INTERDISCIPLINARY ELECTIVES

(From 2019 batch onwards)

SCHOOL

OF

LANGUAGES

HINDI SHIFT I & II

COMMUNICATION HINDI: ORAL & WRITTEN

UNIT I

Greeting and Introductory words used in everyday life.

Self Introduction : Concept of I, Me , My (Oral: Roman Hindi)

Hindi alphabets - Introduction of Vowels & Consonants

Matras along with two & three letter words

UNIT II

Concept & use of second & third person possessive pronoun in formal & informal Hindi with singular-plural, masculine - feminine combinations. (Oral: Roman Hindi)

Half letters, Bindu& Chandra bindu, Combined & complex letters (*R's ref,)*

Nouns: Masculine-Feminine, Singular - Plural,

Pronouns: Personal & Possessive, Inflection.

Hindi Numbers.

UNIT III

Common Hindi words phrases in everyday life (Oral: Roman Hindi)

Verbs: Basic & Infinite form, Tenses: present; past& future

Formation of Simple Sentences: Present Tense: 1st 2nd& 3rd person; gender variation

Formation of Simple Sentences: Past Tense: 1st 2nd& 3rd person; gender variation

Formation of Simple Sentences: Future Tense: 1st 2nd& 3rd person; gender variation

Words used in everyday life: Colours, flowers, seasons, drinks, food

UNIT IV

Hindi sentences of everyday use. (Oral: Roman Hindi)

Interrogative & Negative Sentences,

Adjectives: Inflecting & Non Inflecting

Postposition (case) & Conjunction, use of 'Ne'

Words used in everyday life: fruits, vegetables, Family relations, Occupations, Designation

UNIT V

Phrases & Dialogues of everyday use at Home, Bus stop, Market, Work place, Social & official(formal) function (Oral: Roman Hindi)
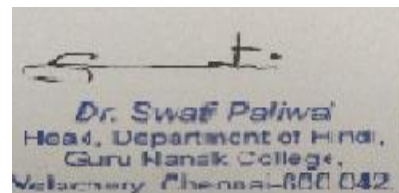
Sentence formation- complex & indirect speech

Words used in everyday life: Body parts, Animals, Birds, and Insects

REFERENCE BOOKS:

1. Saral Hindi Bodhini, D.B. Hindi Prachar Sabha, T Nagar, Chennai.
2. Subodh Hindi Rachna, D.B. Hindi Prachar Sabha, T Nagar, Chennai

REFERENCE WEBSITES:

1. www.mindurhindi.com
2. www.loecsen.com
3. www.duolingo.com
4. www.wikihow.com

Dr. Swat Paliwal
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Guru Nanak College,
Velachery Chennai-600 042

SCHOOL

OF

HUMANITIES

B.A. ECONOMICS

PRINCIPLES OF INSURANCE AND RISK MANAGEMENT

UNIT I: BASIC PRINCIPLES OF INSURANCE

Introduction to Insurance- Life Insurance Industry-Life Insurance Corporation of India (LIC) - Non-Life Insurance Industry- Insurance Forms-Types of Insurance- Principles of Insurance- Underwriting- Importance of Insurance: An Overview- Profile of Insurance Companies.

UNIT II: INSURANCE PRODUCTS

Health Insurance- Social Health Insurance-Fire Insurance- Marine Insurance- Motor Insurance- Rural Insurance Schemes- Agricultural Insurance- Miscellaneous Insurance.

UNIT III: INSURANCE LAW AND REGULATION

Insurance Sector Reforms- Insurance Regulatory Development Authority-Registration of a Insurance Company- Insurance Regulatory Frame work- Insurance Intermediaries- Insurance Contract Design-Reinsurance- Bancassurance in India- Micro Insurance- Role of Insurance in Economics Development.

UNIT- IV: INSURANCE LEGISLATION

General Contract (1872) Life Insurance Act (1956) General Insurance Corporation Act 1972- The Insurance Act 1938- IRDA Act 1999- Agency law- Consumer protection Act 1986.

UNIT- V: RISK MANAGEMENT

Introduction to Risk: An overview- Importance of Risk Management- The Risk Management Process- Measuring Severity and Frequency of Loss- Risk Management in Life Insurance- Risk Management and Solvency Assessment of Life Insurance Companies- Environmental Risk and Insurance- Enterprises Risk Management-Risk Management and Financial Derivatives- Interest Rate Swaps-Optimal Risk Management using Options- Case Studies in Risk Management.

REFERENCE BOOKS :

1. Dr. C. Murthy, *Principles of Insurance and Risk Management,* Vrinda Publications, New Delhi
2. E. Dharmaraj, (2008) Financial Services, S. Chand & Co, New Delhi.
3. Gupta. P. K, (2005), *Insurance and risk Management,* Himalaya Publisher, New Delhi.
4. M. N. Mishra, (2001) Insurance Principles and practice, by S. Chand & Co, New Delhi.
5. Singh B.P & Chhabra T.N.,(2004), *Business Organization and Management,* Dhanpat Rai & Co., New Delhi.

