle insurance – Health Insurance – Cattle and public Liability insurance- Burglary insurance –Crop insurance.

Text book recommended:

Title	Author	Publisher
Principles and Practice of Insurance	Dr. P. Periasamy	Himalaya Publishing House.

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Sl. No.:

Subject Code:

U15BA6C13

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XIII

(For the candidates admitted from from the year 2015-16 onwards)

MANAGEMENT INFORMATION SYSTEM

- UNIT - I** Managerial overview of Information System – Introduction to Information System – Characteristics of Information – Process of converting data into information – Information system and organisation Structure – Challenges – Application in Managerial decision Making.
- UNIT - II** Technical Foundations of Information System – Computer Hardware – Components of a computer – Computer software – Programming Languages – Systems software and Applications software.
- UNIT - III** Business Applications of information system – Decision support system and Transaction processing system.
- UNIT - IV** Maintenance Information – System Analysis and Decision: Methodology and Implications – Tools for information system development.
- UNIT - V** Managerial Implementation – Strategic Information System- Managing Information Resources – Computer Scanning.

Text book recommended:

Title	Author	Publisher
MIS	P.Mohan	HPH

Reference Books:

	Author	Publisher
MIS	James A.O'Brien	TMH
MIS	Gorden B. Davis	TMH

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Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

BBA – VI SEMESTER – ELECTIVE COURSE - II

(For the candidates admitted from the year 2015-16 onwards)

INVESTMENT MANAGEMENT

- UNIT - I** Concept of investment - important - alternate forms of investment - LIC schemes - bank deposits - government securities - mutual fund schemes- post office schemes - provident fund- company deposits
- UNIT - II** Investment in shares and debentures - comparison with other forms of investment - primary market: role of NIM mechanics of floating new issues secondary market: function - mechanics of security trading – OTCEI -NSE futures & options.
- UNIT - III** Risk – kinds - measures of risk - returns. Valuation of securities - valuation of bonds - valuation preference and equality shares.
- UNIT - IV** Security analysis - fundamental analysis: economic, industry and company analysis - technical analysis: Dow Theory - types of shares - important share patterns.
- UNIT - V** Efficient Market theory. Random Walk Theory - weak form - semi strong form .Portfolio Analysis: Markowitz theory - optimum portfolio.

Text book recommended:

Title	Author
Investment Management	Preeti Singh

Reference Books:

	Author
Investment Management	Bhalla GS
Investment Management	Francis
Stock Market Analysis	Dr. Avadhani

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Subject Code:

U15BA6E3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – ELECTIVE COURSE– III

(For the candidates admitted from 2015-16 onwards)

PROMOTION MANAGEMENT

UNIT - I Promotion – Promotion Mix – Personal Selling – Salesmanship – Qualities of Sales Force – Personal Selling Process – Types of Personal Selling

UNIT - II Sales Promotion – Objectives – Significance – Forms of Sales Promotion – Sales Force Promotion – Sales Promotion Programmes – Sales Promotion Strategy

UNIT - III Advertising – Nature – Scope – Types – Importance of Advertising - Objectives – Advertising Budget – Procedure – Steps – The Factors Influencing the Size of the Advertising Budget – The Methods of Establishing the Advertising Appropriations.

UNIT - IV The Advertising Copy – Objectives – Approach to Copy Writing – Types of Advertising Copy – Components of Advertising Copy – Head Line – Sub-Headlines – Body of the copy – Illustration – Slogan – Logo or Logo Type – Identification Marks.

UNIT - V Advertising Media – Media of Advertising – Indoor – Outdoor – Direct – Display Media – Relative Merits and Demerits –Public Relations and Publicity – Public Relation Messages and Vehicles.

Text book recommended:

Title	Author	Publisher
Sales Promotion and Advertising	M.N.Mishra	HPH
Advertising	C.N.Sontakki	Kalyani Publishers
Advertising and Salesmanship Publications	P.Saravanavel & S.Sumathi	Margham

Reference Books:

Advertising Management, Rajeev Badra, David A. Aaker and John G. Myers, 5th Edition 1995.

Advertising Management, Frank Jefkins, Pearson Publication.

