

1.3.1 Institution integrates cross cutting issues relevant to Gender, Environment and sustainability, Human values and professional ethics in the curriculum

S.No	Course code	Programme	Name of the Course	Integrating issue	Description
1.	11T	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	Tamil - I	Gender, Environment and sustainability, Human values	Poetry, Prose, Short Stories of great poets and writers which focus on Gender, human values, tolerance, environment and sustainability.
2.	21T	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	Tamil - II	Gender, Environment and sustainability, Human values	Poetry, Prose, Short Stories of great poets and writers which focus on Gender, human values, tolerance, environment and sustainability.
3.	12E	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	English-I	Gender, Environment and sustainability, Human values	Poetry, Prose, Short Stories, One Act Plays of great writers which focuses on human values, tolerance, environment and sustainability.
4.	22E	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	English - II	Gender, Environment and sustainability, Human values	Poetry, Prose, Short Stories and Biographies of great leaders which help the students know about human values, tolerance, environment and sustainability.
5.	1FA	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	Environmental studies	Environment and sustainability	Multidisciplinary nature of environmental studies Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles, bio-diversity and its conservation, environmental pollution.
6.	23A	BBA	Organisational Behaviour	Human values/ professional ethics	Scope and Nature of Organisational Psychology – individual differences – Concept and Definition, Meaning and Definition of Organisational Behaviour – Importance of Organisational Behaviour, Individual differences – Concept and Definition – Causes and Types
7.	2FB	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	Value education – Human rights	Human values and Gender	Concept of human values, character formation towards positive personality, national and international values, Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise,

					Modern Challenges of Adolescent Emotions and behaviour; Sex and spirituality: Comparison and competition; positive and negative thoughts. Human rights – Rights of women and children.
8.	3FC	BBA, B.Com., B.Com(CA), B.Sc.(C.S), B.Sc.(IT), BCA, B.Sc.(Mathematics)	Yoga for human excellence	Human values, sustainability	Yoga and physical health, yogasanas, art of nurturing the life force and mind, sublimation, introspection, moralization of desires, neutralization of anger, eradication of worries, benefits of blessings, greatness of friendship, law of nature, purity of thought, deed and cultural education.
9.	13A, 33C	BBA, B.Com	Principles of Management	Professional ethics	Meaning of management, Functions of a manager, Principles of Management, Planning – types, methods, Organising- principles, types and functions, Directing, delegating, span of control, controlling – steps, budgetary and non-budgetary control, Co-ordination and reporting.
10.	33D	BBA	Business law	Professional ethics	Offer – Meaning – Types – Legal rules as to offer, Acceptance – Meaning – Types - Legal rules as to Acceptance, Agreements opposed to public policy – continuation – Agreements in restraint of trade- Exceptions, Formation of contract of sale – Meaning – Difference between sale and agreement to sell, Transfer of property – Meaning – Transfer of ownership in case of sale of specific goods, Creation of Agency – Meaning – Essentials – Rules
11.	33C, 23B	BBA,B.Com	Marketing management, Principles of Marketing	Professional ethics	Objectives of marketing , Functions of marketing Manager, Buyer behaviour – Meaning – Factors influencing Buyer Behaviour, Factors influencing pricing decisions, Branding decisions etc.,
12.	53C	BBA	Advertising and sales promotion	Professional ethics	Meaning and definition of Advertising, Ad media, Ad agencies, Advertisement production, Sales force management, promotional strategies.
13.	3ZV, 4ZV	BBA	Communication Skills -I and Communication skills - II	Professional ethics	Art of Listening, qualities for a good listener, gains knowledge in correspondence with bank, Government and railway and to draft various business letters.
14.	5ZV	BBA	Campus to Corporate	Professional ethics	To train the learners for smooth transition from their campus to corporate for employment.
15.	5ED	BBA	Customer relationship management	Professional ethics	Understand Relationship Marketing, Sales Force Automation and Database Marketing

16.	6ZV	BBA	Soft skills for business	Professional ethics	To augment the areas of business correspondence, presentation, group discussion and interviews. To focus on to a chosen career path.
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BHARATHIYAR UNIVERSITY, COIMBATORE – 641046