B.A. ENGLISH

TRAVEL WRITING

UNIT I
Chapters 1, 2, 3 from Travel writing by Carl Thompson
Introduction
Defining the genre

UNIT II
Travel writing through the ages- An overview

UNIT III
Articles in travel magazines
Columns in Newspapers describing actual experiences

UNIT IV
Application – Writing Travelogues by students

UNIT V
Mark Twain: The Innocent Abroad (Chapter VII, VIII & IX). Wordsworth Classic Edition.

METHODOLOGY
Class discussions
Paper presentations
Debates

REFERENCE BOOKS:
1. Casey Balton, 'Narrating Self and Other: A Historical View', in Travel Writing: The Self and The Other (Routledge, 2012), pp.1-29
2. Sachidananda Mohanty, 'Introduction: Beyond the Imperial Eyes' in Travel Writing and Empire (New Delhi: Katha, 2004) pp. ix –xx.
3. "Travelling to write" by Peter Hulme
4. "Travel Writing and Gender" by Susan Basnett
5. "Travel Writing and Ethnography" by Joan Pau Rubes

B.A DEFENCE

&

STRATEGIC STUDIES

FUNDAMENTALS OF JOURNALISM

UNIT I

Introduction (a) Journalism: Meaning, relevance and scope (b) News Organization Structure and functioning (c) Media: concept, kind and characteristics.

UNIT II

Defence News: (a) Purpose and meaning (b) Kinds and sources (c) Theories of news selection.

UNIT III

Reporting Defence Stories: (a) Format, Language and Grammar (b) Kinds: Eye Witness, Computer assisted Features (c) Concepts of Graphics and animation (d)Interviewing skills.

UNIT IV

Editing: (a) Abbreviations and definition of military terms (b) Proof – reading symbols (c) Caption writing and picture editing.

UNIT V

Hurdles in Defence writing: (a) Media Ethics (b) Media Laws (c) Military vs.   Media debate (d) News Photography.

REFERENCES:
1)   Menon, P.K., Practical Journalism, Jaipur :Aavishkar Publishers & Distributers, 2005.
2)   Dhara,R., Journalism, Calcutta : Industry Publishers,1945.
3)   Basu, R.N., Handbook of Journalism, Jaipur: Pointer Publishers, 2005.
4)   Kamath,M.V., The Journalist's Handbook, New Delhi : Vikas,1980.
5)   Professional Journalism, New Delhi: Vikas, 1983.

WEB SITES :
http://en.wikipedia.org/wiki/Journalism
http://en.wikipedia.org/wiki/Mass_media
http://www.poynter.org/how-tos/journalism-education/190429/in-defense-of-journalism-education-the-3-essentials-it-teaches/
http://www.w3.org/TR/CSS21/media.html

SCHOOL

OF

SCIENCES

B.SC. CHEMISTRY

CHEMISTRY IN EVERYDAY LIFE

UNIT I : DAIRY CHEMISTRY

1.1 Milk Definition, general composition - physico - chemical changes taking place in milk due to boiling, pasteurization, sterilization and homogenisation - explanation.

1.2 Components of milk - lipids, proteins, carbohydrates, vitamins, ash and mineral matters - names and functions.

1.3 Definition and compositions of cream, butter, ghee, icecrearn, stabiliser ,emulsifier and emulsifier.

UNIT II : FOOD CHEMISTRY

2.1 Sources of food, types, Food adulteration- Common adulterants, Detection of adulterated foods by simple analytical techniques.

2.2 Food additives - artificial sweetners - Saccharin - Cyclomate and Aspartate.Food flavours - esters, aldehydes and heterocyclic compounds. Food colours – Emulsifying agents – preservatives - leavening agents. Baking powder - yeast - taste makers - MSG vinegar

2.3 Beverages-soft drinks-soda-fruit juices-alcoholic beverages, examples.

UNIT III : PHARMACEUTICAL CHEMISTRY

3.1 Definition of the following terms - drug, bacteria, virus and vaccine. Causes, symptoms and drugs for anaemia, jaundice, cholera, malaria, filarial, AIDS, Diabetes, Blood pressure, Cancer.

3.2. Indian medicinal plants and uses - tulasi, neem, kizhanelli, mango, semparuthi, adadodai and thoothuvalai.

3.3 Definition and examples for the following – Analgesics, Antipyretics, Anaesthetics, Antibacterials, Antiseptics and Disinfectants (Structures not required)

UNIT IV : INDUSTRIAL CHEMISTRY

4.1 Fats and oils - Sources of oils - production of refined vegetable oils - preservation.

4.2 Soaps and Detergents – toilet and transparent soaps-synthetic detergents-surface active agents and their classification.

4.3 Fertilisers- Types and Importance of fertilizers-. Examples for insecticides, fungicides, pesticides and herbicides - ill effects of use of chemical fertilisers and insecticides.

