

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

Centre for Distance and Online Education

SCHEME OF EXAMINATIONS – Online Learning

UG COURSES (New Syllabus)

(Those who's joined from the Academic Year 2023-2024)

B.Com FIRST SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL11/ HJ1ML11/ HJ1HD11	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I / Malayalam / Hindi	3	25	75	100
II	HJ2EN11	General English-I	3	25	75	100
III	HJMCO11	Financial Accounting I	5	25	75	100
III	HJMCO12	Principles of Management	5	25	75	100
III	HJECO11	Business Communication	3	25	75	100
IV	HJSCO11	Digital Banking	2	25	75	100
IV	HJFCO11	Fundamentals of Business Studies	2	25	75	100
TOTAL Credit			23			

B.Com SECOND SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL21/ HJ1ML21/ HJ1HD21	Pothu Tamil - II Tamil Ilakkiya Varalaru-II / Malayalam / Hindi	3	25	75	100
II	HJ2EN21	General English – II	3	25	75	100
III	HJMCO21	Financial Accounting - II	5	25	75	100
III	HJMCO22	Business Law	5	25	75	100
III	HJECO21	Business Environment	3	25	75	100
IV	HJSCO21	Stock Market Operations	2	25	75	100
IV	HJSCO22	New Venture Planning and Development	2	25	75	100
TOTAL Credit			23			

B.Com THIRD SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL31/ HJ1ML31/ HJ1HD31	Pothu Tamil - III Tamilaga Varalarum Panpadum Panpadum / Malayalam / Hindi	3	25	75	100
II	HJ2EN31	General English – III	3	25	75	100
III	HJMCO31	Corporate Accounting - I	5	25	75	100
III	HJMCO32	Company Law	4	25	75	100
III	HJECO31	Business Legislation	4	25	75	100
IV	HJSCO31	Clearing and Forwarding in Import and Export	1	25	75	100
IV	HJNCO31	Goods and Service Tax	2	25	75	100
IV	HJEVS31	Environmental Studies	2	25	75	100
TOTAL Credit			24			

B.Com FOURTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL41/ HJ1ML41/ HJ1HD41	Pothu Tamil - IV Tamilum Ariviyalum / Malayalam / Hindi	3	25	75	100
II	HJ2EN41	General English – IV	3	25	75	100
III	HJMCO41	Corporate Accounting – II	5	25	75	100
III	HJMCO42	Principles of Marketing	4	25	75	100
III	HJECO41	Financial Services	4	25	75	100
IV	HJSCO41	Fundamentals of Fin Tech	1	25	75	100
IV	HJNCO41	Working Capital Management	2	25	75	100
IV	HJVBE41	Value Based Education	2	25	75	100
TOTAL Credit			24			

B.Com FIFTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
III	HJMCO51	Cost Accounting - I	4	25	75	100
III	HJMCO52	Banking Law and Practice	4	25	75	100
III	HJMCO53	Income Tax Law and Practice - I	4	25	75	100
III	HJMCO54	Auditing and Corporate Governance	4	25	75	100
III	HJECO51	Research Methodology	3	25	75	100
III	HJECO52	Human Resource Management	3	25	75	100
IV	HJNCO51	Agricultural Economy of India	3	25	75	100
TOTAL Credit			25			

B.Com SIXTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
III	HJMCO61	Cost Accounting - II	4	25	75	100
III	HJMCO62	Management Accounting	4	25	75	100
III	HJMCO63	Income Tax Law and Practice - II	4	25	75	100
III	HJECO61	Entrepreneurial Development	3	25	75	100
III	HJECO62	Logistics And Supply Chain Management	3	25	75	100
IV	HJNCO61	Personal Investment	3	25	75	100
TOTAL Credit			21			



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023 – 2024)

1. PART I - LANGUAGES

Semester	Course	Title of the Course	Course Code	Course Type
I	Tamil	Pothu Tamil - I - Tamiliyal Kalvi Adhara Valankal (B.ATAMIL)	HJ1TA11	Theory
		Pothu Tamil-I-Tamil Ilakkiya Varalaru - I (for others)	HJ1TL11	Theory
	Hindi	Hindi ka Samanya Gyan, Vyakaranaur Nibandh	HJ1HD11	Theory
	Malayalam	Paper I-Prose ,Composition and Translation	HJ1MY11	Theory

பொதுத்தமிழ் -1
தமிழ் இலக்கிய வரலாறு -1

அலகு- 1	தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.
	1. இலக்கணம்; அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள் ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல் • வல்லினம் மிகும் இடங்கள் • வல்லினம் மிகா இடங்கள் • ஈரொற்று வரும் இடங்கள் • ஒரு, ஓர் வரும் இடங்கள் • அது, அஃது வரும் இடங்கள் • தான், தாம் வரும் இடங்கள் பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல். 2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு 3. அற இலக்கியம்-பதினெண்கீழ்கணக்கு நூல்கள் 4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள் 5. க்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்விய ' பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)
அலகு- 2	சங்க இலக்கியம்
	எட்டுத்தொகை ;எ 1. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர் 2. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே 3. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல்)- வேட்கைப் பத்து 4. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி 5. புறநானூறு -189 தென்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187 பத்துப்பாட்டு; 1. முல்லைப்பாட்டு (முழுவதும்)

அலகு- 3	அற இலக்கியம்
1.திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம் 2.நாலடியார்-பாடல்: 131 (குஞ்சியழகும்) 3.நான்மணிக்கடிகை-நிலத்துக்கு அணியென் 4. ழமொழி நானூறு- தம் நடை நோக்கார் 5.இனியவை நாற்பது- 37. இளமையை மூப்பு என்று	
அலகு- 4	காப்பிய இலக்கியம்
1. சிலப்பதிகாரம் – வழக்குரைகாதை 2. மணிமேகலை- பாத்திரம் பெற்ற காதை 3. பெரியபுராணம் - பூசலார் நாயனார்புராணம் 4. கம்பராமாயணம்- குகப் படலம் 5. சீறாப்புராணம் – மானுக்குப் பிணை நின்ற படலம் 6. இயேசு காவியம் -ஊதாரிப்பிள்ளை	
அலகு- 5	பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்
பக்தி இலக்கியம்; - திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும் - மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாஅழக நாதன்தாள் வாழக முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை - பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே - பூதத்தாழ்வார்-அன்பே தகளியா - பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன் - ஆண்டாள் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்) பகுத்தறிவு இலக்கியம்; - திருமூலர் – திருமந்திரம் (270,271, 274, 275 285) - ட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் ா.எண் ;.279, 280) - கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்) - இராவண காவியம் – தாய்மொழிப் படலம் - 18. ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார். வரை	



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

2. PART II - English

Semester	Course	Title of the Course	Course Code	Course Type
I	English	General English -I	HJ2EN11	Theory

