

DEPARTMENT OF COMMERCE

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	பயிற்று மணிகள் - 6
புறமதிப்பீடு - 75	தரப்புள்ளிகள் - 3 மொத்த
மதிப்பெண் - 100	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 – ‘விரல்சவை 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.

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)

RUCC

**SEMESTER II
CORE COURSE III
MARKETING**

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

Instruction Hrs : 6
Credit : 5
Exam Hrs : 3

Objective: To impart knowledge on various aspects of Marketing.

Unit I : Introduction:

Marketing - Evolution – Definition- classification- objectives- selling vs. marketing – Marketing a science or art? - Modern Concepts - Social Marketing – Role of marketing in Economic Development - Functions – buying- selling - transportation – warehousing – standardization – grading – packaging.

18 Hours

Unit II :Buyer's Behaviour:

Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty -- ISO Series and AGMARK - ISI.

18 Hours

Unit III: Pricing and Distribution:

Pricing Objectives –Kinds of Pricing – Factors affecting Pricing decisions. Channels of Distribution - Meaning – Types of distribution Channels – Factors affecting choice of channels of distribution.

18 Hours

Unit IV: Promotion Mix:

Advertising – Definition – Importance – Objectives – Merits and Demerits of Advertising - Kinds of Advertising – Advertising Media – Social Media - Sales Promotion – Methods - Personal selling – Qualities - Functions of Salesman.

18 Hours

Unit V: Marketing Information System and Direct Marketing:

Marketing Information System - Marketing Research- Features –Direct Marketing - E -Business – Telemarketing - On- line Marketing.

18 Hours

Text Book:

Modern Marketing – Principles and Practices - R.S.N Pillai & Bhagavathi, Publishers,
S.Chand & Company Ltd, Ram Nagar, New Delhi – 110 055.

Books for Reference:

1. Marketing - Rajan Nair & Sanjith, Sultan Chand & Sons, New Delhi.
2. Marketing Management - S.A. Sherlekar, Sultan Chand & Sons, and New Delhi.
3. Marketing Management - Philip Kotler.
4. Marketing Management - Memoria & Joshi, Sultan Chand & Sons, NewDelhi.

UCD

**SEMESTER II
CORE COURSE IV
PRINCIPLES OF BUSINESS MANAGEMENT**

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

Instruction Hrs : 6
Credit : 5
Exam Hrs : 3

Objective : To impart knowledge about various functions of management

UNIT I: Introduction:

Management - Meaning - Definition- Scope and Importance – Difference between management and administration - Functions – Principles – Approaches – Contributions of F.W. Taylor and Henry Fayol. **18 Hours**

UNIT II: Planning:

Planning – Objectives -Classification – Elements – characteristics - process- types - advantages - limitations, Decision making Policies. **18 Hours**

UNIT III: Organising:

Organisation and Structure– Types – Supervision and Span of Control - Departmentation – Organisation charts – Authority and Responsibility- Delegation and Decentralisation. **18 Hours**

UNIT IV: Motivation and Leadership:

Motivation – Theories of Motivation – Leadership – Qualities of a Leader – Leadership Styles – Communication – Barriers - Types. **18 Hours**

UNIT V: Control & Co-ordination:

Control – Importance – Steps – Techniques. Co-ordination – Importance - Types – Techniques. **18 Hours**

Text Book :

Dinkar Pagare., Business Organization & Management, S. Chand, New Delhi

Books for Reference :

1. Gupta C.B and Srinivasan, Business Management, S. Chand Publication, New Delhi.
2. Kathiresan. S. & Radha.V., Business Organization, Bhavani Publication, Chennai.
3. Reddy. P.N., Principles of Business Organization and Management, S. Chand, NewDelhi 2009

4. Sharma. R.K & Shashi.K. Gupta Business Organization & Management – Kalyani Publilshers, NewDelhi.

UCA2

SEMESTER II ALLIED COURSE – II BUSINESS ENVIRONMENT

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

Instruction Hrs : 4
Credit : 3
Exam Hrs : 3

Objective: To impart knowledge on Business Environment.

UNIT I : Introduction to Business Environment:

Definition –Nature, Significance, Characteristics and Classification of Business Environment – Objectives of Business – Nature and Scope of Modern Business.

12 Hrs

UNIT II : Economic & Non- Economic Environment:

Basic Aspects of Business -Economic Environment of Business – Non- Economic Environment of Business.

12 Hrs

UNIT III: Social Responsibilities of Business:

Concept and Definition – Nature – Need – Case for and against Social Responsibility – Limits to social Responsibilities – Responsibilities towards Different Groups – Social Responsibility of Business in India.

12 Hrs

UNIT IV: Business Ethics:

Concept – Nature –Need – Elements – Levels – Sources of Ethical Standards – Factors Governing Business Ethics – Benefits of Ethical Codes – Developing a Corporate Ethical Programme.

12 Hrs

UNIT V : Corporate Governance:

Concept – Need and Significance – Fundamental Principles – Confederation of Indian Industry (CII) Code of Corporate Governance – SEBI Code of Corporate Governance – Corporate Governance in India

12 Hrs

Text Book :

1. Dr. Gupta.C.B.,Business Environment, Sultan Chand & Sons., New Delhi.

Books for Reference:

1. Business Environment and Policy, Francis Cherunilam, Himalaya Publishing.
2. Business Environment, S. Sankaran, Margham Publications.

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)

(6 Hours)

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.

III-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