UNDER GRADUATE DEGREE PROGRAMMES (CBCS SEMESTER PATTERN)

(For the students admitted during the academic year 2016 – 2017 and onwards)

பாடத்திட்டம் - முதற்பருவம் - பகுதி -1. தாள் 1

(2016 - 17 ஆம் கல்வியாண்டில் சேர்வோர்க்குரியது (செய்யுள் . சிறுகதை , இலக்கிய வரலாறு, இலக்கணம் , மொழிபெயர்ப்பு)

அலகு 1

1. பாரதியார் - தமிழ்த்தாய், தமிழ்
2. பாரதிதாசன் - அழகின் சிரிப்பு
3. நாமக்கல் கவிஞர் - தமிழ்வழி அரசு
4. ஆரூர் தமிழ்நாடன் - கரிக்கிறது தாய்ப்பால்
5. கவிமணி தேசிக விநாயகம் பிள்ளை - ஒற்றுமை , இலக்கிய மும்மணி

அலகு 2 சமூகம்

6. நவீன தாலாட்டு - வைரமுத்து
7. சாவிலா வீட்டில் - கண்ணதாசன்
8. சருகுகள் சலசலக்கின்றன ஒரு கல்லின் கதை - வெ.இறையன்பு
9. மு. மேத்தா கவிதைகள் - மு.மேத்தா
10. ரிஷி கவிதைகள் - முடிந்தது , இங்கே, படைப்பு, மதி, தாகம்

அலகு -3 சிறுகதைத் தொகுப்பு

அறிவுப் பதிப்பகம், இராயப்பேட்டை, சென்னை.

அலகு - 4 இலக்கிய வரலாறு - (பாடத்திட்டத்தைத் தழுவினது)

1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. சிறுகதையின் தோற்றமும் வளர்ச்சியும்
3. படிமம் , குறியீடு - பற்றிய விளக்கங்கள்
4. இலக்கணம்
 1. மொழித்திறன், சொற்பொருள் வேறுபாடு, ர,ற, ல.ள.ழ. ந.ண.ன, வேறுபடுத்தி அறியும் முறை
 2. தொடரில் வழுவ்ச் சொற்களை நீக்கி எழுதுதல்
 3. உண்டு , உள, உளது, அன்று, அல்ல, அல்லன், அல்லர், பயன்பாடு, ஒரு, ஓர் - பயன்பாடு
 4. ஒருமை - பன்மை - தொடரில் அமையும் விதம்

அலகு - 5

மொழி பெயர்ப்பு , பொதுப்பகுதி, அலுவலகப்பகுதி - ஆங்கிலத்தில் இருந்து தமிழில் மொழிபெயர்த்தல்.

குறிப்பு: முதற் பருவம் தாள் 1 - அலகு -3 சிறுகதைத் தொகுப்பு மாற்றம் செய்யப்பட்டுள்ளது.

ஏனைய பகுதிகளில் மாற்றம் இல்லை.

BHARATHIYAR UNIVERSITY, COIMBATORE – 641046

UNDER GRADUATE DEGREE PROGRAMMES (CBCS SEMESTER PATTERN)
(For the students admitted during the academic year 2014 – 2015 and onwards)

பாடத்திட்டம் - இரண்டாம் பருவம்

(செய்யுள் , உரைநடை, இலக்கிய வரலாறு, விண்ணப்பம் வரைதல்)

அலகு - 1 திருக்குறள் - (மூன்று அதிகாரங்கள்)

அ. நட்பு

ஆ. நட்பாராய்தல்

இ. கூடா நட்பு

2. மூதுரை - ஓளவையார் 1- 29 (29 பாடல்கள்)

3. பழமொழி நானூறு கல்வி 10 பாடல்கள்
கல்லாதார் 6 பாடல்கள் (2 அதிகாரங்கள்)

அலகு - 2

1. திரிகடுகம் - (11, 17, 21,27, 32, 49, 63, 82, 93, 95) 10 பாடல்கள்
2. நாலடியார் - குடிப்பிறப்பு , மேன்மக்கள். 2 அதிகாரங்கள்
3. நான்மணிக்கடிகை - 10 பாடல்கள்

அலகு -3 உரைநடை

1. சங்கநெறிகள் - முனைவர். வ.சுப.மாணிக்கம்.
2. தமிழர் பண்பாடு - ஒரு விளக்கம் - டாக்டர்.சோ.நா.கந்தசாமி.
3. விருந்தோம்பல் - நேற்று - இன்று- நாளை. சரளா. ராஜகோபாலன்.
4. போதைப்பொருள் - முனைவர். அமுதன்.