GENERAL ENGLISH - I

Unit	Unit Title & Text
I	SELF-AWARENESS(WHO)&POSITIVE THINKING(UNICEF) Life Story 1.1 Chapter 1 from Malala Yousafzai, I am Malala 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi Poem 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore 1.4 Love Cycle – Chinua Achebe
II	EMPATHY Poem 2.1 Nine Gold Medals – David Roth 2.2 Alice Fell or poverty – William Wordsworth Short Story 2.3 The School for Sympathy – E.V. Lucas 2.4 Barn Burning – William Faulkner
III	CRITICAL & CREATIVE THINKING Poem 3.1 The Things That Haven't Been Done Before – Edgar Guest 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost Readers Theatre 3.3 The Magic Brocade – A Tale of China 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

IV	Part of Speech 4.1 Articles 4.2 Noun 4.3 Pronoun 4.4 Verb 4.5 Adverb 4.6 Adjective 4.7 Preposition
V	Paragraph and Essay Writing 5.1 Descriptive 5.2 Expository 5.3 Persuasive 5.4 Narrative Reading Comprehension
Recommended Text (Latest Editions)	
1	MalalaYousafzai. I am Malala, Little, Brown and Company, 2013
2	M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4	N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5	Aaron Shepard. Stories on Stage, ShepardPublications, 2017.
6	J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

3. FINANCIAL ACCOUNTING -I

Unit	Contents
I	Fundamentals of Financial Accounting Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts–Subsidiary Books —Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement –Need and Preparation
II	Final Accounts Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.
III	Depreciation and Bills of Exchange Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Units of Production Method – Cost Model vs Revaluation Bills of Exchange –Definition–Specimens – Discounting of Bills – Endorsement of Bill –Collection –Noting–Renewal – Retirement of Bill under rebate
IV	Accounting from Incomplete Records – Single Entry System Incomplete Records - Meaning and Features – Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.
V	Royalty and Insurance Claims Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. Insurance Claims – Calculation of Claim Amount - Average clause (Loss of Stock only)
Textbooks	
1.	S.P.Jain and K.L. Narang Financial Accounting - I, Kalyani Publishers, New Delhi.
2.	S.N.Maheshwari, Financial Accounting, Vikas Publications, Noida.
3.	Shukla Grewal and Gupta, “Advanced Accounts”, volume1, S.Chand and Sons, New Delhi.
4.	Radhaswamy and R.L.Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5.	R.L.Gupta and V.K.Gupta, “Financial Accounting”, Sultan Chand, New Delhi.

4. PRINCIPLES OF MANAGEMENT

Unit	Contents
I	Introduction to Management Meaning - Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W – Duties & Responsibilities.
II	Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective(MBO).Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.
III	Organizing Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.
IV	Staffing Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods- Selection Procedure – Test-Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360 degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].
V	Directing Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce - Supervision. Co-ordination and Control Co-ordination–Meaning –Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques–Management by Exception [MBE].
Textbooks	
1	Gupta. C.B,- Principles of Management - L.M.Prasad, S.Chand & Sons Co.Ltd, New Delhi.
2	Dinkar Pagare, Principles of Management, Sultan Chand & SonsPublications, New Delhi.
3	P.C.Tripathi & P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
4	L.M.Prasad, Principles of Management, S.Chand & Sons Co.Ltd, New Delhi.
5	R.K.Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.

5. BUSINESS COMMUNICATION

Unit	Contents
I	Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication– E-Communication - Business Letters: Need – Functions – Essentials of Effective Business Letters – Layout
II	Trade Enquiries Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars
III	Banking& Insurance Correspondence Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance–Kinds–Correspondence Relating to Marine Insurance – Agency Correspondence–Introduction– Kinds –Stages of Agent Correspondence – Terms of Agency Correspondence
IV	Secretarial Correspondence Company Secretarial Correspondence–Introduction–Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing– Introduction –Types of Reports–Preparation of Report Writing
V	Interview Preparation Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Creating & maintaining Digital Profile
Textbooks	
1	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication- Sultan Chand & Sons- New Delhi.
2	Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.
3	K.P.Singha, Business Communication, Taxmann, New Delhi.
4	R.S.N.Pillai and Bhagavathi.S, Commercial Correspondence, Chand Publications, New Delhi.
5	M.S.Ramesh and R.Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.

6. DIGITAL BANKING

Unit	Contents
I	Digital Banking Products Digital Banking –Meaning – Features-Digital Banking Products -Features-Benefits –Bank Cards–Features and Incentives of Bankcards-Types of Bank Cards- New Technologies-Euro pay, Master and Visa Card(EMV)- Tap and Go, Near Field Communication (NFC) etc.- Approval Processes for Bank Cards – Customer Education for Digital Banking Products -Digital Lending– Digital Lending Process-Non-Performing-Asset(NPA).
II	Payment System Overview of Domestic and Global Payment systems- RuPay and RuPay Secure – Immediate Payment Service (IMPS)– National Unified USSD Platform (NUUP)- National Automated Clearing House (NACH) – Aadhaar Enabled Payment System (AEPS) – Cheque Truncation System (CTS) – Real Time Gross Settlement Systems (RTGS) – National Electronic Fund Transfer(NEFT) – Innovative Banking &Payment Systems.
III	Mobile and Internet Banking Mobile & Internet Banking - Overview – Product Features and Diversity - Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites, IMPS - Profitability - Risk Management and Frauds - Cyber Crime - Cyber Security – Block chain Technology-Types – Crypto currency and Bit coins.
IV	Point of Sale Terminals Point of Sale (POS) Terminals - Overview - Features - Approval processes for POS Terminals – Key Components of POS - Hardware - Software - User Interface Design – Cloud based Point of Sale – Cloud Computing-Benefits of POS in Retail Business.
V	Automated Teller Machine and Cash Deposit Systems Automated Teller Machine (ATM) – Cash Deposit Machine (CDM) & Cash Recyclers - Overview - Features - ATM Instant Money Transfer Systems - National Financial Switch(NFS) -Various Value Added Services - Proprietary , Brown Label and White Label ATMs – ATM & CDM Network Planning – Onsite / Offsite - ATM security, Surveillance and Fraud Prevention.
Text Books	
1	IIBF, 2019. Digital Banking. Taxmann Publications, New Delhi
2	Gordon E. & Natarajan S. 2017 Banking Theory, Law and Practice. 24 th Revised Edition. Himalaya Publishing House, New Delhi
3	Ravindra Kumar and Manish Deshpande. 2016 E-Banking. Pacific Books International, 2016.
4	Uppal R.K. 2017 E-Banking: The Indian Experience. Bharti Publications, 2017.