4.4 Water – sources of water – Hard and soft water-methods of removal of hardness of water. (equations not needed)

UNIT V : POLYMER CHEMISTRY

5.1 Classification and special properties of polymers - natural and synthetic - rubber, cellulose, starch, wool, silk - synthetic rubber, polyalkenes, acrylics, polyamides, polyesters, PVC polyurethane - starting materials and uses only. (structures not required for examination)

5.2 International Resin Identification Coding System and its significance in use - recycling. Bio-degradable polymers. Polymer waste management.

B.SC. PHYSICS

INTEGRATED ELECTRONICS

UNIT I : FUNDAMENTAL DIGITAL ELECTRONICS
Number systems – binary – hexadecimal – Binary addition – subtraction (1's and 2's compliment method) – multiplication - division - BCD – Conversion – simplification of logic circuits - using (i) Boolean algebra, (ii) Karnaugh map – Demorgan's theorems - NAND and NOR as universal building blocks.

UNIT II : COMBINATIONAL LOGIC CIRCUITS
Half adder, full adder, half subtractor and full subtractor – 4 bit adder/subtractor - decoder, encoder - multiplexer - demultiplexer.

UNIT III : SEQUENTIAL LOGIC CIRCUITS
R.S flip flop, D flip flop and JK flip flops - synchronous and ripple counters - Up/Down counters - shift registers - serial and parallel registers - ring and twisted ring counter.

UNIT IV : OP-AMP BASIC APPLICATIONS
Characteristics parameters – differential gain – CMRR – Slew rate – bandwidth - applications – inverter, non-inverter, summing, difference and averaging amplifier - solving simultaneous equations - comparator - square wave generator.

UNIT V : TIMER, DAC/ADC
Timer 555 - Internal block diagram and working - astable multivibrator – Schmitt trigger. D/A converter - binary weighted method - A/D converter - successive approximation method.

PRESCRIBED TEXTS:
1. Digital Principles and Application by Malvino Leach, Tata McGraw Hill, 4th Edition(1992).
2. Digital Fundamentals by Thomas L. Floyd, Universal Book Stall, New Delhi(1998).
3. Introduction to Integrated Electronics by V.Vijayendran, S. Viswanathan (Printers and Publishers) Pvt. Ltd., Chennai(2005).
4. OP - AMPs and Linear Integrated Circuits by Ramakant A. Gayakwad, Prentice Hall of India(1994).

BOOKS FOR REFERENCE:
1. Digital Electronics by Practice Using Integrated Circuits - R.P.Jain - Tata McGraw Hill (1996).
2. Linear Integrated Circuits by D. Roy Choudhury and Shail Jain - New Age International (P) Ltd.(2003).
3. Electronics - Analog and Digital by I.J. Nagrath - Prentice - Hall of India, New Delhi(1999).
4. Integrated Electronics by J.Millman and C.Halkias, Tata McGraw Hill, New Delhi (2001)

WEB SITE :
http://www.dear.harward.edu/courses/es154.

B.SC. MATHEMATICS

NUMERICAL ANALYSIS

UNIT I

Solutions of algebraic and transcendental equations, Bisection method, Iteration method, Regula falsi method, Newton - Raphson method.
Chapter 1: Sections 1.1- 1.4

UNIT II

Solutions of simultaneous linear equations : Gauss - elimination method, Gauss – Jordan method, Gauss – Siedel method, Crout's method.
2: Sections 2.1 – 2.3

UNIT III

E-operators and relation between them, Differences of a polynomial, Factorial polynomials differences of zero, summation series.
Chapter 3: Sections 3.1- 3.7

UNIT IV

Newton's forward and backward interpolation formulae, Central differences formulae – Gauss forward and backward formulae, Sterling's formula and Bessel's formula.
Chapter 4: Sections 4.1- 4.3, Chapter 5: Sections 5.1 – 5.6

UNIT V

Interpolation with unequal intervals: Divided differences and Newton's divided differences formula for interpolation and Lagrange's formula for interpolation; Inverse interpolation – Lagrange's method, Reversion of series method.
Chapter 6: Sections 6.1 – 6.8
Content and treatment as in Calculus of finite differences and Numerical analysis - P. Kandasamy, Thilagavathy.K ;S. Chand Publications.

REFERENCE BOOKS:
1. Numerical methods – S. Arumugam, A. Thangapandi Isaac, A. somasundaram, SciTech publications.
2. Numerical methods – E. Balagurusamy, McGraw Hill Education.
3. Numerical methods – S Kalavathy, Joice Punitha
4. Numerical methods – G. Balaji.

B.SC. PLANT BIOLOGY

&

PLANT BIOTECHNOLOGY

HORTICULTURE & MUSHROOM CULTIVATION

HORTICULTURE

UNIT I

Brief history of horticulture, horticultural classification, horticultural crops, Economic importance; Essentials of nursery Management; Soil management: Garden soil, Physical and chemical properties of soil, Organic matter, Compost, Cultural practices.