அலகு - 4

5. இன்றைய சூழலில் மகளிரின் பணி- மீனாட்சி.
6. புதிர் எதிர் காலம் - சிற்பி பாலசுப்பிரமணியம்.
7. நட்பு நலம் - வேதாத்திரி மகரிஷி
8. இணையத் தமிழ் வளர்ச்சி - முனைவர் ப.அர.நக்கீரன்.

அலகு- 5

இலக்கிய வரலாறு பாடத்திட்டத்தைத் தழுவினது

1. பதினெண் கீழ்க்கணக்கு நூல்கள்
2. தமிழ் உரைநடையின் தோற்றமும் - வளர்ச்சியும்

பயிற்சிக்குரியன

விண்ணப்பங்கள் , மடல்கள், எழுதச்செய்தல்.

BHARATHIAR UNIVERSITY – COIMBATORE

PART II – ENGLISH

Semester I

(For the students admitted from the academic year 2018-19 and onwards)

Prescribed Text: **PEARL STRING**

Board of Editors

Publishers: Emerald publishers

Unit I

Poetry

1. The Solitary Reaper – William Wordsworth
2. Gift – Alice Walker
3. Ode to the Westwind – P.B.Shelly

Unit II

Prose

1. The Refugee – K.A.Abbas
2. The Lady or the Tiger – Frank R. Stockton
3. The Sky is the Limit – Kalpana Chawla

Unit III

Short Stories

1. The Fortune Teller – Karel Capek
2. The Postmaster – Rabindranath Tagore
3. The Model Millionaire – Oscar Wilde

Unit IV

One Act Plays

1. The Death Trap – H.H.Munro
2. The Anniversary – Anton Chekov

Unit V

Grammar and Composition

1. Parts of Speech
2. Articles
3. Prepositions
4. Note Making
5. Jumbled Sentences
6. Welcome Address
7. Vote of Thanks

Part II English-Semester II

Prescribed Text: **SNOW FLAKES**

Board of Editors

Publishers: Harrows Publications Jains Ashraya, Phase I FB, I Block, Vembuli Amman Kovil Street, Virugambakkam, Chennai-92.

Unit I

Poetry

1. Let Me not to the Marriage of true minds - Shakespeare

2. Stopping by woods on a Snowy Evening –Robert Frost
- 3.The Lotus – Toru Dutt

Unit II

Prose

1. My Greatest Olympic Prize – Jesse Owens
2. Early Influence - Dr.A.P.J.Abdul Kalam
3. On Keyhole Morals - A.G.Gardiner

Unit III

Short Stories

1. The Selfish Giant – Oscar Wilde
2. Tree Speaks – C.Rajagopalachari
3. The Diamond Necklace - Guy De Maupassant

Unit IV

Biography

- Abraham Lincoln – James Russel Lowell
Indira Gandhi – Papul Jayakar

Unit V

Grammar & Composition

1. *Sentence Pattern*
 2. *Kinds of Sentences*
 3. *Voice*
 4. *Reported Speech*
 5. *Letter Writing (Formal & Informal)*
 6. *Writing Cover Letter & Resume Writing.*
- Question Paper Pattern: Existing Pattern is to be followed.

Part II English-Semester III

(For the students admitted from the academic year 2018-19 and onwards)

Prescribed Text: **DEW DROPS**

Board of Editors

Publishers: New Century Book House(p)Ltd., 41B,SIDCO Industrial Estate Chennai-98.