7. FUNDAMENTALS OF BUSINESS STUDIES

Unit	Contents
I	Commerce – Introduction Definition of Commerce -Importance's of Commerce - Meaning of barter system- business – industry – trade - hindrances of trade - branches of Commerce.
II	Accounting – Introduction Book – Keeping - Meaning - Definition – Objectives – Accounting - Meaning – Definition – Objectives – Importance – Functions – Advantages – Limitations - Methods of Accounting - Single Entry Double Entry - Steps involved in double entry system - Advantages of double entry system - Meaning of Debit and Credit -Types of Accounts and its rules-Personal Accounts - Real Accounts-Nominal Accounts.
III	Marketing and Advertising Meaning of Marketing - Definition-Functions of Marketing – Meaning of Consumer – Standardization and Grading - Pricing– Kinds of Pricing – AGMARK – ISI - Advertising: Meaning, Characteristics, Advertising Objectives, Advertising Functions Advantages of advertising, Kinds of Advertising, Advertising Media, Kinds of media.
IV	Auditing & Entrepreneurial Development Introduction of Auditing - Origin and Evolution – Definition - Features of Auditing - Objectives of Auditing Advantages of Audit - Limitations of Auditing - Distinction between Auditing & Investigation - Distinction between Accounting & Auditing – Basic Principles of Audit - Classification of Audit - Entrepreneurial Development - Characteristics of an entrepreneur - Functions of an entrepreneur -Types of an entrepreneur – Problems of Women entrepreneur-Concept of Women Entrepreneurs
V	Income Tax Law and Practice Tax history – Types –Various Terms in Tax-Exempted Income U/S10 – Canons of Taxation - Income Tax Authority and Administration - Slab Rate – Filing of Returns- Residential Status.
Text Books	
1	L. M. Prasad, Principles of Manaement, 2022 S.Chand & Sons Co.Ltd, New Delhi.
2	S. P. Jain and K. L. Narang 2023 Financial Accounting- I, Kalyani Publishers, New Delhi.
3	Dr.N.Rajan Nair, 2023 Marketing, Sultan Chand & Sons. New Delhi
4	Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai
5	Sundar K . And Paari, 2016 Auditing Vijay Nicole, Imprints Private Ltd, Chennai.
6	T.Srinivasan 2024 Income Tax & Practice–Vijay Nicole Imprints Private Limited, Chennai.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023 – 2024)

PART I - LANGUAGES

Semester	Course	Title of the Course	Course Code
II	Tamil	தமிழ் மொழி அமைப்பியல்	HJ1TA21
		தமிழ் இலக்கிய வரலாறு – II	HJ1TL21
	Hindi	Kahani, Ekanki aur Vyakran	HJ1HD21
	Malayalam	Office Communication Malayalam	HJ1MY21

தமிழ் இலக்கிய வரலாறு – II

அலகு-1	தமிழ் இலக்கிய வரலாறு அறிமுகம்.
1. சிற்றிலக்கியம்; குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி. 2. தனிப்பாடல் அறிமுகம் 3. இக்கால இலக்கியம் ;கவிதை, சிறுகதை,நாடகம், உரைநடை. , திராவிட இயக்கம் வளர்த்த தமிழ்.	
அலகு-2	சிற்றிலக்கியக்கமும்,தனிப்பாடலும்
சிற்றிலக்கியம்; • கலிங்கத்து பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை • திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து • முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத் • அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்) • திருவரங்கக் கலம்பகம் – மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ • தமிழ்விடு தூது முதல் பத்து கண்ணிகள் தனிப்பாடல்; • வான்குருவி யின்கூடு -ஒளவையார் • ஆமணக்குக்கும் யானைக்கும் சிலேடை ;முத்திருக்கும் கொம்பசைக்கும் மூரித்தண் டே - காளமேகப் புலவர் • இம்பர் வான் எல்லை இராமனையே பாடி -வீரராகவர் • நாராய் நாராய் -சத்தி முத்தப் புலவர்	
அலகு-3	இக்கால இலக்கியம்- 1
1. பாரதியார் பாரத சமுதாயம் வாழ்கவே 2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா 3. நாமக்கல் கவிஞர்-கத்தியின்றி 4. தமிழ் ஒளி – மீன்கள் (அந்தி நிலா பார்க்க வா) 5. ஈரோடு தமிழன்பன் – எட்டாவது சீர் (வணக்கம் வள்ளுவ) சிறுகதைகள்;_ 1. புதுமைப்பித்தன் - கடிதம் 2. ஜெயகாந்தன் -வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு) 3. ஆர். குடாமணி - அந்நியர்கள் உரைநடை ; 1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்	
அலகு-4	இக்கால இலக்கியம்- 2
1. தந்தை பெரியார் – திருக்குறள்(மாநாட்டு) உரை	

2. பேரறிஞர் அண்ணா – இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை

3. கலைஞர் மு. கருணாநிதி – தொல்காப்பிய பூங்கா –எழுத்து -முதல் நூற்பா கட்டுரை

நாடகம் / திரைத்தமிழ் :

1. வேலைக்காரி –திரைப்படம்

2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ் ;

முரசொலி கடிதம்

- செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு-5 | மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

- வாசிப்பது – வாசிப்பவர்
- சுவர்- சுவரில்
- வயிறு - வயிற்றில்
- கோயில்- கோவில்
- கறுப்பு – கருப்பு
- இயக்குநர்-இயக்குனர்
- சில்லறை-சில்லரை
- முறித்தல் – முரித்தல்
- மனம்-மனசு- மனது
- அருகில்-அருகாமையில்
- அக்கரை- அக்கறை
- மங்கலம்- மங்களம்.

பயிற்சி :

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்.

HINDI

KAHANI, EKANKI AUR VYAKRAN

UNIT	DETAILS
I	Hindi Katha-Sahitya: Parichay • Kahani ke Tatva • Hindi ke Pramukh kahanikaro ka Parichay • Ekanki ke Tattva • Hindi ke Pramukh Ekankikaro ka Parichay
II	Hindi Kahaniya • Premchand – Bade Ghar ki Beti • Malathi Joshi – Vo Tera Ghar Yah Mera Ghar • Pita – Gyanranjan
III	Hindi Ekanki • Lakshmi ka Swagat – Upendranath Ashk • Vibhajan – Vishnu Prabhakar • Maa Baap – Sri Vishnu
IV	Vyakaran • Kriya Visheshan • Sambandh Bodhak • Samuchay Bodhak • Vismayadi Bodhak aadi shabdo ka prayog
V	Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya • Tamil Bhasha: Mahakavi Bharatiyar • Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas • Gadyansh dekhkar sahi Shirshak chunna • Pathit Vyakaran par aadharit Vakya rachna • Vibhinna Pratiyogi parikshao ke bare mein suchna pradan dena
Recommended Text	
1	Aath Ekanki Natak – Ed. Dr. Ramkumar Verma
2	Das Ekanki

