

DEPARTMENT OF BBA
U.G. PROGRAMME

SYLLABUS
2018 – 2021 BATCH
II SEMESTER



A. D. M. COLLEGE FOR WOMEN
NAGAPATTINAM

**SEMESTER II
CORE COURSE – II**

இடைக்கால இலக்கியமும் புதினமும்

அகமதிப்பீடு - 25

புறமதிப்பீடு - 75

மொத்த மதிப்பெண் - 100

பயிற்று மணிகள் - 6

தரப்புள்ளிகள் - 3

தேர்வு மணிகள் - 3

நோக்கம் :

1. சமய இலக்கியத் தோற்றத்திற்கான வரலாற்றுப் பின்புலத்தை அறிவித்தல்.
2. தமிழ் சைவ, வைணவ இலக்கியங்களை அறிமுகப்படுத்தல்.
3. தமிழ் மொழியின் செம்மொழிப் பண்புகளை அறியச் செய்தல்.
4. தமிழ்ச் சிற்றிலக்கியங்களின் இலக்கியச் சிறப்பைக் கற்பித்தல்.

அலகு – 1

பன்னிருதிருமுறைகள்

1. திருநாவுக்கரசர்தேவாரம் – திருப்பூந்துருத்தி (திருஅங்கமாலை)
2. சுந்தரர்தேவாரம் – திருவையாற்றுப் பதிகம்
3. மாணிக்கவாசகர் திருவாசகம் – சிவபுராணம்

அலகு – 2

நாலாயிரதிவ்வியப் பிரபந்தம்

1. பெரியாழ்வார் திருமொழி – நற்றாய் புலம்பல்
2. தொண்டரடிப்பொடியாழ்வார் – திருமாலை
3. மதுரகவியாழ்வார் – கண்ணிருண்சிறுத்தாம்பு

அலகு – 3

(அ) முத்துக்குமாரசாமி பிள்ளைத்தமிழ் : 2 பாடல்கள்

1. செங்கீரைப்பருவம் – பாடல் 8 – ‘விரல்குவை உண்டு’
2. அம்புலிப் பருவம் – பாடல் 6 – ‘ஒழிகாதபுவனத்து’

(ஆ) நந்திக்கலம்பகம் : 2 பாடல்கள்

1. வாடைநோக
2. உரைவரம்பு
3. மயில்கண்டால்
4. சூழிவன்
5. கோலக்கொடி

(இ) தமிழ்விடுதாது

17 முதல் 46 வரை – 30 கண்ணிகள்

(ஈ) குற்றாலக் குறவஞ்சி: குறத்திமலைவளம் கூறல் - 3 பாடல்கள்

1. வானரங்கள்
2. முழங்கு

3. ஆடும் இரவு

(உ) கலிங்கத்துப் பரணி: களம் பாடியது - 4 பாடல்கள்

1. ஆடல்
2. நெருங்கு
3. வாய்மடித்து
4. தரைமகளும்

(ஊ) தனிப்பாடல்கள் : 5 பாடல்கள்

1. காளமேகப்புலவர் - 3 பாடல்கள்: 1. கத்துகடல் 2. பூநக்கி 3. பண்பு
2. ஓளவையார் - 1 பாடல் : மதியாதார்முற்றம்
3. பலபட்டடைச் சொக்கநாதப் புலவர் - 1 பாடல்: படிக்காசுப் புலவர்பாடல்

அலகு - 4

புதினம் காயம். தி.வெ. இராசேந்திரன்

அலகு - 5 இலக்கிய வரலாறு

பன்னிருதிருமுறைகள், நாலாயிரதிவ்யபிரபந்தம், சிற்றிலக்கியங்கள்.

LEB

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

SEMESTER II

ELC II – POETRY FOR EFFECTIVE COMMUNICATION

Objectives:

To make learners to be aware of the various elements of poetry.

To make them appreciate the poem.

