

DEPARTMENT OF BBA

U.G. PROGRAMME

SYLLABUS

2018 – 2021 BATCH

I SEMESTER



A. D. M. COLLEGE FOR WOMEN

NAGAPATTINAM

SEMESTER – I
பகுதி – I தமிழ்
இக்கால இலக்கியம்

அகமதிப்பீடு	- 25
புறமதிப்பீடு	- 75
மொத்த மெதிப்பெண்கள்	-100

பயிற்று மணிகள்	- 6
தரப்புள்ளிகள்	- 3
தேர்வு மணிகள்	-3

நோக்கம் :

1. இக்காலத் தமிழ்க்கவிதை, சிறுகதை முதலானவற்றை அறிமுகப்படுத்துதல்.
2. புதுக்கவிதை, ஹைகூ கவிதை முதலான புதிய இலக்கிய வடிவங்களை அறிமுகப்படுத்துதல்.
3. தமிழ் இலக்கியத்தின் மீதான ஈர்ப்பை மிகுவித்தல்.

அலகு -I**பாரதியார்**

1. செந்தமிழ்நாடு
2. புதுமைப்பெண்

பாரதிதாசன்

1. அழகு
2. தமிழனுக்கு வீழ்ச்சியில்லை

கவிமணிதேசிகவிநாயகம் பிள்ளை

1. சுகாதாரக்கும்மி
2. தொழிலாளியின் முறையீடு

சுரதா

1. கலப்பை
2. போலி உடம்பு

அலகு -2**நாமக்கல் கவிஞர்**

1. தருணம் இதுவே

கவிகாழு ஷெரீப்

1. தமிழே !
2. நிலவேசொல்

கண்ணதாசன்

1. அனுபவம்
2. நட்பு

வாணிதாசன்

1. உயிர்வாட்டும் காலம்

அலகு - 3

நாட்டுப்புறப் பாடல்கள்

1. தாலாட்டுப் பாடல்
2. தொழிற் பாடல்

புதுக்கவிதைகள்

1. அப்துல் ரகுமான் - வெற்றி
2. அரங்கமல்லிகா - அக்குளுக்கு அல்ல இடைத்துண்டு
3. அறிவுமதி - நட்புக்காலம்
4. ஆண்டாள் பிரியதர்ஷினி - நிலாச்சோறு
5. தாமரை - தீர்ப்பு
6. வைரமுத்து - ருசி

ஹைக்கூகவிதைகள்

1. அரிமதி இளம்பரிதி
2. அரிமதிதென்னகன்
3. கார்முகில்
4. செந்தமிழன்
5. புதுவை இளவேனில்

அலகு - 4

சிறுகதை பிரமாதம் (தேர்ந்தெடுக்கப்பட்ட சிறுகதைகள்)
தொகுப்பாசிரியர் - முனைவர் தெ.வாசுகி
தமிழ்த்துறை வெளியீடு

அலகு - 5

தமிழ் இலக்கிய வரலாறு

1. மரபுக்கவிதை , புதுக்கவிதை மற்றும் ஹைக்கூகவிதைகள்
2. சிறுகதை
3. நாவல்

பார்வை நூல்கள்:

தமிழ் இலக்கிய வரலாறு
முனைவர்.ச.சுபாஷ் சந்திரபோஸ்
முனைவர்.ச.ஆனந்தன்
முனைவர்.பாக்கிய மேரி
முனைவர்.வரதராஜா
முனைவர்.தெ.வாசுகி

A.D.M. COLLEGE FOR WOMEN (AUTONOMOUS) NAGAPATTINAM
DEPARTMENT OF ENGLISH
SEMESTER-I CATEGORY - PART II ENGLISH
PAPER-I PROSE FOR EFFECTIVE COMMUNICATION
(For candidates admitted from the academic year 2016 – 17 onwards)

SEMESTER I

ELC I – PROSE FOR EFFECTIVE COMMUNICATION

Objectives:

To make learners read, understand and appreciate texts from various genres of literature.

To help learners read and comprehend literary texts to communicate effectively.

To train learners to improve their comprehension.