MALAYALAM

OFFICE COMMUNICATION MALAYALAM

UNIT	DETAILS
I	This unit introduces basic communication skills in Malayalam. Salutation, Discourse markers , formal and informal communication strategies are also introduced.
II	This unit introduces word processing and Editing text Auto correct- spell check & grammar check, undo& redo Text formatting Changing case, drop caps, coloring & highlighting text, adding special characters, bullets & numbering.
III	This unit introduces the document formation compositional and typographical ways. Advanced page layout in word Borders, box, shading, page fills & back ground Module and Table & columns Creating tables Inserting tables from the menu & tool bar, drawing tables Manipulating tables Selecting tables elements, inserting & deleting columns & rows, adjusting table properties, are introduced . This unit introduces the Printing word documents Using print preview. Practical knowledge in different fonts and Unicode
IV	This Unit Introduces blog writing, technical writing, content editing, Proof reading, new making (Writing for career)
V	This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning , inferential comprehension, analogical creations(Competitive Malayalam)
VI	Malayalam for language Specific Exams for writing UPSC, PSC exams
Recommended Text	
1	Bharanabhasha: The State language Institute
2	Business Communication for Success: Publisher: University of Minnesota Libraries Publishing



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

PART II - English

Semester	Course	Title of the Course	Course Code
II	English	General English -II	HJ2EN21

GENERAL ENGLISH - II

UNIT	DETAILS
I	RESILIENCE Poem 1.1 Don't Quit – Edgar A. Guest 1.2 Still Here – Langston Hughes Short Story 1.3 Engine Trouble – R.K. Narayan 1.4 Rip Van Winkle – Washington Irving
II	DECISION MAKING Short Story 2.1 The Scribe – Kristin Hunter 2.2 The Lady or the Tiger - Frank Stockton Poem 2.3 The Road not Taken – Robert Frost 2.4 Snake – D. H Lawrence
III	PROBLEM SOLVING Prose life Story 3.1 How I taught My Grandmother to Read – Sudha Murthy Autobiography 3.3 How frog Went to Heaven – A Tale of Angolo 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam
IV	Tenses 4.1 Present 4.2 Past 4.3 Future 4.4 Concord
V	English in the Workplace 5.1 E-mail – Invitation, Enquiry, Seeking Clarification 5.2 Circular 5.3 Memo 5.4 Minutes of the Meeting
Recommended Text	
1	Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2	SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3	Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4	Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5	Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6	Communication Skills : Practical Approach Ed. Shaikh Moula 9 9 Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.

FINANCIAL ACCOUNTING – II

UNIT	CONTENTS
I	Hire Purchase and Installment System : Hire Purchase System – Accounting Treatment– Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Installment System- Calculation of Profit.
II	Branch and Departmental Accounts: Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.
III	Partnership Accounts – I : Partnership Accounts: – Admission of a Partner – Treatment of Goodwill – Calculation of Hidden Good will – Retirement of a Partner – Death of a Partner.
IV	Partnership Accounts – II: Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Good will – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.
V	Accounting Standards for financial reporting (Theory only): Objectives and Uses of Financial Statements for Users-Role of Accounting Standards Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction- Difference between Ind AS and IFRS.
Recommended Text	
1	Radhaswamy and R.L. Gupta : Advanced Accounting, Sultan Chand, New Delhi.
2	M.C.Shukla T.S.Grewal & S.C.Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3	R.L.Gupta and V.K.Gupta, “Financial Accounting”, Sultan Chand, New Delhi.
4	SP Jain and K. L. Narang: Financial Accounting - I, Kalyani Publishers, New Delhi.
5	T.S. Reddy & A.Murthy, Financial Accounting, Margam Publishers, Chennai.

BUSINESS LAW

UNIT	CONTENTS
I	Elements of Contract : Indian Contract Act 1872 : Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration– Capacity to Contract – Free Consent-Legality of Object – Contingent Contracts –Void Contract.
II	Performance of Contract: Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract-Termination and Discharge of Contract-Quasi Contract.
III	Contract of Indemnity and Guarantee : Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety.
IV	Bailment and Pledge : Bailment and Pledge – Bailment – Concept – Essentials – Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.
V	Sale of Goods Act1930 : Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non- owners-Rights and duties of buyer-Rights of an Unpaid Seller.
Recommended Text	
1	N. D. Kapoor, Business Laws – Sultan Chand and Sons, New Delhi.
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3	M C Kuchhal & Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4	M.V.Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
5	Shusma Aurora, Business Law, Taxmann, New Delhi.

BUSINESS ENVIRONMENT

UNIT	CONTENTS
I	An Introduction : The Concept of Business Environment –Its Nature and Significance – Elements of Environment – Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.
II	Political Environment : Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.
III	Social and Cultural Environment : Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business – Social Responsibilities of Business.
IV	Economic Environment : Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP – Growth Rate of Population – Urbanization – Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.
V	Technological Environment: Technological Environment – Concept – Meaning – Features of Technology – Sources of Technology Dynamics – Transfer of Technology – Impact of Technology on Business-Status of Technology in India- Determinants of Technological Environment.
Recommended Text	
1	C.B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi.
2	Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3	Dr.V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4	Aswathappa. K, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
5	Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi.

STOCK MARKET OPERATIONS

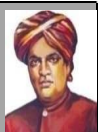
UNIT	CONTENTS
I	Introduction: Concept and types of Securities; Concept of return; Concept, types and measurement of risk ; Development of Securities market in India.
II	Primary Market: Concept, Functions and Importance ; Functions of New Issue Market (IPO,FPO & OFS); Methods of Floatation - fix price method and book building method; Pricing of Issues; Offer Documents ; Appointment and Role of Merchant Bankers, Underwriters, Lead Managers, Syndicate Members, Brokers, Registrars, Bankers, ASBA ; SMEIPOs and Listing of Securities.
III	Secondary Market: Concept; Functions and Importance; Mechanics of Stock Market Trading - Different Types of Orders, Screen Based Trading, Internet – Based Trading and Settlement Procedure; Types of Brokers.
IV	Regulatory Frame work: SEBI (Issue of Capital and Disclosure Requirements) Regulation 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.
V	Demat Trading: Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.
Recommended Text	
1	Gordon, E., & Natarajan, K. 2019. Financial Markets and Services. New Delhi: Himalaya Publishing House. New Delhi
2	Benjamin, G.1949.The Intelligent Investor. New York : Harper Publishing.
3	Dalton, J.M. 2001. How The Stock Market Works? New York : Prentice Hall Press. Machiraju, H.
4	Machiraju, H.R. 2019. Merchant Banking. New Delhi : New Age Publishers.