Unit I

Poetry

1. Ulysess – Alfred Tennyson
2. O Captain! My Captain! – Walt Whitman
3. The Unknown Citizen – W.H.Auden

Unit II

Prose

1. Sweet for Angels – R.K.Narayan
2. My Lost Dollar – Stephen Leacock
3. The Loss of the Titanic – Lawrence Beesley

Unit III

Short Stories

1. Orpheus and Eurydice – Rev. G.W.Cox
2. At the Church Door – Guy De Maupassant

3. How much Land does a Man need? – Leo Tolstoy

Unit IV

Autobiography

1. My Experiments with Truth - M.K.Gandhi
2. I am Malala - Malala

Unit V

Grammar & Composition

1. Modals
2. Concord
3. Dialogue Writing
4. E-Mail
5. Report Writing

Question Paper Pattern: Existing Pattern is to be followed.

Part II English-Semester IV

Prescribed Text: **DRIZZLE**

Board of Editors

Publishers: Cambridge University Press

Unit I

Poetry

1. The Bird Sanctuary – Sarojini Naidu
2. Meeting at Night – Robert Browning
3. A Different History – Sujatha Bhatt

Unit II

Prose

1. Fusion Music – Ravi Shankar
2. The Sea – Robert Lynd
3. Unity of Minds – A.P.J. Abdul Kalam

Unit III

Short Stories

1. The Boy who broke the Bank – Ruskin Bond
2. The Blue Bouquet – Octavio Paz
3. Happy Prince – Oscar Wilde

Unit IV

World Renowned Speeches

Noble Prize Acceptance Speech – Toni Morrison
Chicago Address – Swami Vivekanandha

Unit V

Grammar & Composition

1. Clauses – Conditional, Relative, Restrictive, Non-Restrictive
2. Notice
3. Agenda
4. Minutes
5. Expansion of Ideas
6. Precis Writing

Question Paper Pattern: Existing Pattern is to be followed.

CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES
FOR UNDER GRADUATE COURSES OF ALL BRANCHES
OF HIGHER EDUCATION

Vision

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and World Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices.

India is rich in biodiversity which provides various resources for people. It is also basis for biotechnology.

Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to

conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India.

The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

SYLLABUS

Unit 1 : Multidisciplinary nature of environmental studies

Definition, scope and importance

(2 lectures)

Need for public awareness.

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 forest 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 resource, 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 lectures)

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 lectures)

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 lectures)

Unit 5 : Environmental Pollution

Definition

- Cause, 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.

(8 lectures)

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 lectures)

Unit 7 : Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.

- 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.

(6 lectures)

Unit 8 : Field work

- Visit to a local area to document environmental assets-
river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5
lecture hours)

UNIT-IV

Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.

**Questions in theory and problems carry 20% and 80% marks respectively
Problems need to be simple keeping students' non-mathematical background**

REFERENCE BOOKS

1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. Gupta S.P. - Statistical Methods

ORGANISATIONAL BEHAVIOUR **For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

Course Objectives:On successful completion of this course, the students should have understood

1. Organizational psychology & personality of people working there.
2. Understand about belief, values and human motivation, idea generation for problem solving and innovation.
3. Job satisfaction measurement, nourishing employee talent, scope and expansion in a job.
4. Importance of group, conflict identification and resolution.
5. General ideas of leadership, theories supporting leadership, problem solving, counseling for rectification.

Course Outcomes:On successful completion of the course the students will be able to:

- Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management
- Identify various theories of motivation from the past the and evaluate motivational strategies used in a variety of organizational settings
- Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.
- Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.
- Evaluate the appropriateness of various leadership styles and counseling methods

UNIT – I :Importance and scope of organisational psychology – Individual differences - Intelligence tests Measurement of intelligence - Personality tests - nature, types and uses.

UNIT – II :Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT – III :Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT – IV :Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

UNIT – V:Leadership - types - theories – Trait, Managerial Grid, Fiedler’s contingency. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling .

Text Book:

L.M. Prasad - Organisational Behaviour

REFERENCE BOOKS

Keith Davis - Human Behaviour at Work
Ghos - Industrial Psychology
Fred Luthans - Organisational Behaviour
Boominathan B - Organisational Behaviour

ECONOMICS FOR EXECUTIVES
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Course Objectives:On successful completion of this course, the students should have understood

1. The objectives of business firms, Demand analysis and Elasticity of demand.
2. To impart knowledge about the Factors of production and BEP Analysis
3. Familiarization about Types of competitions and price administration.
4. Introduction to various theories of wages, Interest and Profit.
5. To impart knowledge about Government and Business.

Course Outcomes:On successful completion of the course the students will be able to:

- Apply the objectives of business firms, demand analysis and elasticity of demand in daily life.
- Identify the effective use of factor of production and BEP Analysis.
- Understand the determination of the Price, Market structure and competition.
- Analyze various theories of wages, Interest and profit in Business field.
- Evaluate the performance of the Government sector in India.

UNIT - I

Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions . Cost and Revenue Curves – Break-even-point (BEP) analysis.

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Value Education – Human Rights

(2 hours per week)

(FOR THE UNDER GRADUATE STUDENTS OF AFFILIATED COLLEGES

WITH EFFECT FROM 2008-2009)

UNIT – I : Concept of Human Values, Value Education Towards Personal Development

Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.

Personal Development :

Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.

Character Formation Towards Positive Personality:

Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

UNIT – II : Value Education Towards National and Global Development

National and International Values:

Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values - Pity and probity, self control, universal brotherhood.

Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious Values - Tolerance, wisdom, character.

Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.

National Integration and international understanding.

UNIT – III : Impact of Global Development on Ethics and Values

Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise.

Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV : Therapeutic Measures

Control of the mind through

- a. Simplified physical exercise
- b. Meditation – Objectives, types, effect on body, mind and soul
- c. Yoga – Objectives, Types, Asanas
- d. Activities:
 - (i) Moralisation of Desires
 - (ii) Neutralisation of Anger
 - (iii) Eradication of Worries
 - (iv) Benefits of Blessings

UNIT; V : Human Rights

1. Concept of Human Rights – Indian and International Perspectives
 - a. Evolution of Human Rights
 - b. Definitions under Indian and International documents
2. Broad classification of Human Rights and Relevant Constitutional Provisions.
 - a. Right to Life, Liberty and Dignity
 - b. Right to Equality
 - c. Right against Exploitation
 - d. Cultural and Educational Rights
 - e. Economic Rights
 - f. Political Rights
 - g. Social Rights
3. Human Rights of Women and Children
 - a. Social Practice and Constitutional Safeguards
 - (i) Female Foeticide and Infanticide
 - (ii) Physical assault and harassment
 - (iii) Domestic violence
 - (iv) Conditions of Working Women
4. Institutions for Implementation
 - a. Human Rights Commission
 - b. Judiciary
5. Violations and Redressal
 - a. Violation by State
 - b. Violation by Individuals
 - c. Nuclear Weapons and terrorism
 - d. Safeguards.

BHARATHIAR UNIVERSITY : COIMBATORE

SYLLABUS FOR

"YOGA FOR HUMAN EXCELLENCE"

FOR PART – IV IN THIRD SEMESTER OF UNDERGRADUATE CANDIDATES

WITH EFFECT FROM 2008-09

IN CBCS PATTERN

Unit I - Yoga and Physical Health

- 1.1 Physical Structure – Three bodies – Five limitations
- 1.2 Simplified Physical Exercises – Hand Exercises -Leg Exercises – Breathing Exercises – Eye Exercises – Kapalapathi
- 1.3 Maharasanas 1-2 – Massages – Acu-puncture – Relaxation
- 1.4 Yogasanas – ~~Swastika~~ ^UPadmasana – Vajrasanas – Chakrasanas (Side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

Unit II - Art of Nurturing the life force and Mind

- 2.1 Maintaining the youthfulness – Postponing the ageing process
- 2.2 Sex and Spirituality - Significance of sexual vital fluid – Married life – Chastity
- 2.3 Ten stages of Mind
- 2.4 Mental frequency – Methods for concentration

Unit III - Sublimation

- 3.1 Purpose and Philosophy of life
- 3.2 Introspection – Analysis of Thought
- 3.3 Moralization of Desires
- 3.4 Neutralization of Anger

