

**NOORUL ISLAM CENTRE FOR HIGHER EDUCATION**

**NOORUL ISLAM UNIVERSITY, KUMARACOIL**

**BACHELOR OF BUSINESS ADMINISTRATION**

**CURRICULUM & SYLLABUS**

**SEMESTER – I**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>						
1	MS16T1 / MS16M1	Tamil I / Malayalam I	3	1	0	4
2	MS16E1	English-I	3	1	0	4
3	MS1601	Business Organization	3	1	0	4
4	MS1602	Principles of Management	3	1	0	4
5	MS1603	Business Economics	3	1	0	4
6	MA1601	Business Mathematics	3	1	0	4
<b>TOTAL</b>			<b>18</b>	<b>6</b>	<b>0</b>	<b>24</b>

தாள் - ஒன்று -> செய்யுள், இலக்கணம், உரைநடை, சிறுகதை, இலக்கிய வரலாறு.

**அலகு: 1 செய்யுள்**

1. அன்னையை வேண்டுகல் - பாரதியார்
2. தொழிலாளர் விண்ணப்பம் - பாரதிதாசன்
3. ஒற்றுமையே உயர்நிலை - தேசிக விநாயகனார்
4. மாணவனுக்கு - இராமலிங்கம்
5. புதுமை - சுரதா
6. இருபது கட்டளைகள் - வைரமுத்து
7. தம்பி உனக்காக - சிற்பி பாலசுப்பிரமணியன்
8. மரங்கள் - மூ. மேத்தா
9. மனிதத் தத்துவங்கள் - கண்ணதாசன்
10. ஊமை ராகங்கள் - மதியழகன்
11. ஏரி - சல்மா
12. டவுண் பஸ் - சிவசோமன்
13. கவன ஈர்ப்புத் தீர்மானம் - உமா ஹரிஹரன்
14. ஹைக்கூக் கவிதைகள்.  
கழனிப்பூரான், முருகேஷ், ராஜமுருகு பாண்டியன்
15. நாட்டுப்புறப் பாடல்கள் - பஞ்சமும் மழையும்

**அலகு: 2 இலக்கணம்**

1. எழுத்து பற்றிய விளக்கம்
2. முதலெழுத்து சார்பெழுத்துக்கள்
3. சுட்டெழுத்துக்கள், வினாவெழுத்துக்கள்
4. கிரந்த எழுத்துக்கள்.
5. வல்லினம் மிகும், மிகா இடங்கள்.

**அலகு: 3 உரைநடை**

1. சங்ககால வாழ்வியல் நெறிகள்
2. தமிழர்களின் விஞ்ஞானப் பார்வை
3. பத்துப்பாட்டில் சமூக அறம்
4. அகநானூற்றில் தமிழர் வழக்காறுகள்
5. புறநானூற்றில் மனித நேயம்
6. ஆற்றுப்படை இலக்கியங்கள்
7. கலித்தொகை காட்டும் பழந்தமிழர் பண்பாடு
8. செவ்வியல் மொழி தமிழ்
9. தமிழ் இலக்கியங்களில் மூலிகை மருத்துவம்
10. தமிழ் மாந்தர் கடமை

**அலகு: 4 சிறுகதை**

1. இதுவும் ஒரு சரஸ்வதி பூஜை
2. கிணறு
3. தொண்டன்
4. ஊர்க்குருவியும் பருந்தும்
5. அனாதைகள்

## அலகு: 5 இலக்கிய வரலாறு

1. புதுக்கவிதை – தோற்றமும் வளர்ச்சியும்
2. சிறுகதை – தோற்றமும் வளர்ச்சியும்
3. புதினம் - தோற்றமும் வளர்ச்சியும்
4. நாட்டார் பாடல்கள்
5. தகவல் தொடர்புச் சாதனங்களும் தமிழ் வளர்ச்சியும்

## பார்வை நூல்கள்

1. உரைநடை - சங்கத் தமிழர் வாழ்வியல் - தா. நீலகண்ட பிள்ளை
2. சிறுகதை – நோன்பு - டி. செல்வராஜ்
3. இலக்கிய வரலாறு – மு. வரதராசனார்

സെമസ്റ്റർ	:	1
സബ് :കോട്	:	
വിഷയം	:	Paper I കവിത (Poetry)
സമയക്രമം	:	ആഴ്ചയിൽ 6 മണിക്കൂർ 18 ആഴ്ചയിൽ 108 മണിക്കൂർ
ക്രെഡിറ്റ്	:	3

പഠനോദ്ദേശ്യം

രാമചരിതകാരൻ മുതലുള്ള മലയാള കവികളുമായി വിദ്യാർത്ഥികളെ പരിചയപ്പെടുത്തുകയാണ് ലക്ഷ്യം. ഈ വിഷയത്തിൽ അഞ്ചു യൂണിറ്റുകളുണ്ട്.