NEW VENTURE PLANNING & DEVELOPMENT

UNIT	CONTENTS
I	Starting New Ventures New Venture: Meaning and features. Opportunity identification. These arch for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The path ways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.
II	Legal Challenges in Setting up Business: Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation and their procedures and compliances.
III	Search for Entrepreneurial Capital : The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors. Government schemes for new ventures like: Startup India, Stand Up India, Make in India, etc.
IV	Marketing Aspects of New Ventures : Developing a Marketing Plan : Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.
V	Business Plan Preparation for New Ventures : Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.
Recommended Text	
1	Allen, K.R. (2015). Launching New Ventures : An Entrepreneurial Approach. Boston: Cengage Learning.
2	Barringer, B.R., & Ireland, R.D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.
3	Kuratko, D.F., & Rao, T.V. (2012). Entrepreneurship : A South-Asian Perspective. Boston: Cengage Learning
4	Donold F Kuratko and Jeffrey S Hons by 2021 New Venture Management Routledge, USA



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UGPROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

PART - I - LANGUAGES

Semester	Course	Title of the Course	Course Code
III	Tamil	தமிழ் கற்பித்தல்	HJ1TA31
		தமிழக வரலாறும் பண்பாடும்	HJ1TL31
	Hindi	Patra Lekhanaur Paribhashik Shabdavali	HJ1HD31
	Malayalam	Poetry	HJ1MY31

பொதுத்தமிழ் -3

தமிழக வரலாறும் பண்பாடும் இரண்டாம் ஆண்டு – மூன்றாம் பருவம்

அலகு-1	தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்
	1. தொல் தமிழர் 2. பழைய கற்காலம் 3. புதிய கற்காலம் 4. உலோகக் காலம் 5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை) 6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்)
அலகு-2	ஆட்சியர் வரலாறு
	1. மூவேந்தர் வரலாறு 2. பல்லவர் வரலாறு 3. நாயக்கர் ஆட்சி 4. முகம்மதியர் ஆட்சி 5. மராட்டியர் ஆட்சி
அலகு-3	ஐரோப்பியர் கால வரலாறு
	1. போர்த்துக்கீசியர் 2. டச்சுக்காரர்கள் 3. டேனிஸ்காரர்கள் 4. பிரெஞ்சுக்காரர்கள் 5. ஆங்கிலேயர்கள் 6. பாளையக்காரர்கள் 7. இந்திய விடுதலைப் போராட்டத்தில் தமிழ்நாடு
அலகு-4	விடுதலைக்குபின் தமிழ்நாட்டு வரலாறு
	1. மொழிப்போராட்டம் 2. சமூக மறுமலர்ச்சி 3. தொழில்நுட்ப வளர்ச்சி
அலகு-5	மொழிப்பயிற்சி
	• நிறுத்தக் குறிகள் • கலைச்சொற்கள் • மொழிபெயர்ப்பு பயிற்சி :ஆங்கிலக் கலைச் சொற்களைக் கொடுத்து அவற்றைத் தமிழில் மொழிபெயர்க்கச் செய்தல்.
Text books	
• தமிழக வரலாறும் பண்பாடும் - கே.கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, • தமிழர் நாகரிகமும் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை,. • தமிழக வரலாறும் பண்பாடும் - வே.தி. செல்லம், மணிவாசகர் பதிப்பகம், சென்னை, • ஆதிச்சநல்லூர் முதல் கீழடி வரை நுவேதா லூயிஸ், கிழக்குப் பதிப்பகம், சென்னை. • பண்பாட்டு மாணிடவியல் - பக்தவத்சல பாரதி, அடையாளம் பதிப்பகம், திருச்சி. • தமிழர் மேல் நிகழ்ந்த பண்பாட்டுப் படையெடுப்புகள், க.ப. அறவாணன், தமிழக்கோட்டம், சென்னை.	

HINDI

Semester - III

Patra Lekhanaur Paribhashik Shabdavali

Unit I

Niji Patra

- Niji Patra–Arthaur Bhed
- Pitaji/Mataji kenaam patra
- Mitra, Bhaiaadi kenaam patra
- Paribhashik Shabdawali–20 words

Unit II

Samajik Patra

- Samajik Patra–Arthaur Bhed
- Aavedan Patra–Noukri, Chuttiaadi
- Dak Adhikari kenaam patra
- Paribhashikshabdawali–20 words

Unit III

Vyavasayik Patra

- Vyavasayik Patra–Arthaur Bhed
- Prakashak kenaam patra
- Shikayathi
- Paribhashikshabdawali–20 words

Unit IV

- Samanya Parichay
- Sarkari Patra
- Ardh-Sarkari Patra
- Gyapan, Paripatra
- Anusmarak
- ParibhashikShabdawali–20words

Unit V

- Precise Writing And Applied Grammar (Ling,VachanandKarak)

Reference Books

1. Viyavaharik Hindi,Hindi Pracharpress,T.Nagar,Madras-600017
2. Alekhanaur Tippan–Prof.Viraj
3. Alekhan-Kichlu

सेमेस्टर 3 पत्र लेखन और पारिभाषिक शब्दावली

Unit I

निजी पत्र लेखन

- निजी पत्र – अर्थ और भेद
- पिताजी/माताजी के नाम पत्र
- मित्र, भाई आदि के नाम पत्र
- पारिभाषिक शब्दावली – प्रशासनिक

Unit II

सामाजिक पत्र लेखन

- सामाजिक पत्र – अर्थ और भेद
- आवेदन पत्र – नौकरी, छुट्टी आदि

- डाक अधिकारी के नाम पत्र
- नगरपालिका के नाम पत्र
- परिवहन प्राधिकरण के नाम पत्र
- पारिभाषिक शब्दावली – विधि

Unit III

व्यावसायिक पत्र लेखन

- व्यावसायिक पत्र – अर्थ और भेद
- प्रकाशक के नाम पत्र
- पूछ-ताछ
- शिकायती
- क्षतिपूर्ति आदि विषयों पर पत्र लेखन
- पारिभाषिक शब्दावली – पदनाम व मंत्रालयों के नाम

Unit IV s)

कार्यालयी पत्राचार

- सामान्य परिचय
- सरकारी पत्र
- अर्ध-सरकारी पत्र
- ज्ञापन, परिपत्र
- अनुस्मारक
- अधिसूचना
- आवेदन आदि ।
- पारिभाषिक शब्दावली – बैंकिंग

Unit V

संक्षिप्तीकरण और व्यावहारिक व्याकरण

- संक्षिप्तीकरण
- लिंग,
- वचन और
- कारक

Reference Books

- 1 व्यावहारिक हिन्दी, दक्षिण भारत प्रचार सभा, हिन्दी प्रचार प्रस, टी नगर, चेन्नै
- 2 आलेखन और टिप्पण – प्रो. विराज
- 3 आलेखन – किचलू

MALAYALAM

Semester III

PAPER III – POETRY

UNITS	
I	This unit focus on significance of Malayalam Poetry and trends. To familiarize the early stages of Malayalam poetry- Folklore heritage-Pattu-Bhakthi movement-Cherussery-Ezhutachan-Kunjan Nambiar- Detailed study : Jaritha Vilapam(Mahabharatam kilippattu)Ezhutachan
II	Romanticism –Asan- Ulloor – Vallathol Detailed study : 1. Veena Poovu (First 7 slokas only)- Asan 2. Aa poomala- Changampuzha
III	Modernity in Malayalam poetry- First phase Post Independent India and Modernization of Nation in Malayalam poetry Detailed study 1. Yuga Parivarthanam- Vailoppilli Sreedhara Menon 2. Gandhiyum Godseyum- N .V.Krishna Warriar
IV	Modernity in Malayalam poetry- second phase Detailed Study 1. Gajendra moksham _ Sugathakumari 2. Kozhi – Kadammanitta 3. Megharoopan – Aattoor Ravi Varma 4. Budhanum Attin kuttium – A. Ayyappan