Unit IV – Human Resources Development

- 4.1 Eradication of worries
- 4.2 Benefits of Blessings
- 4.3. Greatness of Friendship
- 4.4 Individual Peace and World Peace

Unit V – Law of Nature

- 5.1 Unified force – Cause and Effect system
- 5.2 Purity of Thought and Deed and Genetic Centre
- 5.3 Love and Compassion
- 5.4 Cultural Education – Five fold Culture

PRINCIPLES OF MANAGEMENT

For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Course Objectives: On successful completion of this course, the students should have understood

1. Basic management concepts and skills and the contemporary management thoughts.
2. Understand the planning and decision making concepts and its applications.
3. To throw light on the managerial functions of organizing and staffing.
4. Importance of Motivation, communication and Leadership through Directing.
5. Knowledge about controlling process and the concept of co-ordination.

Course Outcomes: On successful completion of the course the students will be able to

- Understand the Management concepts and Functional areas of Management in Business Arena.
- Evaluate the conceptual framework of planning and decision-making in day today life.
- Understand the managerial functions of organizing and staffing to achieve the target of the organization.
- Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.
- Evaluate the control process, to apply theoretical knowledge in simulated and real-life settings.

UNIT -I

Overview of Management: Definition ± Nature and scope of management-Importance - skills of managers±Levelsof Management-Functional areas of management- Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker thoughtManagement: a science or an art?

UNIT –II

Planning: Definition -Nature and purpose ± Planning process ± Importance of planning ±types of plan-Decision making - Definition -steps and types.

UNIT -III

Organizing: Definition -Types of organization ± Organizational structure ±Span of control ± use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization ± **Staffing:**Definition- Sources of recruitment ± Selection-Definition - process Training-Definition-Types.

UNIT - IV

Directing: Definition -Nature and purpose of Directing.- Principles ± Motivation - Definition - Theories of Motivation (Maslow's Hierarchy of Needs, Herzberg two factor theory)± Leadership:Definition-Styles ± Communication:Definition - Importance of Communication ± Methods of Communication ± Types ± Barriers.

UNIT - V

Controlling: Meaning and importance of controls ± control process ± Budgetary and non-Budgetary Control Techniques ± Requisites of an effective control system ± Relationship between planning and controlling ± Need for co-ordination.

Text book:

Business Management: Dr.C.B.Gupta

REFERENCE BOOKS


- Principles of Management ± Daft, R. L., Cengage Learning.
Principles of Management ± L.M. Prasad
Business Management ± DinkarPagare
Essentials of Management ± Koontz, H. &Weihrich, H.

BASICS OF BUSINESS & BUSINESS ENVIRONMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)

COURSE DESCRIPTION

The Basics of Business & Business Environment course is an introduction to what a business is, how it operates, its interrelationship with environment and how it is managed.

COURSE OBJECTIVES

- 1) To outline how an entity operates in a business environment
- 2) 
- 3) To appreciate the associated forms of business organizations
- 4) To analyze the affect of economic conditions and effects of government policy on business performance
- 5) To develop an appreciation for the associated services sector for the conducive growth of businesses
- 6) To survey the sources of financing for businesses
- 7) To explain the legal framework that regulates the business and industry.

COURSE OUTCOMES

Upon completion, the candidate is expected to

- Develop an understanding on the gamut of business activities
- Appreciate the intricacies in starting a business and knowing the suited business form
- Design a business model in order to analyze its sustainability
- Comprehend the environmental factors that are conducive /detrimental to the respective businesses
- Have a simple and basic comprehension of the international scenario with regard to borderless business world

Unit 1:Business Basics: Nature and Purpose of Business ± Characteristics of Business ± Comparison among Business, Profession and Employment ± Various types of Industry ± Compare Industry with commerce ± Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

BUSINESS LAW
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of legal aspects of business

Objective: On successful completion of this course, the students should have understood

Law of contract, Law of sale of goods

Law of Agency, Negotiable Instruments Act,....

UNIT - I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

UNIT - II

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

UNIT - III

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.