UNIT II

Water management: Water quality, Irrigation, Mulching. Nursery structures: Protected cultivation (Greenhouses), environment controls. Hydroponic culture – types of container. Uses of manures and fertilizers in Horticultural crop production.Organic farming.

UNIT III

Horticultural crops protection; Environment factors influencing vegetable and fruit production,Physical control – pruning. Chemical control – pesticides, fungicides. Plant propagation – cutting, layering, grafting.Indoor gardening.Floriculture, ornamental gardening and landscaping.

UNIT IV

Post harvesting processes –packaging, transport and storage; Chemical treatment. Food processing – freezing,bottling, canning, drying and chemical preservation.Horticultural crops marketing.

MUSHROOM CULTIVATION

UNIT V

Prospects and scope of Mushroom cultivation – paddy straw – oyster mushroom.Life cycle of *Pleurotus*species. Nutritional value and control of pests and pathogens. Post harvesting techniques and storage methods of mushroom. Marketing.

PRESCRIBED BOOKS:
1. Bose, T.K. and Yadav, L.P. 1989. Commercial flowers. Naya Prakash, Calcutta.
2. Bose, T.K., Mitra, S.K. and Sadhu, M.K. 1991. Propagation of tropical and subtropical horticultural crops. Naya Prakash.
3. Chadha, K.L. 1986. Ornamental horticulture in India ICAR.KrishiBhavan, NewDelhi.
4. Hartmann, H.T., Kester, D. E., Davies, F.T.,Robert L. and Geneve, R.L. 2011. Hartmann and Kester's Plant propagation: principles and practice. 8th ed.Pearson Education, Inc., Publishing as Prentice Hall, One Lake Street, Upper Saddle River, NJ.
5. Kumar, N. 1986. Introduction to Horticulture.Rajalakshmi Publications, Nagercoil.

SUGGESTED READING:
1. Larsen, R.A. 1981. Introduction to Floriculture. Academic Press, New York.
2. Manibushan Rao, K. 1990. Text book of Horticulture. Macmillan India Limited, New Delhi.
3. Rangaswami, G. and Mahadevan, A. 1999. Diseases of Crop Plants in India (4th edition). Prentice Hall Pvt. Ltd., New Delhi.
4. Singh,R. and Singh, U.C. 2005. Modern Mushroom Cultivation. International Book Distributors, Dehradun.
5. Singh, S.P. 1989. Mist propagation. Metropolitan Book Co., New Delhi.
6. Suman, B.C. and Sharma,V. P. 2006. Mushroom: Cultivation, Processing and Uses. Agrobios, India.
7. Trivedi, P.P. 1983. Home gardening. ICAR, New Delhi.

B.SC. ADVANCED ZOOLOGY

&

BIOTECHNOLOGY

WILDLIFE CONSERVATION

UNIT I
Introduction to wildlife and its conservation. Economic importance and Need for conservation. Definition of wildlife – Causes of wildlife depletion – Endangered species – Threatened and Rare species. India as a mega wildlife diversitycountry.

UNIT II
Population Estimation : Basic concepts and application – Direct Count (Block Count, Transect Methods, Point Counts, Visual Encounter Survey, Waterhole Survey) – Indirect Count (Call Count, Track and Signs, Pellet Count, Pug Mark)
Wildlife Photography: Types of camera, camera traps, Field equipments – Altimeter, Pedometer, Field Compass, Binoculars, Radio Collaring, GPS, GIS. Remote sensing in wildlife management

UNIT III
Wildlife health care and Human wildlife confliction. Infectious wildlife diseases – Viral (Rabies) – Bacterial (Anthrax) – Basic reasons for conflicts. Damage caused by wild animals and control measures.

UNIT IV
Wildlife Management and Legislation – Wildlife Protection Act 1972, IUCN, CITES, NBA, Project tiger, Project elephant – Wildlife Trade and Regulation. Biodiversity Act 2000. Ecotourism and Ecorestoration. Anti-poaching Operations – Village Forest Council (VFC).

UNIT V
Wildlife Protection – Definition – *in-situ* and *ex-situ* conservation – Zoos and Zoological Parks – National Parks and Sanctuaries (Aringar Anna Zoological Park, Guindy National Park, Srivilliputtur Wildlife Sanctuary, Vedanthangal Bird Sanctuary, Mudumalai and Periyar Tiger Reserves, Nilgiris Biosphere Reserve).

EXERCISES (OPTIONAL) :
Visit to National Zoological Parks and Sanctuaries, Study on wetlands or about high altitude fauna.

REFERENCE BOOKS:
1. Saharia, V.B. (1987). Wildlife in India. Nataraj Publications,Dehradun.
2. The Eye of the Elephant: An Epic Adventure in the African Wilderness by DeliaOwnes
3. The Book of Indian Birds by SalimAli.
4. Analysis and Management of Animal Population by Byron.K.Williams.
5. A book on Wildlife Protection Act 1972,Lawmann
6. A book on the Red Data Books byIUCN.

B.SC.