V	This unit introduces the nature of samakalika kavitha It also evaluates s a m a k a l i k a kavitha,- the contemporary poetry originated after modern poetry- women, Dalit, environment and cyber issues. Detailed study 1.Pattanbipuzhamanalil – P P Ramachandran 2.Malayalakavithakku oru Kathu- S. Joseph 3.Thoramazha – Rafeek Ahammad 4.Muttamadikkumbol – Anitha Thampi 5.Survey of India-B.M.Manoj
Recommended Text	Puthukavitha Ed by Dr.O.K.Santhosh.Madras University Publication (5 poems only) (a) pattambipuzhamanalil, (b) Malayala kavithakku oru kathu, (c) Muttamadikkumbol, (d) Thoramazha, (e) Survey of India



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UGPROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

PART - II - LANGUAGES

Semester	Course	Title of the Course	Course Code
III	English	GENERAL ENGLISH - III	HJ2EN31

SECOND YEAR - SEMESTER III
PAPER II – GENERAL ENGLISH

Unit No.	Unit Title &Text	No. of Periods for the Unit
I	ACTIVE LISTENING Short Story In a Grove – Akutagawa Ryunosuke Translated from Japanese by Takashi Kojima The Gift of the Magi– O’Henry Prose Listening–Robin Sharma Nobel Prize Acceptance Speech–Wangari Maathai	20
II	INTERPERSONAL RELATIONSHIPS Prose Telephone Conversation– Wole Soyinka Of Friendship –Francis Bacon Song (Motivational/ Narrative) Ulysses–Alfred Lord Tennyson And Still I Rise–Maya Angelou	20
III	COPING WITH STRESS Poem Leisure–W.H.Davies Anxiety Monster–Rhona Mc Ferran Readers Theatre The Forty Fortunes: A Tale of Iran Where there is a Will – Mahesh Dattani	20
IV	Grammar Phrasal Verbs & Idioms Modals and Auxiliaries Verb Phrases –Gerund, Participle, Infinitive	15
V	Composition/ Writing Skills Official Correspondence–Leave Letter, Letter of Application, Permission Letter Drafting Invitations Brochures for Programmes and Events	15

Text Books (Latest Editions)

1	Wangari Maathai–Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2	Mahesh Dattani, Where there is a Will. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4	Essential English Grammar by Raymond Murphy

Corporate Accounting I

Unit	Contents
I	Issue of Shares Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment - Issue of Rights and Bonus Shares - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.
II	Issue & Redemption of Preference Shares & Debentures Redemption of Preference Shares–Provisions of Companies Act– Capital Redemption Reserve – Minimum Fresh Issue – Redemption at Par, Premium and Discount. Debentures: Issue and Redemption – Meaning – Methods – In- One lot–in Installment – Purchase in the Open Market includes Ex-interest and Cum-interest-Sinking Fund Investment Method.
III	Final Accounts Introduction–Final Accounts–Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet–Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration
IV	Valuation of Good will & Shares Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalization Method. Valuation of Shares – Need for Valuation of Shares – Methods of Valuation of Shares – Net Assets Method – Yield and Fair Value Methods.
V	Indian Accounting Standards International Financial Reporting Standard(IFRS)–Meaning and its Applicability in India - Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for Formulation of Standards–Ind AS–1 Presentation of Financial statement, Ind AS – 2 Valuation of Inventories, Ind AS–7 Cash Flow Statement, Ind AS – 8 Accounting Policies, Changes in Accounting Estimate and Errors, Ind AS – 16 – Property, Plant & Equipment, Ind AS 38 – Intangible Assets Ind AS – 103, Business CombinationsIndAS110,Consolidated Financial Statement.(Theory Only)

Text books
S.P.Jain and N.L.Narang, Advanced Accounting Voll, Kalyani Publication, New Delhi.
R.L.Gupta and M.Radhaswamy, Advanced Accounts Voll, Sultan Chand, New Delhi.
Broman, Corporate Accounting, Taxman, New Delhi.
Shukla, Grewal and Gupta-Advanced AccountsVoll, S.Chand, New Delhi.
M.C.Shukla, Advanced accounting Vol I, S.Chand, New Delhi.

Company Law

Unit	Contents
I	Introduction to Company law Companies Act 2013 – Definition of a Company, Characteristics of Company–Lifting or Piercing the Corporate Veil–Company Distinguished from Partnership and Limited Liabilities Partnerships–Classification of Companies–Based on Incorporation, Liability, Number of Members,Control.
II	Formation of Company Formation of a Company – Promoter –Incorporation Documents e-filing–Memorandum of Association–Contents–Alteration– Legal Effects – Articles of Association - Certificate of Incorporation – Prospectus – Contents - Kinds – Liabilities – Share Capital – Kinds – Issue – Alteration – Dividend – Debentures.
III	Meeting Meeting and Resolution – Types – Requisites – Voting & Poll – Quorum – Proxy - Resolution: Ordinary & Special - Audit & Auditors – Qualification, Disqualification, Appointment and Removal of an Auditor.
IV	Management & Administration Management & Administration – Directors – Legal Position – Board of Directors–Appointment/Removal–Disqualification– Director Identification Number–Directorships–Powers–Duties – Board Committees – Related Party Transactions – Contract by One Person Company – Insider Trading- Managing Director – Manager – Secretarial Audit – Administrative Aspects and Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.
V	Winding-up of Company Meaning–Modes–Compulsory Winding Up–Voluntary Winding Up–Consequences of Winding Up Order–Powers of Tribunal– Petition for Winding Up – Company Liquidator.

Textbooks
N.D.Kapoor,Business Laws, Sultan Chand and Sons,Chennai
R.S.N.Pillai–Business Law,S.Chand,New Delhi.
M.V.Dhandapani, Business Laws Sultan Chand and Sons,Chennai
Shusma Aurora,Business Law, Taxmann, New Delhi
M.C.Kuchal,Business Law,Vikas Publication,Noida

BUSINESS LEGISLATION

Unit	Contents
I	Factories Act 1948 Definition - Objects –Scope – Approval – Licensing – Registration of Factories –Notice by Occupier– General Duties of Occupier and Manufacturer – Measures to be taken by Factories for Health , Safety and Welfare of Workers–Measures –Special Provisions Relating to Hazardous Processes–Working Hours of Adults–Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children–Annual Leave with Wages –Penalties and Procedures.
II	Foreign Exchange Management Act, 1999 Introduction - Board Structure of FEMA – Definition - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.
III	Prevention of Money Laundering Act,2002 Definition – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession - Adjudication Authorities & Procedures.
IV	Competition Act,2002 Definition - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.
V	Intellectual Property Rights Intellectual Property Rights (IPR)– Introduction- Kinds of Intellectual Property Rights-Patent, Copy right ,TradeMark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge– Trade secret- IPR in India: Genesis and development.