UNIT ± IV

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

MARKETING MANAGEMENT

For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of principles of marketing management

Objective: On successful completion of this course, the students should have understood Principles of marketing management, market segmentation
Product life cycle, pricing, branding,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Nanda Kumar - Marketing Management

ADVERTISING AND SALES PROMOTION

For BBA/BBA(CA)

Goal: To enable the students to acquire knowledge of sales promotional measures

Objective: On successful completion of this course, the students should have understood Advertising, Ad media, Ad agencies,
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UNIT - I

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT II

Advertising agencies-advertising budget-advertising appeals - advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

UNIT III

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

UNIT V

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing ± guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

REFERENCE BOOKS:

1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Baranikumar, Advertising and Sales Promotion.

Course Content: Skill based paper - I Semester III

COMMUNICATION SKILLS - I – Listening and Speaking Skills

Listening –

- Write an essay on the ART OF LISTENING in your own words;
- List the qualities for a good listener;
- Illustrate the difference between hearing and listening;
- Enumerate the types of listeners;
- List and comprehend the common barriers to the Listening Process;
- Identify measures to improve your listening and list them(Practice too);
- Listening exercises – Listen from movie clips, news items,(with sub-titles), Business News Channels such as Bloomberg, UTV, CNN IBN, India Today, NDTV 24x7, NDTV Profit, News9, NewsX, Times Now...
- Listen to inspiring speeches by great personalities;
- Listen to audios with accompanying *.pdf files from BBC's Learning English.
<http://www.bbc.co.uk/worldservice/learningenglish/language/uptodate>)
- Learn English via Listening using YouTube videos
(<https://www.youtube.com/watch?v=P1axyuVU57c>)
- Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

Speaking –

- Write an essay on the ART OF SPEAKING in your own words;
- Appreciate the importance of vocabulary and build the same;
- Use Oxford – 3000 key words in different sentences (OUP.com);
- Read a passage from the newspaper and compare with that of the news broadcast from TV;
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked;
- Role play and simulated games with more speaking; Anecdotes and Stories; Conversational practice (situations): 1. At the college, 2. At the post office, 3. At the railway reservation counter, 4. At cinema hall;
- Vary your volume, watch your tone and record your voice for replay in the preferred group (use smart mobile phones for practice);
- Record your speech and present to classmates; do the same presentation without recording – now list the uses of non-verbal communicative cues.

Course Content: Skill based paper - II Semester IV

COMMUNICATION SKILLS - II – Reading and Writing Skills

Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

Reading: Newspaper reading on daily basis – Practice louder reading and other members in listening mode – Purpose of Reading; Types of Reading; Techniques for Effective Reading – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books.

Application Writing – Difference between resume and curriculum vitae, styles and layouts of a resume – Contents of Good Resume – Guidelines for Writing Resume – Different Types of Resumes designing covering letter – Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters

Practice business letter writing by understanding the layout of letters business enquiries – quotations – purchase orders placements – letters of complaints – collection letters.

Collection of financial statements of any one organization for two consecutive years and prepare comparative statements. Also list out its assets and Liabilities.

Industry Review Project: Take an industry and a few firms operating in your area. Make an introduction to the industry and list the profile of the companies in that industry. Also give a comparative analysis by giving the market share, annual growth rate, etc.

Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/NEFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

List the environmental issues of an industry of your choice operating in your region

Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.

Course Content: Skill based paper - III Semester V

Campus to Corporate

To train the learners for smooth transition from their campus to corporate for employment...

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.

CUSTOMER RELATIONSHIP MANAGEMENT

ELECTIVE: For BBA/BBA(IB)/BBA(RM)

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

S. Shajahan – Relationship Marketing – McGraw Hill, 1997

Paul Green Berg – CRM – Tata McGraw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Course Content: Skill based paper - IV Semester VI

Soft Skills for Business

Presentation skills – effective presentation of an idea or concept – use of MS-Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – Manners and etiquettes to be maintained during an interview; sample questions (FAQ^s) commonly asked during interview

Conduct a vox pop – make a brief report – present to the group

Nonverbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)