BIO-TECHNOLOGY

INTELLECTUAL PROPERTY RIGHTS

UNIT I: INTRODUCTION

Origin and Genesis of IPR, Theories of IPR – Locke's, Hegel and Marxian, Property – tangible and intangible property – meaning of intellectual – need to protect intellectual property – various kinds of intellectual property and theirdifference.

UNIT II: INTELLECTUAL PROPERTY RIGHTS: INTERNATIONAL RELEVANCE

Internationalization of IP protection – Paris Convention – Berne Convention, Origin and functions of GATT and World Trade Organization (WTO), TRIPS Agreement – basic principles and minimum standards – limits of one-size-fit for all – flexibilities under TRIPS

UNIT III: COPY RIGHT (INDIAN COPY RIGHTACT1957)

Definition of Copy Right – Copy Right Literary, Dramatic & Musical works, Copy Right Rules 2013 - Copyright protection with reference to performers' rights and Artist rights, Author and ownership of Copy Right, Term of Copy Right – Transmission and Relinquishment of Copy Right Licenses

UNIT IV: PATENT RIGHT (INDIAN PATENTSACT1970)

Definitions – Concepts of Patents – Patentable and Unpatentable Inventions – Plant Breeders Rights (Ashwagandha, Basmati rice), Procedure to obtain Patent specifications – Patent Application – Examination and disposal of application for Patent – Power of the Controller – Grant and sealing of Patents – lapse and restoration of Patents Rights and Obligations of Patentee –Revocation and surrender of Patents – Infringement of Patents and the remedies therefore (Case study: Abbott's Kaletra Drug).

UNIT V: INDUSTRIAL DESIGNS AND TRADE MARK

Introduction – Registrable and Non – registrable design – novelty and originality – Infringement of rights in designs – Civil remedies against piracy defenses, Awareness of false advertisements (Case study: Red bull energy drink). Definition and concepts of Trade

Marks – Registration of Trade Marks – Defensive Registration Certification – Duration and Effect of Registration – Registered users – Assignment and Transmission - Infringement and remedies – Passing off actions – Offence and Penalties (Case study: 1. Thalappakatti Briyani Vs Thalapakkattu Briyani case, 2. Aachi masala foods Vs Arasi Masala Food case). - Introduction to Food Safety and Standards Authority of India (FSSAI) Code – Advantages of FSSAI.

REFERENCE BOOKS:
* W. Cornish & Llewelyn – Intellectual Property: Patent, Copyrights, Trade Marks & Allied Rights", London Sweet &Maxwell.
* J. P. Mishra – An Introduction to Intellectual Property Rights
* B.L. Wadehra - Law Relating to Intellectual Property 5thEdition
* P. Narayanan – Intellectual Property Law

B.SC.

VISUAL COMMUNICATION

FILM APPRECIATION (THEORY)

UNIT I

Movies for Fun & Profit, Art & Communication-Movies and Their Roles in Our Lives - Film: Looking for Meaning - Evaluating Films - Books vs. Movies - Elements of a Film - From Theaters to Netflix to I phones - Home Video Revolution - The Current Film Landscape
Film and Its Impact on Society-Film: Beyond Entertainment - Social Media - Movies and Escapism - Censorship and Hollywood - Television and Censorship - Pushing the Envelope: Case Studies

UNIT II

Storytelling-Films Start With Stories - Narrative Elements In Film - Story Time Vs. Plot Time - Conflict And Character - Literacy Elements In Film - Themes And Symbolism - Metaphor And Allegory - Irony - How Storytelling Makes The Audience Care About Movies
Movie Genres-What Are Movie Genres? - Westerns and Gangster Films - Mysteries and Film Noir - Horror, Fantasy and Science Fiction - Romantic Comedy - Musicals and Documentaries

UNIT III

Mise En Scène and Actors-What Is Mise En Scène? - Settings, Props and Costumes - The Actor Types of Acting - Types of Actors and Casting - Auditions - The Actor's Role in Shaping a Film
What Is Cinematography? - How Does Mise En Scène Relate To Cinematography? - Lighting - Color - Saturation and Desaturation - The Camera, Lens and Their Uses - Framing - Special Effects

UNIT IV

Editing-What Is Editing? - Rearranging the Story into a Plot - The Basics - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing Sound and Music-What Does Sound Contribute To Movies? - The History Of Sound In Film - Sound Technology And Equipment - Three Basic Categories Of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

UNIT V

Directing and Style-What Is A Director? - The Director As Facilitator - Auteur Theory - How Directors Do It - Subject Matter - Working With Actors - Alternatives To Traditional Hollywood Style - Some Pacesetters
Criticism and Analysis-What Is A Critic? - Popular and Analytical Criticism - Levels of Meaning - Explicit and Implicit Content - Approaches to Analysis and Interpretation - Criticism: Weighing the Balance.

REFERENCE BOOK :

Art of Watching Films (2006) Author : Joseph M. Boggs, Dennis W. Petrie
The Great Movies (2003) Author : Roger Ebert
Anatomy of Film (1990) Author: Bernard F. Dick
At The End Of Each Semester, Each Student Shall Submit An Analytical Record For A Minimum Of 10 Films.