Textbooks
AkhilleshwarPathak,Legalaspectsofbusiness, McGrawHillEducation,Noida
R.S.N.Pillai&Bagavathi,Legalaspectsofbusiness,S.Chand,NewDelhi
RashmiAggarwal,RajinderKaur,Legalaspectsofbusiness,PearsonEducation Limited, New Delhi
P.K.Padhi,Legalaspectsofbusiness,PHILearning,NewDelhi

Clearing and Forwarding in Import and Export

Unit	Contents
I	Clearing and Forwarding Introduction to clearing and forwarding – Role and importance of Clearing and Forwarding in International Trade-Logistics and Supply Chain Management – Roles and responsibilities of clearing and forwarding agents - Relevant legal and regulatory frame work-Documents required for clearing and forwarding
II	Export Procedure Documentation Documents required for export –Commercial Invoice –Packing list- Certificate of Origin –GMP Certificate- Bill of Lading – Insurance – USFDA Registration Certificate- ISO 9000 certification- Export Licensing procedures and formalities- Pre-requisite of Export and Import- Negative list of Exports
III	Import Procedure Documentation Import Documentation – Import license under Advance Authorization- Customs Inspection, Examination and Audits – General Provisions regarding Import
IV	Freight Forwarding and Transportation Freight Forwarding services in import and export – Mode of Transport- Air, Sea- Freight rates- INCO terms – Packaging, labeling and cargo handling requirements
V	Risk Management Risk Assessment – Insurance coverage and claims – Methods of Export and Import Payments-Export Earning Foreign Currency–Letter of credit and international payments system- Managing trade related financial documents

Textbooks	
1	Mahajan M.I, 2021, Export Policy, Procedure and Documentation, Snowwhite Publications, Mumbai
2	Natarajan L 2022, Import and Export Procedure (Import Management), Margham Publications, Chennai.
3	Rathor B. S and Rathor, J. S 2022, Export Marketing, Himalaya Publishing House, New Delhi.

Goods and Service Tax

Unit	Contents
I	Introduction to Goods and Services Tax Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out of the preview of GST – Other indirect Taxes
II	Structure of GST GST Structure – CGST – SGST – IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates
III	GST Registration Process Registration processing GST – Types – Compulsory Registration – Cancellation
IV	Input Tax Credit Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit
V	Returns, Payments, Refund Process and Assessment Process of Return Filing – Types of Returns – E-Ledger and E-Payment Process in GST – Assessment Methods – Refund under GST – Refund under Special Occasions – Authorities of GST

Text Books
Balachandran V., 2024, Indirect Taxes, Sultan Chand and Sons, New Delhi
Satrangi G., Goods and Services Tax Precept and Practice 2024, Centax Publications, New Delhi
Anandaday Mishra, 2024, GST Law and Procedure, Taxmann Publications Pvt Limited, New Delhi
Raj. C.A., Agarwa. K., 2019, Taxation and Indirect Taxes, Taxmann Publications Pvt Limited, New Delhi



MANONMANIAM SUNDARANAR UNIVERSITY -
TIRUNELVELI



UG PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)

B.Com

Semester	Course	Title of the Course	Course Code
IV	Part I –Languages (Tamil)	தமிழும் அறிவியலும்	HJ1TL41
	Part II – Languages (English)	General English IV	HJ2EN41
	Core VII	Corporate Accounting – II	HJMCO41
	Core VIII	Principles of Marketing	HJMCO42
	Elective IV	Financial Services	HJEEO41
	Skill Enhancement Course - V	Fundamentals of Fin Tech	HJSCO41
	NMC /Substitute Paper	Working Capital Management	HJNCO41
	Value Education	Value Based Education (Common)	HJVBE41

தமிழும் அறிவியலும்

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
	• அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	1. நிலவியல் 2. உலோகவியல்

	3. வானவியல் 4. உயிரியல் 5. உளவியல்
அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல்
அலகு-4	இணையத் தமிழ்
	1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்
அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
	• உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி
Text books	

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி பக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

SECOND YEAR - SEMESTER IV
PAPER II –GENERAL ENGLISH

UNIT	Details
I	GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt
II	INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)
III	COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader's Theatre 3.3 The Giant's Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India
IV	Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech
V	Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks
Text Books (Latest Editions)	1.Oxford Practice Grammar , John Eastwood, Oxford University Press
	2.Cambridge Grammar of English , Ronald Carter and Michael McCarthy
	3.George Orwell Essays, Penguin Classics

CORPORATE ACCOUNTING -II

UNIT	Details
I	Amalgamation and Reconstruction Amalgamation – Meaning – Purchase Consideration - Lump sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method-Methods of Accounting for Amalgamation- The Purchase Method (Excluding Inter-Company Holdings). Internal & External Reconstruction Internal Reconstruction–Conversion of Stock–Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction
II	Accounting of Banking Companies Final Statements of Banking Companies (As per New Provisions)-Non-Performing Assets - Rebate on Bills Discounted - Profit and Loss a/c - Balance Sheet as per Banking Regulation Act 1949.
III	Insurance Company Accounts: Meaning of Insurance–Principles–Types–Preparation of Final Accounts of Insurance Companies–Accounts of Life Insurance Business – Accounts of General Insurance Companies - New Format.
IV	Consolidated Financial Statements Introduction-Holding & Subsidiary Company - Legal Requirements relating to preparation of accounts-Preparation of Consolidated Balance Sheet (Excluding Inter-company holdings).
V	Liquidation of Companies Meaning- Modes of Winding-up – Preparation of Statement of Affairs and Statement of Deficiency or Surplus (List H) Order of Payment – Liquidators Remuneration- Liquidator's Final Statements.
Reference Books	
1	B.Raman, Corporate Accounting, Tax mann, New Delhi
2	M.C. Shukla, Advanced Accounting, S. Chand, New Delhi
3	Prof.Mukesh Bramhbutt, Devi Ahilya publication, Madhya Pradesh
4	Anil kumar, Rajesh kumar, Advanced Corporate Accounting, Himalaya Publishing house, Mumbai.
5	Prasanth Athma, Corporate Accounting, Himalaya Publishing house, Mumbai.
NOTE: Latest Edition of Text books May be Used	