പഠനത്തിന്റെ രീതിശാസ്ത്രം

വിശദപഠനത്തിനായി 16 കവിതകൾ ഉൾക്കൊള്ളിച്ചിട്ടുണ്ട്. അഞ്ച് യൂണിറ്റുകളിൽനിന്നും ഓരോ അസൈമെന്റുകൾ എഴുതിക്കേതാണ്. അസൈമെന്റുകൾ തയ്യാറാക്കുന്നതിൽ പഠിതാക്കൾ പുലർത്തുന്ന മികവ് ആന്തരമൂല്യനിർണ്ണയം നടത്തുന്നതിന് ആധാരമായി സ്വീകരിക്കണം.

പാഠ്യപദ്ധതി

യൂണിറ്റ് : ഒന്ന് ( Unit 1)

പ്രാചീന-മധ്യകാല കവിത

പാട്ടം പ്രസ്ഥാനം - കിളിപ്പാട്ടു പ്രസ്ഥാനം - വഞ്ചിപ്പാട്ടു പ്രസ്ഥാനം.

വിശദപഠനം

- 1. രാമചരിതം - ആദ്യത്തെ അഞ്ച് പാട്ടുകൾ
- 2. ചെറുശ്ശേരി - 'കാർമുകിൽ മാലകൾ.....മുതൽ ആനായമാനിനിമാരന്നപ്പോൾ വരെ 31 ഈരടി.

- 3. എഴുത്തച്ഛൻ - സുന്ദരകാണ്ഡത്തിൽനിന്ന് ഒരു ഭാഗം 'സീതാവൃത്താന്തനിവേദനം'
- 4. രാമപുരത്തുവാര്യാർ - കുചേലവൃത്തം വഞ്ചിപ്പാട്ട് 24 ഇഴരടി. പട്ടിണികൊടുമെലിഞ്ഞ പണ്ഡിതനും..... മുതൽ.....തനിക്കുമാർക്കും തളിച്ചുവരെ.

യൂണിറ്റ് : ര് ( Unit 2)

കവിത്രയം

കാല്പനികതയുടെ സമാരംഭം-ഖണ്ഡകാവ്യ പ്രസ്ഥാനം-അന്തഃസംഘർഷങ്ങളുടെ ആവിഷ്കാരങ്ങൾ-ദേശീയബോധം ഉജ്ജ്വലിപ്പിക്കൽ.

- 5. കുമാരനാശാൻ : 'ചിന്താവിഷ്ടയായ' സീത-ആദ്യത്തെ 12 ശ്ലോകം
- 6. വള്ളത്തോൾ : ശിഷ്യനും മകനും-ഖണ്ഡം മൂന്ന് ആദ്യത്തെ പത്തു പദ്യം- 'അശങ്കമാമാനിവൃഷാങ്ക ശിഷ്യൻ..... മുതൽ വീഴ്ത്തുന്നു കാർത്തജ്ഞവിജംഭിത-ത്താൽ വരെ
- 7. ഉള്ളൂർ : കർണ്ണഭൂഷണം- ആ രാത്രിചേരായ്...മുതൽ ഞാനാണീയെൻ കണ്ണന്നാനകദുന്ദുഭി നൂതമധിരഥൻ നന്ദഗോപൻ - വരെ.

യൂണിറ്റ് : മൂന്ന് (Unit 3)

കവിത്രയാനന്തര കവിത

കാല്പനികതയുടെ രാഘട്ടം- വികാരസാന്ദ്രമായ കവിത- രാഷ്ട്രീയ - സാമൂഹിക വിമർശനം.

- 8. ജി. ശങ്കരക്കുറുപ്പ് : അന്വേഷണം (പാഥേയം)
- 9. ബാലാമണിയമ്മ : വസന്തോത്സവം(സോപാനം)
- 10. വൈലോപ്പിള്ളി : കന്നിക്കൊയ്ത്ത്

യൂണിറ്റ് : നാല് ( Unit 4)

ആധുനിക പൂർവ്വഘട്ടം

കവിതയിലെ റിയലിസം-പുരോഗമന സാഹിത്യ പ്രവണതകളുടെ സ്വാധീനം

- 11. വലയാർ : സർഗ്ഗസംഗീതം
- 12. ഒ.എൻ.വി. : കല്ലുകൾ (ഉപ്പ്)
- 13. സുഗതകുമാരി : തലശ്ശേരികൾ (അമ്പലമണി)

യൂണിറ്റ് : അഞ്ച് ( Unit 5)

ആധുനികാനന്തരഘട്ടം

മലയാള കവിതയിലെ നവീന ഭാവുകത്വം-പുതിയ മധ്യവർഗ്ഗത്തിന്റെ കവിത-വിശ്വാസത്തകർച്ച-നഷ്ടമൂല്യവിഷാദം-വൃത്തനിരാസം-പ്രമേയത്തിലും ശൈലിയിലും മുളള സ്വാതന്ത്ര്യം.