Text prescribed:

- I** Tranquil Reflections
-Edited by Dr.A.Santhanalakshmi & Mrs.V.Kannaki, etal.
- II** Spoken Language Component
(Materials Prepared by the Department of English)

Unit – I

1. Christina Rossetti - “Goblin Market”
2. Edith Sitwell - "A Mother to her dead child”

Unit – II

3. Emily Dickens - “Hope”
4. Sylvia Plath - “Mirror”

Unit – III

5. Toru Dutt - “The Lotus”
6. Sarojini Naidu - “The Soul’s Prayer”

Unit – IV

7. Kamala Das - “ My Grandmother’s House”
8. Lakshmi Kannan - “She”

Unit – V

9. Meena Kandasamy - “Touch”

10. Meena Alexandar - "Muse"

11. Spoken Language Component- Syllable Division

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 Marks (Passing minimum of 40%)

Question Pattern:

Section A - 20 Marks

Short answer questions (10x2=20 Marks)

Section B – 25 Marks

Paragraph Questions (5x4=20 Marks)

Answer all the Paragraph questions either or pattern (A question should be asked from each unit)

Spoken English Component 10 x ½ =5 Marks

Section C –

Essay Questions (3x10=30 Marks)

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

SEMESTER II
CORE COURSE – III
ORGANIZATIONAL BEHAVIOUR

UAC

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

Admitted From 2016-2019
B.B.A II Semester

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

Objectives: To analyze the factors of Human behaviour working in the Organization.

UNIT-I

Nature and Scope of Organization and Types of Organization. The Concept of Organizational Behaviour- Models of Organizational Behaviour –S.O.B.C Model of Organizational Behaviour Human Relation. **-18 hrs**

Unit-II

Individual Behaviour – Individual Differences, Factor influencing Individual Behaviour, Behavioural Model, Decision making mechanism –Process of perception , Factors influencing selection of Stimuli, Determinations of Perception –Personality, Determinants of Personality, Personality Development, Personality Theory, Psychoanalytical theory – Learning, theories of learning. **-20 hrs**

Unit-III

Leadership – Characteristics - Function – Successful Qualities of Leader – Styles of Leadership – Theories of leadership – Trait, Behaviour, Fielder’s Contingency Model, Path Goal Theory. **-17 hrs**

Unit IV

Group Dynamics –Groups at Work –Group Cohesiveness- Group Pressure –Group Norms –Types and Function of Formal and Informal Groups. **-17 hrs**

Unit-V

Motivation – Importance of Motivation in Industry , Theory of Motivation Malsow’s Model- Herberg’s Two Factors Theory - Morale- Importance of Morale in Industry - Organizational Changes- Resistance for Change- Overcome to change, concept of Organizational Development. **-19 hrs**

TEXT BOOK

1.Organisation Behaviour - L.M.Prasath, Published By Sultan Chand & Sons;
23,Darya GANJ, New Delhi-110002,Year 2002,

REFERENCE BOOK:

1.Organization Theory And Behaviour - V.S.P. RAO, Published By Sultan CHAND&
Chand& Sons; 23,Darya Ganj, New Delhi-
110002,Year 2002,
2. Organization Behaviour - Aswathappa, Published By Himalaya Publishing

3. Organization Behaviour

House “Ram Doot” Dr. Bhalerao Marg Gilgaon, Mumbai 400 004. Year 1994, 5th Edition.
-N.S.Gupta, Published By Himalaya PublishingHouse. “Ram Doot” Dr. Bhalerao MargGilgon, Mumbai 400 004. Year 1994,

SEMESTER II
CORE COURSE – IV
BUSINESS COMMUNICATION

UAD

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

Admitted From 2016-2019
B.B.A II Semester

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

Objectives: To study and develop the communication skills in the field of business.

UNIT-I

Introducing Communication –Meaning- Need- Importance-Types of Communication Commercial Terms and Abbreviations.

-12 hrs

UNIT-II

Media of Communication –Principles of Effective Communication- Barriers to Communication

-11 hrs

UNIT-III

Kinds of Business Letters –Enquiries And Reply- Quotations –Sales Letters- Compliance Letter- Claims and Adjustments, Collection Letters- Circular Letters – Application Letters

- 13 hrs

UNIT-IV

Import- Export Correspondence- Correspondence of a Company Secretary – Memos and Other forms of Messages.

-11 hrs

UNIT-V

Importance of Listening and Communication – Principles of Effective Listening Modern Technology – Internet –Multimedia – Video Conferencing – FAX –E-MAIL.