PRINCIPLES OF MARKETING

UNIT	Details
I	Introduction to Marketing Meaning–Definition and Functions of Marketing– Evolution conceptualizations – Innovations in Modern Marketing. Role and Importance of Marketing - Classification of Markets - Niche Marketing. Market Segmentation Meaning and definition–Benefits–Criteria for segmentation–Types of segmentation – Geographic – Demographic –Psychographic – Behavioural - Targeting, Positioning &
II	Repositioning Introduction to Consumer Behaviour–Consumer Buying Decision Process and Post Purchase Behaviour — Motives. Freud’s Theory of Motivation.
III	Product & Price Marketing Mix—an overview of 4P’s of Marketing Mix– Product Introduction to Stages of New Product Development – Product Life Cycle— Pricing–Policies–Objectives–Factors Influencing Pricing– Kinds of Pricing.
IV	Promotions and Distributions Elements of promotion–Advertising – Objectives – Kinds of Advertising Media- Traditional vs Digital Media -Sales Promotion– types of sales promotion–Personal Selling–Qualities needed for a Personal seller - Channels of Distribution for Consumer Goods - Channel Members – Channels of Distribution for Industrial Goods
V	Competitive Analysis and Strategies Global market environment social responsibility–marketing–Recent trends in marketing – A basic understanding of E-marketing, M- marketing, E-tailing– CRM–Market Research–MIS and Marketing Regulation.
Reference Books	Prof. Kavita Sharma, Dr. Swati Agarwal, Principles of Marketing Book, Taxmann, New Delhi.
	Dr.J. Jayasankar, Marketing Management, Margham Publications, Chennai.
	Assael, H. Consumer Behavior and Marketing Action, USA: PWS-Kent
	Hoyer, W.D.And Macinnis, D.J., Consumer Behavior, USA: Houghton Mifflin Company
	Baker M, Marketing Management and Strategy, Macmillan Business, Bloombury Publishing, India.

FINANCIAL SERVICES

UNIT	Details
I	Introduction to Financial System Structure of Financial System – Role of Financial System on Economic Development – Financial Markets and Financial Instruments–Capital Markets–Money Markets–Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation–Functions of Stock Exchanges–Listing–Formalities –Financial Services Sector Problems and Reforms.
II	Financial Services-An Over view Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.
III	Venture Capital and Leasing Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital–Legal Aspects and Guidelines for Venture Capital, Leasing–Types of Leases–Evaluation of Leasing Option Vs. Borrowing.
IV	Credit Rating Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting–Types of Factoring Arrangements–Factoring in the Indian Context.
V	Mutual Funds Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services- Need and Operations- Role of NSDL and CSDL.
Reference Books	Mike Heffner, Business process management in Financial Services, F.W.Olin Graduate school of Business, United States.
	Perry Stinson, Bank management and Financial Services, Clanrye International, USA.
	E.Gordon and K.Natarajan, Financial Market and Services, Himalaya Publishing House, Mumbai.
	B.Santhanam, Financial Services, Margham Publications, Chennai.

FUNDAMENTALS OF FIN TECH

UNIT	Details
I	Introduction to Fin tech Introduction – Meaning of Fin Tech – Definitions – The History and Evolution of the Fin tech Industry-Fin Tech Ecosystem – Recent Developments –Fin Tech In India – Fin Tech Market Trends In India -Types Of Fin Tech or Transformation of Financial Services- Benefits Of Fin Tech - Drawbacks Of Fin Tech - Key Growth Drivers- Challenges.
II	Financial Technology and Digital Payments Introduction – Artificial Intelligence (AI) in FinTech-Machine Learning in Fin Tech-Machine Learning in Accounting and Finance-Robotic Process Automation (RPA) – Financial Data Analytics - Data Science and Big Data in Fin Tech - Digital Payments - Cashless Society - DFS Eco System - Developing Countries and DFS: The Story of Mobile Money -RTGS networks.
III	Crypto currencies Crypto currencies - features, benefits, disadvantages- Outline of crypto currency – types wallet - Legal and Regulatory Implications - legal position of crypto currencies in India - Impact on crypto currencies.
IV	Block chain Technology Block chain Technology in Fin Tech – An understanding of Block chain technology, its potential, and applications – BCT in Banking– Benefits of BCT in banking-BCT in Indian Banking Sector - BCT in supply chain management
V	Effects of Fin-Tech on Various Sectors Effects of Fin-tech on Payment Innovations – The Implications of Fin tech on Real Estate, Insurance, Health, and Payment Innovations - The effects of Fin-tech on Payment Innovations – Health- Real-Estate- Insurance Sector- Capital Market - Key Fin- tech trends – Fin Tech around the Globe: Asia, Middle East, South America, Europe, Southeast Asia / Australia and Africa.

Text Books:

- 1 Dheenadhayalan V and Vijay C, 2022 Fintech, Vijay Nicole Imprints Pvt. Ltd, Chennai
- 2 Sanjay Phadke., 2020 Fintech Future: The Digital DNA of Finance Paperback–
- 3 Agustin Rubini, 2021 Fin tech in a Flash: Financial Technology Made Easy (new edition) Kindle Edition

WORKING CAPTIAL MANAGEMENT

UNIT	Details
I	Introduction Working Capital Meaning – Types of Working Capital - Importance of working capital management – Components of Working Capital-Factors Influencing Working Capital Requirements- Estimating Working capital management-Working Capital. Life Cycle –Role of Finance Manager in Working Capital.
II	Financing Current Assets Different Approaches to Financing Current Assets- Conservative, Aggressive and Matching approach - Sources of Finance Committees on Working Capital Finance – Working Capital Financing Approach.
III	Cash Management Importance - Factors Influencing Cash Balance – Motives of Holding Cash - Determining Optimum Cash Balance – Cash Budgeting - Controlling and Monitoring Collection and Disbursements - Cash Management Models – Baumol Model and Miller-Orr Model.
IV	Receivables Management Overview of Receivables Management – Significance – Elements of Credit Policy Variables- Credit Standards- Credit period-Cash discount and Collection efforts - Credit Evaluation - Control of Receivables.
V	Inventory Management Components of Inventory - Benefits of Holding Inventory - Importance of Inventory Management -Techniques for Managing Inventory – Economic Order Quantity (EOQ) - Stock levels –Analysis of Investment in Inventory - Selective Inventory Control - ABC, VED and FSN Analysis.
Reference Books	James SSagner, Working Capital Management, Application and Cases, Wiley, New Jersey
	Dr.SP Gupta, Management of Working Capital, Sahitya Bhavan Publication, Agra
	M.K.Rastogi, Working Capital Management, Laxmi Publication, Chennai
	Hrishikes Bhatta charya, Working Capital Management, PHI Publication, New Delhi

VALUE BASED EDUCATION

(Common Syllabus)

UNIT	Details
I	Introduction to Value based Education a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.
II	Harmony in Being and Living a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.
III	Social Issues, Social Justice and Human Rights Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women
IV	Values and Mass Media Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media-prospects and challenges – Role of media in value building
V	Ethics Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.

Reference	1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin. 2. Centaral Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup& Sons, New Delhi 6. Satchidananda. M.K. (1991), "Ethics, Education, Indian Unity And Culture" – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. Culture", Socialisation And Human Development: Theory, Research And Application In India" – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): "Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh", Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): "Moral values of intermediate students", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): "Perspective of value oriented education" paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): "A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers' children as compared to non-teachers children". [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): "Value oriented education vision for better living", Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): "An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables", Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): "A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): "A study of moral judgment of intermediate students in relation to certain factors", Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book
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	Company, INC, New York, 1950, Pp.93-95. 20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4. 21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, . 22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000. 23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998. 24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.
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