- 14. എ. അയ്യപ്പൻ : നാമമാത്രമായ പ്രേമം  
(വെയിൽ തിന്നുന്ന പക്ഷി)
- 15. ബാലചന്ദ്രൻ ചുള്ളിക്കാട്: നിലച്ച വാച്ച് (കവിത 1159)
- 16. വിജയലക്ഷ്മി : മൃഗശിക്ഷകൻ (മൃഗശിക്ഷകൻ)

സഹായക ഗ്രന്ഥങ്ങൾ

- മാനോലി : ജോസഫ് മു ശ്ശേരി
- മലയാള കവിതാ സാഹിത്യചരിത്രം : ഡോ. എം. ലീലാവതി
- വർണ്ണരാജി : ”
- കവിതാധാനി : ”
- അമൃതമൾനൂതേ : ”

കാല്പനികത മലയാള കവിതയിൽ സിംബലിസം	:	ഡോ. ഡി. ബഞ്ചമിൻ
മലയാള കവിതയിൽ	:	കെ.എം. വേണുഗോപാൽ
ഗാഥയും കിളിപ്പാട്ടും	:	എൻ. മുകുന്ദൻ
കുഞ്ചൻനമ്പ്യാരും അദ്ദേഹത്തിന്റെ കൃതികളും	:	വി.എസ്. ശർമ്മ
കവിതയിലെ പുതുവഴികൾ	:	നെല്ലിക്കൽ മുരളീധരൻ
വൈലോപ്പിള്ളി കവിതാ സമീക്ഷ	:	(എഡി.)എസ്. രാജശേഖരൻ
കുചേലവൃത്തം വഞ്ചിപ്പാട്ട് (പഠനം)	:	ഡോ. ജി. രഘുകുമാർ
കടലിൽ തങ്ങിയ കാന്തഭൂമി (ആശാൻ കവിതാപഠനം)	:	ഡോ. ബി.പി.ശശികുമാർ
ആധുനികത മലയാള കവിതയിൽ	:	എൻ. അജയകുമാർ

**NOORUL ISLAM UNIVERSITY, KUMARACOIL**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SYLLABUS**  
**SEMESTER – I**

**MS16H1**

**HINDI-I**

**3 1 0 4**

**Unit 1**

Prose:

1. MerenSwapnonKa Bharat
2. Bisati
3. TajMahal Ki Athmakahani
4. Premchand
5. BholaramKaJeev

**Unit 2**

Short Stories:

1. Sad gathi
2. Dillimeinek mouth
3. Malbeka Malik
4. Pahad
5. Swimming Pool

**Unit 3**

Grammar:

1. Noun
2. Gender
3. Number and Case endings
4. Pronoun
5. Adjectives

**Unit 4**

Journalism:

1. Origin of Newspaper
2. Collection of News
3. Various Sources
4. Editorial Writing
5. Radio News
6. Television News

**Unit 5**

Comprehension

**References**

- 1) Gandhya Prakash – Sri LakshmikanthVarma.
- 2) Hindi Ki PrathinidhiKahariyan – Virat
- 3) Vyakaran Pradeep – Ramdev
- 4) AdhunikPathrakarita – Arjun Tiwari



**Objectives:**

To acquire basic knowledge in business English, with communication.

**Unit – I PROSE : A GALAXY OF PRECIOUS PROSE: (DETAILED) 9**

1. Wordly Wisdom - The Earl of Chesterfield
2. University Days - James Thurber
3. The Model Millionaire - Oscar Wilde
4. On Forgetting - Robert Lynd
5. Weather - C.V.Raman

**Unit-II POETRY : HARMONY (DETAILED ) 9**

1. The Solitary Reaper – William Wordsworth
2. Stopping by Woods on a Snowy Evening – Robert Frost
3. If – Rudyard Kipling
4. On His Blindness – John Milton
5. The Highwayman – Alfred Noyes

**Unit- III SHORT STORY : POPULAR SHORT STORIES ( NON –DETAILED) 9**

1. A Cup of Tea - Katherine Mansfield
2. The Open Window - H.H.Munro ( “Saki”)
3. The Gift of Magi - O.Henry
4. The Ant and the Grasshopper –W. Somerset Maugham
5. The Dying Detective - Sir Arthur Conan Doyle