Text prescribed:

I English Through Information and Comprehension
Edited by Prof.V.Sivakumaran & Prof.S.A.Sankaranarayanan

II Spoken Language Component – Identifying the speech sounds.
(Materials Prepared by the Department of English)

Unit – I

1. The Legend of Laurel
2. Why the Sea is Salt (From Great Legends)

Unit – II

3. Crossword
4. Cyber Virus (From Future World)

Unit – III

5. The Paper Story
6. The Puppet Show (From Master minds Library)

Unit - IV

7. Ego and Spirit (From “Ignited Minds” – APJ. Abdul Kalam)
8. The Tree Dream (From “The Tree Speaks” – C.Rajagopalachari)

Unit- V

9. Mount Etna
10. Dead Sea (From Discovering the Wonders of the World – readers’ digest publication)
11. Identifying the speech sounds (Pronunciation of Bilabial Plosives, Fricatives and Nasal Consonants)

Pattern of Evaluation

CIA – 25 Marks (Passing minimum of 40%)

Test (Written) – 10 Marks

Assignment & Group Discussion – 5 Marks

Written Quiz & Seminar - 5 Marks

Attendance - 5 Marks

SEMESTER – 75 Marks

Total Marks – 100 (Passing minimum of 40%)

Question Pattern:

Section A - 20 Marks

Short answer questions (10 x2 =20 Marks)

Section B -25 Marks

(i) Answer all the Paragraph questions either or pattern (A question should be asked from each unit) 5x4=20 Marks

(ii) Spoken English Component 10 x ½ =5 Marks

Section C – Essay Questions (3x10=30)

Answer any 3 Questions. (One Essay should be asked from each Unit.)

**SEMESTER I
CORE COURSE – I
PRINCIPLES OF MANAGEMENT**

Internal Marks: 25
External Marks: 75
Total Marks : 100

Admitted From 2018 - 2021
B.B.A I Semester

Total Instruction Hrs.: 6
Total Credit : 5
Total Exam Hrs. : 3

OBJECTIVES:

- To make students understand the basic concepts and principles of management
- To help them acquire the skills needed to become a successful manager
- To enable them to understand the various processes of the management.

UNIT-I

Nature and Scope of Management –Management as a Science, an Art or a Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management. **– 18 hrs**

UNIT - II

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making. **– 18 hrs**

UNIT- III

Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization- Span of Control – Delegation – Centralization – Decentralization. **– 18 hrs**

UNIT - IV

Staffing – Functions – Process – Selection – Recruitment – Training. Direction – Concept, Elements of Directing – Principles of Direction – Process of Directing. **– 18 hrs**

UNIT-V

Controlling- Concept of Control- Methods of Controlling- Coordinating- Need-Principles- Approaches to achieve Effective Coordination- Process of Control. **– 18 hrs**

TEXT BOOK

1. Principles and Practices of Management - L.M.Prasad, Published By Sultan Chand And Sons.

REFERENCE BOOK:

1. Principles and Practices of Management - V.S.P. Rao,&P.S.Narayana, Published by, Sultan Chand & Sons.
2. Principles of Management -Dinkar and Pagare, Published by Sultan Chand & Sons.
3. Principles of Management -Tripathi and Reddy, Published By Sultan Chand & Sons.

**SEMESTER I
CORE COURSE – II
MARKETING MANAGEMENT**

Internal Marks: 25
External Marks : 75
Total Marks : 100

Admitted From 2018 - 2021
B.B.A I Semester

Total Instruction Hrs.: 6
Total Credit : 4
Total Exam Hrs. : 3

OBJECTIVES:

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends.

UNIT -I

Market and Marketing – Definition – Distinction between Marketing and Selling- Types of market – Marketing - Scope – Function – Importance - Marketing Environment.

– 18 hrs

UNIT-II

Marketing Segmentation – Basis- Pre-Requisites, Factors influencing Consumer Behaviour - Buying Process.

– 18 hrs

UNIT-III

Marketing Mix - Elements –Product - Classifications of Product- New Product Development - Product Life Cycle – Pricing Meaning and factors affecting pricing- Types of Pricing.

– 18 hrs

UNIT-IV

Channel of Distribution – Factors - Kinds of Middle Man – Types of Channels - Promotion Mix Advertising –Personal Selling - Sales Promotion - Publicity.

– 18 hrs

UNIT-V

Advertising Effectiveness – Appropriation – Agency – Selection & Operation of Sale Forces – Recent Trend in Marketing – E. Business – Tele Marketing – Relationship Marketing – Virtual Marketing.

– 18 hrs

TEXT BOOK:

1. Modern Marketing Management - Pillai Baghavathi, Published by S.Chand & Company Ltd., Ramnagar, New Delhi.

REFERENCE BOOK:

1. Marketing Management - C.B. Gupta and Rajan Nair, Published by Sultan Chand & Sons ,
2. Marketing Management - S.A.Sherlekar , Published by Himalaya Publishing House, “Ram Doot” Dr. Bhalerao Marg Gilgaon,
3. Marketing Management - Philip Kotler, Hill Publishing Company Ltd., New Delhi.