SCHOOL

OF

COMMERCE

B.COM. GENERAL

SHIFT I & II

ENTREPRENEURIAL DEVELOPMENT

UNIT I
Entrepreneur – Meaning-Definition-Classification-Qualities-Functions of entrepreneur.

UNIT II
Entrepreneurship-Meaning-Definition-Nature-Factors affecting entrepreneurship growth, Pros and Cons of entrepreneurship.

UNIT III
MSME an overview- Evolution of SSI- Importance- Problems faced by SSI.

UNIT IV
EDP – Objectives of EDP – Training phases of EDP- Role of Government in organizing EDP's. Women Entrepreneur in India - Problems, Remedial measures.

UNIT V
Business plan- Sources of ideas- Identification of opportunities and Preparation of project proposal for start-ups.

REFERENCE BOOKS
1. Srinivasan.N.P. , - Entrepreneurial Development.
2. P.Saravanavel – Entrepreneurial Development.
3. Vasanth Desai – Project Management.
4. Jayashree Suresh – Entrepreneurial Development.

B.COM.

CORPORATE

SECRETARYSHIP

SHIFT I & II

ENTREPRENEURIAL DEVELOPMENT

UNIT I
Entrepreneur – Meaning-Definition-Classification-Qualities-Functions of entrepreneur.

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2. P.Saravanavel – Entrepreneurial Development.
3. Vasanth Desai – Project Management.
4. Jayashree Suresh – Entrepreneurial Development.

B.COM.

ACCOUNTING & FINANCE

INDIAN CONSTITUTION AND HUMAN RIGHTS

UNIT I

Definition of Constitution -Indian Constitutional Philosophy – Salient Features of the Constitution and Preamble - Fundamental Rights and Fundamental Duties - Directive Principles of State Policy

UNIT II

Union and State Executive, Legislature and Judiciary - Union Parliament and State Legislature: Powers and Functions - President, Prime Minister and Council of Ministers - State Governor, Chief Minister and Council of Ministers - The Supreme Court and High Court: Powers and Functions

UNIT III

Elections Meaning - Composition of Election Commission - Direct and Indirect election; General election - Local Self Government (i) Rural: Three-tier system of Panchayati Raj – Gram Panchayat, Panchayat Samiti, Zila Parishad – their meaning and functions. (ii) Urban: Municipal Committees and Municipal Corporations – meaning and functions

UNIT IV

Human Rights – Meaning - Evolution of the Concept of Human Rights at International level - Magna Carta of 1215 – Geneva Convention of 1864 - Universal Declaration of Human Rights, 1948 – Articles 1 to 30 (Names only)
Classification of Human Rights – Natural, Moral and Legal Rights, Civil and Political Rights, Economic, Social and Cultural Rights; Collective /Solidarity Rights

UNIT V

Human Rights in India - Protection of Human Rights Act, 1993 – Objectives of the Act-Human Rights Commission – NHRC, SHRC – Headquarters, Structure, Functions & Powers - National Commission for Women (NCW) – Objectives - United Nations and Human Rights – UNHCR – Formation, Headquarters and Objectives of UNHCR. Society and Human Rights (Promotion and Protection) - Role of NGOs - Role of Mass Media - Role of Educational Institutions - Role of Government - Human Rights Education

RECOMMENDED BOOKS :

Indian Constitution and Human Rights (2018) by Vasanthi ReenaWilliams & Noreen Alexeena Datta
Indian Constitution & Human Rights (2016) by Poornima, Suresh Kumar, SapnaBook House
V.N.Shukla, Constitution of India (Eastern BookCo)
Indian Constitution &Human Rights ,Ghai ,Kalyani Publishers–

REFERENCE BOOKS :

Indian Polity By M Laxmikant 5th 2017Edition
Political *Science* for Civil Services Mains Examinations. 28 March 2016. by N D ...22 August
Subash Kashyap, Indian Constitution, National BookTrust
Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. NewDelhi
Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of IndiaPvt. Ltd.. NewDelhi

WEB REFERENCES :

https://www.lawnotes.in/Human_Rights_and_the_Indian_Constitution

http://shodhganga.inflibnet.ac.in/bitstream/10603/102509/9/09_chapter%2003.pdf

https://www.google.com/

SCHOOL

OF

MANAGEMENT

BACHELOR OF
BUSINESS ADMINISTRATION

MANAGERIAL SKILL DEVELOPMENT

UNIT I

Verbal & Non-Verbal Communication – Body Language – Purpose of Interviews and Group Discussions – Types of Interviews – Facing the Interview.

UNIT II

Effective Public Speaking – Organizing Effective Meeting – Seminars – Conferences – Audience Analysis – Types of Speeches – Organising & Delivering the Speeches – Informing & Persuading – Problem Solving – Decision Making.

UNIT III

Skill Development – Aptitude Tests – Communication Skill Exercises – Body Language Exercises – Personality Development Exercises (Self Awareness) – Attitude Tests .