**Unit- IV GRAMMAR : 9**

1. FUNCTIONAL ENGLISH - Tense , Active Voice, Passive Voice , Transformation of Sentence

Agreement of subject with verb

2. Vocabulary – Antonyms, Synonyms, Suffix, Prefix, One word Substitution, Odd one out

**Unit- V 9**

Letter Writing - Reading Comprehension

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

**BOOKS RECOMMENDED**

1. Galaxy of English Prose, Ed. Dr.B.Symala Rao, Blackie Books,Madras.
2. An Anthology of Poems

**Objectives:**

- To understand the basic concepts in commerce, trade and industry, he will be exposed to modern business world.
- To understand modern business practices, forms, procedures and functioning of various business organizations.
- To prepare the students to face emerging challenge of managing business.

**UNIT I****(9)**

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. -Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

**UNIT II****(9)**

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies –their features, relative merits, demerits & suitability

**UNIT III****(9)**

Setting up a New Enterprise - Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc.

**UNIT IV****(9)**

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing - Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright - Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

**UNIT V****(9)**

Business and Society- Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit.

**T: 15 + L: 45 = TOTAL: 60 PERIODS****Books Recommended:**

1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management By Jallo, Tata McGraw Hill
4. Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

5. Organizing and Financing of Small Scale Industry By Dr. V. Desai
6. Industrial Organization and Management By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi
7. Business Organization and Management By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi

**MS1602**

**Principles of Management**

**3 1 0 4**

**Objectives:**

- To provide a basis of understanding to the students with reference to working of business organization.
- To understand the basic principles of management and acquaint with management process, functions and principles.
- To get an idea about new developments in management.

**UNIT I Nature of Management**

**9**

Definition – Nature – Scope – Early Management and Modern Management concepts-Importance –Functions- Evolution of Management thought- Contribution of F.W.Taylor-Henri Fayol -Elton Mayo -Chester Barhard & Peter Drucker to the Management Thought.

**UNIT II Process of Management**

**9**

Management Process & Co-ordination- Managers need for understanding Internal and external environment. Various approaches to Management - Indian Management Thought.

**UNIT III Planning and Organizing**

**9**

Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change.

**UNIT IV Staffing and Directing**

**9**

Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

**UNIT V Controlling & Recent Trends in Management**

**9**

Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern - Social Responsibility of Management – Environment friendly management - Management of Change - Scholastic management.

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

## **BOOKS FOR REFERENCE:**

1. Essential of Management - Horold Koontz and Itinz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition

**MS1603**

**Business Economics**

**3 1 0 4**

### **Objectives:**

- To apply the economic way of thinking to individual decisions and business decisions
- To understand different types of market, how prices get determined in markets,
- To measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income

### **UNIT I**

**(9)**

Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics- Fundamental principles.

### **UNIT II**

**(9)**

Demand Analysis- Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.

### **UNIT III**

**(9)**

Production Function - Meaning, Law of variable Proportions, Returns to scale. Iso-Product Curves- meaning and features, Cost Concepts - Meaning and types of Costs, Cost – output relationship in short and long run. Break Even Point- Meaning, features and significance

### **UNIT IV**

**(9)**

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

### **UNIT V**

**(9)**

National Income- Meaning, concepts, various methods of measurement, Difficulties in measuring National Income, Trade Cycle- Introduction, various phases of trade cycle,

Hicks Theory of trade cycle, Keynes Theory of Trade cycle.- Managerial Economics in the Context of Globalization.

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

**BOOKS FOR REFERENCE:**

1. Managerial Economics - Sankaran
2. Spencer M.K. - Managerial Economics.
3. Mote & Paul - Managerial Economics.
4. Varshney & Maheswari. - Managerial Economics

**MA1601**

**Business Mathematics**

**3 1 0 4**

**Objectives:**

- Able to do the computations for problems of interest and annuities.
- To use the results of mathematical calculations to help evaluate various options in reaching financial decisions,.

**UNIT I Set Theory 9**

Set, Sub set, Equality of two sets , Null sets, Universal sets, Complement of a set, Union and Intersection of two sets , Difference of sets , Venn diagram-Problems using Venn diagram, De Morgan's laws, Cartesian product of two sets.

**UNIT II Functions 9**

Meaning and definition of function, Different types of Function: Linear, Quadratic, Functions used in Economics and Commerce: Supply function and Demand function, Cost function, Revenue function, Profit function, Break even analysis (One point and two points only)

**UNIT III Matrices and Determinants 9**

Basic concepts- Types of Matrices- Addition, Subtraction and Multiplication- Transpose – Determinants-Inverse of a Matrix- Solving simultaneous equations (Cramer's rule)

**UNIT IV Ratio, Proportions and Percentage 9**

Ratio- Definition-Compounding, Duplicate , Triplicate and Sub-duplicate of ratios, Proportion-Rules of proportions, Direct, Inverse , compound and continued proportion-Problems on Time and Work, Percentage-Meaning and computation of percentage.