-13 hrs

TEXT BOOKS:

1.Essential of Business Communication

- Rajendrapal & J.S. Korlahalli, Published by Sultan Chand& Sons.

REFERENCE BOOK:

1. Business Communication Theory And Practice

- Lesikar,Pettit- Published by A.T.T.B.S
Publisher J5/6 Krishna Nagar, New Delhi-110051.

2. Business Communication Theory And Practice

- U.S.Raj, S.M.Raj Published by Himalaya Publishing House “Ram Doot” Dr. Bhalerao MargGilgon, Mumbai 400 004. Year 1994, 5th Edition.

UAA2

SEMESTER II
ALLIED COURSE II –
BUSINESS STATISTICS FOR MANAGERS

(30% Theory and 70% Problems)

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

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

Objectives: To improve the basic concepts of statistics

UNIT: I **10 hrs**

Definition of statistics - Characteristics _ uses of statistics in commerce and business.
Primary and secondary data – definition. Methods of collecting primary data – characteristics of
questionnaire – sources of secondary data. Classification of data: objectives – types of classification
– formation of frequency distribution (one way classification) problems only.

UNIT: II **15 hrs**

Measures of central tendency – characteristics of a good average – arithmetic mean, median,
mode, geometric mean, harmonic mean – Simple problems.

UNIT: III **15 hrs**

Measures of dispersion – range, Q.D, M.D, S.D and their coefficients – Simple problems
only. Skewness – types and methods – Karl person’s and Bowley’s coefficient of skewness.
Kurtosis – definition – types.

UNIT: IV **10 hrs**

Simple correlation – definition – types of correlation – methods of correlation: Scatter
diagram, karl Pearson’s coefficient of correlation and Spearman’s rank correlation coefficient
(repeated and not repeated ranks) – Properties of correlation coefficient (no proof) – Simple
Problems.

UNIT: V **10 hrs**

Linear regression – definition – regression lines X on Y and Y on X – properties of
regression coefficients (without proof) – Simple Problems.

REFERENCE BOOK:

R.S.N. Pillai & V. Bagavathi, Statistics – S. Chand & Company LTD.

S.P.Gupta, Statistical methods – Sultan Chand and Sons.

ES

II SEMESTER ENVIRONMENTAL STUDIES

Internal Marks: 25

External Marks: 75

Total Marks : 100

Instruction Hrs : 2

Credit : 2

Exam Hrs : 3

Unit: 1 The Multidisciplinary nature of environmental studies Definition, scope and importance.

Need for public awareness.

(2 Hours)

Unit: 2 Natural Resources:

Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable

use of resources for sustainable lifestyles.

(8 Hours)

Unit: 3 Ecosystems

Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession.

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:-

a. Forest ecosystem

- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

Unit: 4 Biodiversity and its conservation

Introduction – Definition : Genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values

Biodiversity at global, National and local levels

India as a mega-diversity nation

Hot-spots of biodiversity

Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

(8 Hours)

Unit: 5 Environmental Pollution

Definition Causes, effects and control measures of :

- a. Air Pollution
- b. Water Pollution
- c. Soil Pollution
- d. Marine Pollution
- e. Noise pollution
- f. Thermal Pollution
- g. Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution

Pollution case studies

Disaster management: floods, earthquake, cyclone and landslides.

Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

(8 Hours)

Unit: 6 Social Issues and the Environment

From Unsustainable to Sustainable development. Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Resettlement and rehabilitation of people; its problems and concerns.
Case studies Environmental ethics: Issues and possible solutions.
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation.
Consumerism and waste products. Environment Protection Act.
Air (Prevention and Control of Pollution) Act.
Water (Prevention and Control of Pollution) Act.
Wildlife Protection Act. Forest Conservation Act.
Issues involved in enforcement of environmental legislation
Public awareness. **(7 Hours)**

Unit: 7 Human Population and the Environment

Population growth, variation among nations.
Population explosion – Family Welfare Programmes
Environment and human health
Human Rights - Value Education
HIV/ AIDS - Women and Child Welfare
Role of Information Technology in Environment and human health
Case studies.

Unit: 8 Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill / Mountain.

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University

Press 1140 p.

11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
18. Survey of the Environment, The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p
(M) Magazine (R) Reference (TB) Textbook.