UNIT IV

Practical Sessions on: Event Management-Trade Fairs – Group Consultancy – Product and Concept Awareness Campaigns - Situation Analysis.

UNIT V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

PRESCRIBED BOOKS :

1. Adler, Ronald B and Jeanne M. Elm Horst. 1995. Communicating at Work: Principles and Practices for Business and the Professions, New York: McGraw Hill.

2. Poe, Roy W. Fruehling, Rosemary T, 2000. Business Communication, New Delhi: AITBS Publishers.

REFERENCE BOOKS :

1. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
2. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

B.COM.
(BANK MANAGEMENT)

PERSONAL INVESTMENT PLANNING

UNIT I : INTRODUCTION
Introduction about investment, Difference between investment, speculation and gambling-Features of investment- Importance of Investments- Types of Investors.

UNIT II : INVESTMENTOPPORTUNITIES–I
Meaning – Non- marketable financial assets, equity shares, preference shares, Debentures, Gilt Edged Securities, Postoffice savings deposits (Term deposits, MIS, KVP, NSC,NSS)

UNIT III : STOCKEXCHANGEANDNEWISSUEMARKET
Meaning and definition of stock exchange- Introduction & Functions of SEBI– Listing of securities – Stock brokers – Sub brokers, Types of brokers – Types of speculators (Bull, Bear, Stag)- Meaning of NSE , BSE , OTCEI- Steps for opening a Demat Accout.

UNIT IV : INVESTMENT OPPORTUNITIES –II
Provident fund, Types of PF, Features of PPF, Unit trust of India - Bank deposits (Current, SB account, FD, RD) – Investment in precious objects- Investment based Insurance policies – Real estate- Mutual Funds, Definition, Types.- Investment in commodity trading.

UNIT V : PERSONALINVESTMENTPATTERN
Analysing the opportunities of investment applicable to the current scenario- Developing personal investment pattern for individuals.

RECOMMENDED TEXTBOOKS:
• InvestmentManagementbyL.Natarajan,Morganpublications,2007
• InvestmentManagementbyV.K.Bhalla,S.ChandPublications,2014

REFERENCEBOOKS:
• Investment Management by Hiriappa, New age internationalpublications,2008

E-L EARNING RESOURCES:
• www.personalfinance.byu.edu
• www.halifax.co.uk./investments/pdfs/sw51813.pdf
• www.occ.gov/publications/publications-by-type/comptrollers-handbook/invmgt.pdf

B.COM.
(MARKETING MANAGEMENT)

TOURISM MANAGEMENT

UNIT I

Definition of Tourism Management – Need for tourism management – Factors influencing the growth of tourism – Effects of tourism – Tourism marketing - Tourism industry in India and abroad.

UNIT II

Tourism product planning and development – User's profile – Tourism life study styles – Market segmentation.

UNIT III

Tourism product strategy – Tourism Pricing strategy – Tourism promotion strategy – Tourism distribution strategy.

UNIT IV

Typology of tourism – Different kinds of tourism – educational, religious, medical, entertainment, cultural, heritage, sports and adventurous tourism – Travel

UNIT V

ITDC – World Tourism Organisation (WTO) - Role of travel agents and Employment opportunities.

RECOMMENDED TEXTBOOKS

"Tourism Marketing", S.M.Jha, Himalaya Publishing House, Mumbai, 1ˢᵗ edition, 2010.

E-LEARNING RESOURCES

http://www.unto.org/index.php
http://www.indiatourism.com/
http://www.tamilnadutourism.org
http://www.incredibleindia.org

SCHOOL

OF

INFORMATION

TECHNOLOGY

B.SC.
COMPUTER
SCIENCE

INTERNET AND ITS APPLICATIONS-PRACTICAL

UNIT I
Introduction to Computers: Programming Language types History of Internet Personal Computers History of World Wide Web

UNIT II
Web Browsers -Internet Explorer - connecting to Internet Features of Internet explorer-Searching the Internet -online help and tutorials-File Transmission Protocol (FTP) Browser settings.

UNIT III
Attaching a file, Electronic mail creating an E-mail id sending and Receiving mails attaching a file-Instance messaging - other web browsers.

UNIT IV
Introduction to HTML Tags for Document structure (HTML, Head, and Body Tag). Headings paragraph(<p> tag) – Font style elements: (bold, italic, strike, font) - line breaks-headers -Linking-Images- lists – table – Frames – Forms : Input

UNIT V
E-marketing consumer tracking Electronic advertising search engine-CRM-credit card payments Digital cash and e-wallets micro payments-smart card

PRESCRIBED BOOKS:
1. Internet and World Wide Web Third edition H.M.Deitel, P.J. Deitel and A.B.Goldberg-PHI

REFERENCE BOOKS:
1. The Internet -Complete Reference Harley Hahn, Tata McGraw Hill