**UNIT V Commercial Arithmetic 9**

Simple Interest, Compound Interest, Annuities, Depreciation, True Discount, Banker's discount and Banker's gain.

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

**BOOKS FOR REFERENCE:**

1. Business Mathematics – D.C. Sanchetti and V.K.Kapoor – Sultan Chand & Sons , New Delhi(11<sup>th</sup> Edition),1993
2. Business Mathematics – D.C. Sanchetti and B.M.Agarwal
3. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
4. Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
5. Business Mathematics by Bari - New Literature publishing company, Mumbai

**NOORUL ISLAM CENTRE FOR HIGHER EDUCATION**

**NOORUL ISLAM UNIVERSITY, KUMARACOIL**

**BACHELOR OF BUSINESS ADMINISTRATION**

**CURRICULUM & SYLLABUS**

**SEMESTER – II**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>						
1	MS16T2 / MS16M2	Tamil II/ Malayalam II	3	1	0	4
2	MS16E2	English-II	3	1	0	4
3	MA1602	Business Statistics	3	1	0	4
4	MS1605	Organizational Behavior	3	1	0	4
5	MS1606	Financial Accounting	2	0	0	2
6	MS1607	Environmental Science	2	0	0	2
<b>TOTAL</b>			<b>16</b>	<b>4</b>	<b>0</b>	<b>20</b>

**அலகு: 1 செய்யுள்****சமய இலக்கியங்கள்**

- சைவம்**
1. தேவாரம் - அ) திருஞானசம்பந்தர்  
ஆ) திருநாவுக்கரசர்  
இ) சுந்தரர்
  2. திருவாசகம் - மாணிக்கவாசகர்
  3. திருமந்திரம் - (அன்புடைமை) திருமூலர்
  4. திருவருட்பா - வள்ளலார்

**வைணவம்**

திருப்பாவை - ஆண்டாள்

**கிறித்தவம்**

கிறிஸ்து மொழிக்குறள் - திரு.வி.க

**இசுலாமியம்**

இறைஞ்சு இயல்பு - அப்துல் கபூர்

**நீதி இலக்கியங்கள்****பதினெண்கீழ்க்கணக்கு நூல்கள்**

1. திருக்குறள் - திருவள்ளுவர்
2. நாலடியார் - சமண முனிவர்கள்
3. இன்னா நாற்பது - கபிலர்
4. இனியவை நாற்பது - பூதஞ்சேந்தனார்
5. முதுமொழிக் காஞ்சி - மதுரை கூடலூர்க்கிழார்

**அலகு: 2 இலக்கணம்****அ)**

1. சொல்லின் பொது இலக்கணம்
2. பெயர்ச் சொல் - அறுவகைப் பெயர்கள்
3. வினைச்சொல் - ஏவல், வியங்கோள், செய்வினை, செய்ப்பாட்டு வினை, தன்வினை, பிறவினை
4. இடைச்சொல் - ஏ, ஓ, உம் இடைச்சொற்கள்
5. உரிச்சொல்

**ஆ)**

1. கடிதங்கள்

**அலகு: 3 உரைநடை - இலக்கிய உலா (ம.திருமலை)**

1. படிப்பது எப்படி.
2. ஹைக்கூக் கவிதைகளில் இயற்கை.
3. கூட்டுக் குஞ்சுகள் (ராஜம் கிருஷ்ணன்)-நாவலில் தொழிலாளர் நிலை.
4. மகாகவி வள்ளத்தோள்.
5. மாணிக்கவாசகரின் சிவபுராணம்.

**அலகு: 4 வாழ்க்கை வரலாறு**

1. பாட்டாளிக் கவிஞர் பட்டுக்கோட்டை கல்யாணசுந்தரம் - (கார்த்திகேயன்)



## அலகு: 5 இலக்கிய வரலாறு

### நீதி நூல்களும் சமய இலக்கியங்களும்

1. பதினெண்கீழ்க்கணக்கு நூல்கள்
2. பன்னிரு திருமுறைகள்
3. கிறித்தவம், இசுலாமியம் தமிழுக்கு செய்த தொண்டு.