SEMESTER I ALLIED COURSE – I MANAGERIAL ECONOMICS

Internal Marks: 25
External Marks: 75
Total Marks : 100

Admitted From 2018 – 2021
B.B.A I Semester

Total Instruction Hrs. : 4
Total Credit : 3
Total Exam Hrs. : 3

Objectives: To study the relationship between the Economics and Management.
To inform the students how managerial Economics knowledge is useful in managing An Organization.

UNIT-I

Meaning of Managerial Economics – Nature - Scope - Limitations of Economics Analysis to Business Decision Making – Significance of Managerial Economics – Characteristics of Managerial Economics.

-18 hrs

UNIT-II

Cost Concept- Theory of firm – The Problem of Price Fixation - The Role of Supply And Demand- Concept of Normal Profit- Sales Maximization Principle.

-18 hrs

UNIT-III

Competition - Monopoly - Monopolistic Competition - Perfect Competition - Imperfect Competition, Oligopoly.

-17 hrs

UNIT-IV

National Income – Circular Flow of Income - Measurement And Difficulties in The Measurement - Theory of Price Control.

-20 hrs

UNIT-V

Profit Management –Profit- Policies- Profit Planning and Forecasting-RBI Functions –Supply of Money.

-17 hrs

TEXT BOOK:

1. Managerial Economics - Dr.S.Sankararan. Published by Margam Publication & Janaki Avenue, Adhiramapuram.

REFERENCE BOOK:

1. Managerial Economics - R.L.Varshhey&K.L.Maheswari, Published by Sultan and Chand.
2. Managerial Economics - J.C.Varma, Pulished by Deep Publication D-1/24 RajouriGarden , New Delhi – 110027, 1999
3. Managerial Economics - P.L.Mehta, Published by Sultan And Chand.

**I SEMESTER
VALUE EDUCATION**

Internal Marks : 25
External Marks : 75
Total Marks : 100

Instruction Hrs : 2
Credit : 2
Exam Hrs : 3

UNIT I: Philosophy of Life

Human life on Earth (Kural 629) – Purpose of Life (Kural 46) – Meaning and Philosophy of Life (Kural 131, 226) – The law of Nature (Kural 374) – Glorifying all form of Life in this Universe (Kural 322, 327) – Protecting nature/ Universe (Kural 16,20,1038)

6 Hrs.**UNIT II: Individual Qualities**

Basic Culture (Kural 72,431) – Thought Analysis (Kural 282,467,666) –Regulating Desire (Kural 327) – Guarding Against Anger (Kural 158,305,306,314) – To get rid of Anxiety (Kural 629) – Rewards of Blessing (Kural 3) – Benevolence of Friendship (Kural 786) – Love and Charity (Kural 76) Self - tranquility / peace (Kural 318)

6 Hrs.**UNIT III: Social Values (Individual Social Welfare)**

Family (Kural 45) Peace in family (Kural 1025) – Society (Kural 446) – The Law of Life (Kural 952) – Brotherhood (Kural 807) – the Pride of Womanhood (Kural 56) – Five Responsibilities / Duties of man: - a) to himself, b) to his family, c) to his environment, d) to his Society, e) to the universe in his lives (Kural 43,983) – Thriftness (Thrift) / Economics (Kural 754) – Health (Kural 298) – Education (Kural 400) – Governance (Kural 691) – Peoples' Responsibility / Duties of the Community (Kural 37) – World Peace (Kural 572)

6 Hrs.**UNIT IV: Mind Culture**

Mind Culture (Kural 457) – Life and mind – Bio-Magnetism, Universal Magnetism(God – Realization and Self Realization) – Genetic Center – Thought Action – Short term Memory – Expansiveness – Thought – Waves, Channelizing the Mind, Stages – Meditation (Kural 261,266,270) – Spiritual Value (Kural 423)

6 Hrs.

UNIT V :Tending Personal Health

Structure of the body, the three forces of the body, Life body relation, Nature Causes and Unnatural causes for Diseases (Kural 941) – Methods in curing diseases (Kural 948, 949) The control over the basic five needs of life through simple physical exercises.

6 Hrs.

Reference:

1. Thirukkural with English Translation of Rev. Dr.G.U.Pope, Uma Publication, 156, Serfoji nagar, Medical College Road, Thanjavur. 613 004 (for All Units)
2. Value Education, The World Community Service Center Vethathiri, Publications, 156, Gandhiji Road, Erode. 638001, ([www. Vethathiri.org](http://www.Vethathiri.org)) First Edition 2009.