PRACTICAL :
1. To illustrate body and pre tags
2. Create an HTML document with the following formatting options:
    a. Bold
    b. Italics
    c. Underline
    d. Headings (Using H1 to H6 heading styles)
    e. Font (Type, Size and Color)
3. Create a webpage to demonstrate font variation.
4. To illustrate Ordered list tag
5. To illustrate unordered list tag
6. To illustrate image tag

7. Write a program to set background image using body tag.
8. Create an HTML document which implements Internal linking as well as external linking.
9. To illustrate Table tag
10. To illustrate frame tag
11. Create a form using HTML which has the following types of controls:
    I.   Text Box
    II. Option/radio buttons
    III. Check boxes
    IV. Reset and Submit buttons
12. Creating e-mail id, sending and receiving mail with attachment, CC, BC
13. Design mark sheet using HTML tags.
14. Create Guru Nanak College Website using HTML tags
15. Design a website to submit your resume.

BACHELOR OF COMPUTER APPLICATIONS

E-COMMERCE

UNIT I

Electronic Commerce and Opportunities: Background- The Electronic Commerce Environment – Electronic Marketplace Technologies – Modes of Electronic Commerce: Overview: Electronic Data Interchange.

UNIT II

Approaches to Safe Electronic Commerce: Overview – Secure Transport Protocols – Secure Transaction – Secure Electronic Payment Protocol (SEPP) – Secure Electronic Transaction (SET)

UNIT III

Certificates for Authentication – Security on Web Servers – Payment Schemes: Internet Monetary Payment and Security Requirements- Payment and purchase order process – Online electronic cash.

UNIT IV

Internet / Intranet Security Issues and Solutions: The Need for Computer Security – Specific Intruder Approaches – Security Strategies-Security Tools – Encryption – Enterprise Networking and Access to the Internet Antivirus Programs- Security Teams.

UNIT V

MasterCard/Visa Secure Electronic Transaction: Introduction –Business Requirements – Concepts – Payment Processing - E-Mail and Secure E-Mail Technologies for Electronic Commerce: Introduction - The Means of Distribution – A Model for Message Handling- MIME, S/MIME, MOSS, MIME and Related Facilities for EDI over the Internet.

RECOMMENDED TEXTS

Daniel Minoli & Emma Minoli, "Web Commerce Technology Handbook". Tata McGraw Hill – 1999.

REFERENCE BOOKS

K.Bajaj & D Nag , "E-Commerce", Tata McGraw Hill – 1999.
Mamta Bhusry – "E-Commerce".

B.COM.

INFORMATION SYSTEMS MANAGMENT

ESSENTIALS OF OFFICE AUTOMATION TOOLS
AND E-MAIL ETIQUETTE

UNIT I
Word Processing: - Creation of documents, Editing, formatting and printing documents, using tools such as spelling check, thesaurus, etc., in work processors (MS Word), Formatting with pictures, mail merge, use of references tools, document style management, change tracking, custom template creation.

UNIT II
Electronic Spreadsheet, Structure of spreadsheet Concept of absolute and relative cell reference; using graphics and formatting of worksheet; Managing multiple panes and windows

UNIT III
Advanced spreadsheet functions: built in functions, statistical and mathematical functions, Data Validation tool, pivot table and charting, Goal seeking and solver tools

UNIT IV
Creation of presentation using presentation tools such as MS-power point. Designing master slides, custom layouts, use of timer and animation for effective presentation

UNIT V
Creation of E-Mail ID, drafting of formal and informal e-mails, importance of CC and BCC, essentials of e-mail etiquette.

RECOMMENDED TEXTBOOKS
1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, and BPB Publication.

REFERENCE TEXT
Internet Complete Reference-Margrett Levine Young-Millennium edition-TMGH 2001

WEB REFERENCE
www.w3schools.com

B.SC.
INFORMATION
TECHNOLOGY

WEB DESIGNING

UNIT I: BASIC INTERNET CONCEPTS

What is Internet – History – Host Machines and Host Names-Client / Server Model – Domain Names – Protocols- IP Address.

UNIT II: ADVANCED INTERNET CONCEPTS

Anatomy of an Email Message – Viewing - Sending – Replying - Search Engines – Meta Search Engine

UNIT III: HTML INTRODUCTION

History of HTML – HTML Document – Anchor Tags – Hyper Links-Sample HTML Documents.

UNIT IV: HEAD AND BODY SECTIONS

Header Section – Title – Prologue – Links – Comment – Heading – Horizontal Rule – Paragraph – Images and Pictures - Ordered and Unordered List.

UNIT V: TABLES

Table Creation – Cols pan, Row Span – Cell Spacing, Cell Padding – Nested Tables.
FRAMES: Frameset Definition – Frame Definition – Nested Frames.
FORMS: Action Attribute – Method Attribute – Drop Down List – Sample Forms.

TEXT BOOKS :

Wendy G. Lehnert, "Internet 101 - A Beginners Guide to Internet and the World Wide Web", Addison Wesley. UNITS I & II

Xavier.C, World , "Wide Web design with HTML", Tata McGraw Hill Publishing Limited, New Delhi. UNITS III, IV & V