### பார்வை நூல்கள்

1. உரைநடை - இலக்கிய உலா - ம. திருமலை
2. வாழ்க்கை வரலாறு  
பட்டுக்கோட்டை கல்யாண சுந்தரனார் - தொகுப்பாசிரியர் - கார்த்திகேயன்
3. இலக்கிய வரலாறு - மு. வரதராசனார்

സെമസ്റ്റർ : 2

സബ് : കോട് :

വിഷയം : Paper II ഗദ്യം (Prose)

സമയക്രമം : ആഴ്ചയിൽ 6 മണിക്കൂർ  
18 ആഴ്ചയിൽ 108 മണിക്കൂർ

ക്രെഡിറ്റ് : 3

പഠനോദ്ദേശ്യം

മലയാള ഗദ്യത്തിന്റെ വിവിധ മാതൃകകൾ പരിചയപ്പെടുത്തുകയാണ് ലക്ഷ്യം. അതിലൂടെ ഭാഷയുടെ വ്യത്യസ്ത രൂപങ്ങളായ ചെറുകഥ, നോവൽ തുടങ്ങിയവയെയും ജീവചരിത്രം, സഞ്ചാര സാഹിത്യം, വിവർത്തനം എന്നിവയുടെ സവിശേഷതകൾ തിരിച്ചറിയുകയും അവയെ വിലയിരുത്തുകയും ചെയ്യുക.

പാഠ്യപദ്ധതി

യൂണിറ്റ് : ഒന്ന് ( Unit 1)

ചെറുകഥ

ചെറുകഥ സാഹിത്യത്തിന്റെ വ്യത്യസ്ത ഘട്ടങ്ങൾ - പ്രധാന ചെറുകഥാകൃത്തുക്കൾ-പ്രധാന ചെറുകഥകൾ - ഇവയുടെ സാമാന്യപരിചയം.

വിശദപഠനം

- 1. വെള്ളപ്പൊക്കത്തിൽ : തകഴി ശിവശങ്കരപ്പിള്ള
- 2. ചെറിയ ചെറിയ ഭൂകമ്പങ്ങൾ : എം.ടി.വാസുദേവൻനായർ
- 3. ചുളളമേടിലെ ശവങ്ങൾ : എൻ.എസ്.മാധവൻ
- 4. ഒത്തുതീർപ്പുകൾ : അഷിത

(100 വർഷം 100 കഥയിൽനിന്നെടുത്തിട്ടുള്ളത്. ഒരു ഡി.സി.ബി. പ്രസിദ്ധീകരണം)

യൂണിറ്റ് : ര് ( Unit 2)

നോവൽ

മലയാള നോവൽപ്രസ്ഥാനം-വ്യത്യസ്ത ഘട്ടങ്ങൾ-പ്രമേയങ്ങൾ-പ്രധാന നോവലെഴുത്തുകാർ-പ്രധാന നോവലുകൾ- ഇവയുടെ സാമാന്യ പരിചയം.

- 5. കൊച്ചരേത്തി : നാരായൻ (DCB)

യൂണിറ്റ് : മൂന്ന് ( Unit 3)

ആത്മകഥ-സ്മരണ (Memoris)

ആത്മകഥാപ്രസ്ഥാനം -ജീവചരിത്രം-പ്രധാനപ്പെട്ട ആത്മകഥാകാരന്മാർ-ജീവചരിത്രകാരന്മാർ-പ്രധാന കൃതികൾഎന്നിവയെക്കുറിച്ചുള്ള സാമാന്യ പരിചയ

പ്പെടുത്തൽ.

6. നീർമാതളം പുത്തകാലം (ആദ്യത്തെ അഞ്ച് അദ്ധ്യായങ്ങൾ): മാധവിക്കുട്ടി(DCB)  
യൂണിറ്റ് : നാല് ( Unit 4)

സഞ്ചാര സാഹിത്യം

മലയാളത്തിലെ സഞ്ചാര സാഹിത്യകാരന്മാരെക്കുറിച്ചും അവരുടെ കൃതികളെക്കുറിച്ചും സാമാന്യ പരിചയപ്പെടുത്തൽ-പ്രധാനപ്പെട്ട കൃതികൾ

7. ഹൈമവതഭൂവിൽ : എം.പി. വിരേന്ദ്രകുമാർ  
(ആദ്യത്തെ 4 അദ്ധ്യായങ്ങൾ)  
(മാതൃഭൂമി പബ്ലിക്കേഷൻ)

യൂണിറ്റ് : അഞ്ച് ( Unit 5)

No text book Prescribed.

8. വിവർത്തനം-ഇംഗ്ലീഷിൽ നിന്നും മലയാളത്തിലേക്ക് തർജ്ജിമ ചെയ്യുവാൻ ഏതെങ്കിലും ഒരു പ്രധാന കൃതിയിൽനിന്നുള്ള ഒരു ഖണ്ഡിക.

9. ഉപന്യാസ രചന-സമകാലിക പ്രസക്തിയുള്ള ഒരു വിഷയത്തെക്കുറിച്ച് 600 വാക്കിൽ കവിയാതെ ഉപന്യസിക്കുക.