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COE

Sl. No.:

Subject Code:

U15EA4

அரசு கலைக் கல்லூரி (தன்னாட்சி), ஈரூர் - 639005
அனைத்து இளநிலை - ஆறாம் பருவம் - பகுதி - 5
(2015 - 2016 கல்வியாண்டு முதல் பயிலும் மாணவர்களுக்கு உரியது)

பாலின சமத்துவம்

அலகு 1

பாலினம்தொடர்பான கோட்பாடுகள் : பாலியல் - பாலினம் - உடற்கூறு ரீதியில் நிருணயித்தல் - ஆணாதிக்கம் - பெண்ணியம் - பாலின பாகுபாடு - பாலின வேலைப் பாகுபாடு - பாலின ஒருபடித்தானவர்கள் - பாலின உணர்வூட்டல் - பாலின சமவாய்ப்பு - பாலின சமத்துவம் - பாலின மையநீரோட்டமாக்கல் - அதிகாரப்படுத்துதல்.

அலகு 2

மகளிரியல் : பாலினசமத்துவக்கல்வி - பல்கலைக்கழக மானியக்குழுவின் வழிகாட்டுதல்கள் - ஏழாவது ஐந்தாண்டு திட்டம் முதல் பதினோராவது ஐந்தாண்டுத்திட்டம் வரை - பெய்ஜிங் மாநாடு - பெண்களுக்கு எதிரான அனைத்தவகையான பாகுபாடுகளையும் நீக்கும் ஒப்பந்தம் - 1979 (CEDAW) - சட்டத்தில் பெண்களுக்கு ஆதரவானவற்றை இணைத்தல் அல்லது உட்படுத்துதல் - பெண்களுக்கு எதிரானவற்றை ஒதுக்குதல்.

அலகு 3

பாலியல் பாகுபாட்டிற்கான தளங்கள் : குடும்பம் - பாலின விகிதாச்சாரம் - கல்வி - ஆரோக்கியம் - ஆளுமை - மதம் - வேலைவாய்ப்பு - ஊடகங்கள் - அரசியல் - சட்டம் - பாலியல் துன்புறுத்தல்கள்.

அலகு 4

பெண்கள் மேம்பாடு மற்றும் பாலின சமத்துவ மேம்பாடு : பெண்களுக்கான சமத்துவ முயற்சிகள் - சர்வதேச பெண்களுக்கான சகாப்தம் - சர்வதேச பெண்களுக்கான ஆண்டு - பெண்களின் மேம்பாட்டிற்கான தேசியக் கொள்கைகள் - பெண்கள் அதிகார ஆண்டு 2001 - சர்வதேசக் கொள்கைகளை மையநீரோட்டமாக்கல்.

அலகு 5

பெண்கள் இயக்கங்கள் மற்றும் பாதுகாப்பு நிறுவன ஏற்பாடுகள் : தேசிய மகளிர் ஆணையம் - மாநில மகளிர் ஆணையம் - அனைத்து மகளிர் காவல் நிலையங்கள் - குடும்ப நீதிமன்றங்கள் - குடும்ப வன்முறையிலிருந்து பெண்களைப் பாதுகாக்கும் சட்டம் 2005 - பணியிடங்களில் பெண்கள் மீதான பாலியல் துன்புறுத்தல்களைத் தடுப்பதற்கான உச்சநீதிமன்ற வழிகாட்டுதல்கள் - விசாகா தீர்ப்பு - தாய் சேய் சேம நலச்சட்டம் - பெண் சிசுவை கருவில் கண்டறிவதைத் தடை செய்யும் சட்டம் 1994 - ஈவ்டிசிங் - பெண்களைத் தொல்லை செய்தல் தடுப்புச் சட்டம் - மகளிர் சுயஉதவிக்குழுக்கள் - பஞ்சாயத்து அமைப்புகளுக்கான 73வது மற்றும் 74வது சட்டத்திருத்தம்.

Text Book:

1. பாலின சமத்துவம் - முனைவர். ஆ. ஜெகதீசன் - ராஜா பதிப்பகம், திருச்சி.

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