സഹായക ഗ്രന്ഥങ്ങൾ

- കൈരളിയുടെ കഥ : എൻ. കൃഷ്ണപിള്ള
- ആധുനിക സാഹിത്യചരിത്രം
- പ്രസ്ഥാനങ്ങളിലൂടെ : (എഡി.)ഡോ. കെ.എം.ജോർജ്ജ്
- മലയാള നോവൽസാഹിത്യചരിത്രം : ഡോ.കെ.എം. തരകൻ
- മലയാള ചെറുകഥാ സാഹിത്യചരിത്രം : ഡോ. കെ.എം.ബഷീർ
- ചെറുകഥ ഇന്നലെ ഇന്ന് : എം. അച്യുതൻ
- ചെറുകഥ-വാക്കും വഴിയും : ഡോ. കെ.എസ്. രവീകുമാർ
- മലയാള നോവൽ വിമർശനം : ബാബു ചെറിയാൻ
- ഉത്തരാധുനിക ചർച്ചകൾ : പ്രസന്ന രാജൻ
- ആഖ്യാനത്തിന്റെ അടൂരകൾ : കെ.എസ്. രവീകുമാർ
- നഗരവും കാമിക ഭാവനയും : (എഡി.)വി. രാജാകൃഷ്ണൻ

**NOORUL ISLAM UNIVERSITY, KUMARACOIL**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SYLLABUS**

**SEMESTER – II**

**MS16H2**

**HINDI-II**

**3 1 0 4**

**Unit –I: Drama**

Aadhe -Adhoore

**Unit –II: Novel**

Nirmala

**Unit –III: Spoken Hindi**

Bolchal ki Hindi

**Unit-IV: Grammar**

1. Verb
2. Adverb
3. Preposition
4. Conjunction
5. Interjection

**Unit –V: Letter writing Precis writing**

1. Leave application,
2. Application for a notified vacancy,
3. Application for Bank loan,
4. Ordering of Books from a Publisher,
5. Complaining to civil authorities,
6. Precis Writing.

**References**

- 1) Aadhe -Adhoore by Mohan Rakesh: Publisher: Radhakrishna Prakashan,7/31, Anzari Road,Dariyaganj,New Delhi-110002
- 2) Nirmala by Premchand: Publisher: Prakashan Sansthan,4715/21, DayanandMarg,Dariyaganj,New Delhi-110002
- 3) Bolchal ki Hindi by Dr.Susheela Gupta: Publisher: Lokbharathi,15-A,Mahatma Gandhi Marg, Allahabad-3
- 4) Vyakaran Pradeep: By Ramdev: Publisher - Hindi Bhavan,Allahabad-2
- 5) Abhinav Pathralekhan: Publisher: Dakshin Bharath Hindi Prachar Sabha Chennai-600017

**Objectives:**

To acquire basic knowledge in business English, with communication.

**UNIT- I: PROSE : A GALAXY OF PRECIOUS PROSE: (DETAILED) 9**

1. An Astrologer's Day - R.K. Narayan
2. The Curse of Untouchability - M.K. Gandhi
3. India and Democracy - Dr.B.R. Ambedkar
4. Hazards of Sensual Drugs - Hardin B Jones
5. What I Cherish Most - RT. Honorable Srinivasa Sastri

**UNIT- II POETRY : HARMONY (DETAILED ) 9**

1. Daffodils - William Wordsworth
2. All the World's a Stage -William Shakespeare
3. La-Belle Dame Sans Merci -John Keats
4. Ozymandias -P.B.Shelly
5. Death the Leveller -James Shirley

**UNIT III SHORT STORY : POPULAR SHORT STORIES ( NON –DETAILED) 9**

1. The Gateman's Gift -R.K Narayan
2. The Necklace -Guy De Maupassant
3. How much Land does a Man Need? -Leo Tolstoy
4. The World Renowned Nose -V.M. Basheer
5. Monal Hunt -Manohar Malgonkar

**UNIT IV GRAMMAR : 9**

1. FUNCTIONAL ENGLISH- Articles, Preposition, Conditional clauses, Direct Speech, Indirect Speech
2. Vocabulary- Homonyms, Homophones, Identify the Parts of Speech, Sentence formation, Fill up the blanks, Choose the appropriate words

**UNIT V 9**

Creative Writing -Non-Verbal Task

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

**BOOKS RECOMMENDED**

1. Galaxy of English Prose, Ed. Dr.B.Symala Rao, Blackie Books, Madras.
2. An Anthology of Poems, Harmony, Ed. By Biyot K. Tripathy.
3. Popular Short Stories.

**Objectives:**

- To develop analytical skill in problem solving and to equip the students with different statistical techniques which are essential for decision making.
- To understand various quantitative techniques available and how to apply these in solving business problems.

**Unit I Descriptive Statistics 9**

Formation of frequency distribution- graphical and diagrammatic representation- Measures of Central Tendency - Dispersion – Standard Deviation, Variance- Coefficient of variation.

**Unit II Correlation and Regression Analysis 9**

Correlation Analysis- Karl Pearson's correlation coefficient- Rank correlation- Regression lines- Applications

**Unit III Applications of Probability Distributions. 9**

Definition- Basic concepts- Axioms of probability - Theorems of probability (statement only)– Applications of Binomial Poisson and Normal distribution.(Problems only)

**Unit IV Testing of Hypothesis 9**

Definition-Type I and Type II errors – 'z' tests – Single proportions – difference of proportions - means – difference of means. Students' t test – Single mean - Difference of means - F test- ANOVA – One way classification.

**Unit V Non Parametric Tests 9**

Sign test - Mann Whitney 'U' test – Kruskal Walli's 'H' test – Run test- Chi square test for attributes and goodness of fit.

**T: 15 + L: 45 = TOTAL: 60 PERIODS**

**Text Book**

1. Gupta S.C and Kapoor V.K. "Fundamentals of Mathematical Statistics" –Sultan Chand&Sons, NewDelhi

**Reference Books:**

1. Srivastava, S.C. "Fundamentals of Statistics", Sangya Srivastava Anmol Publications Private Limited, New Delhi.
2. Bruce L. Bowcman, Richard T.O. Connell and Michael L. Hand, "Business Statistics in Practice", 2<sup>nd</sup> Edition, McGraw – Hill, 2001.

**Objectives:**

- To acquaint students with the basic processes and principles that underline human behaviour.
- To equip the students on behavioral dynamics of organizations with necessary models, tools and techniques at work situations.
- To develop the basic Human Relations Skills and to study how people can be motivated to work as a team.

**UNIT I****(9)**

Organizational Behaviour–Evolution - Concept and scope of Organizational Behaviour – Nature and importance - OB’s relevance in today’s Business and Environment - Emerging trends in OB.

**UNIT II****(9)**

Perception – Nature and importance components of perception – Factors influencing perception process – Personality – Determinants –Theories – Values – Attitudes – Learning.

**UNIT III****(9)**

Motivation –Meaning – Definition - Types of Motivation – Theories of Motivation – Maslow’s Hierarchy of Needs – Herzbergs two factor theory – ERG theory – Vrooms Expectancy theory.

**UNIT IV****(9)**

Communication- Inter Personal Communication – Group Dynamics - Team and Team work – Conflict- Sources of Conflicts – Conflict styles – Major Force of Change – Types of Change – Resistance to Change.

**UNIT V****(9)**

Organizational Process – Organizational Structure – Elements of Organizational Structure – Organizational Design – Organizational Culture – Organizational Environment – Organizational Development.

**T: 15 + L: 45 = TOTAL: 60 PERIODS****BOOKS FOR REFERENCE:**

1. Bhattacharya: Organization Behaviour, Oxford University Press.
2. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi

4. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi  
5. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton Mifflin Company

**MS1606**

**FINANCIAL ACCOUNTING**

**2002**

**Objectives**

- To understand the role of accounting and its limitations.
- To understand what economic information is conveyed in financial statements.
- To identify the main users of financial information

**Unit I:**

**(6)**

Meaning and Scope of Accounting, Basic Accounting Concepts and Conventions- Objectives of Accounting- Accounting Transactions-Double Entry Book Keeping- Journal, Ledgers, Cash Book, Petty Cash Book-Preparation of Trial Balance, Financial Accounts.

**Unit II:**

**(6)**

Bank Reconciliation Statement-Rectification of Errors-Suspense Account

**Unit III:**

**(6)**

Bill of Exchange-Introduction- Features of Bill of Exchange- Promissory Note- Discounting, Endorsement of Bill-Retiring the Bill, Renewal of Bill-Nothing Charges- Accommodation Bill-Difference between Trade Bill and Accommodation Bill.

**Unit IV:**

**(6)**

Depreciation-Meaning, Causes, Types-Straight Line Method, Written Down Value Method, Insurance Policy Method, Sinking Fund Method and Annuity Method.

**Unit V:**

**(6)**

Single Entry-Meaning, Features, Difference between Single Entry and Double Entry System-Statement of Affairs Method-Conversion Method.

**TOTAL: 30 PERIODS**

**Text & Reference Books**

- 1) Advanced Accountancy -S.P.Jain&K.L.Narang-Kalyani Publishers , New Delhi.
- 2) Advanced Accountancy-R.L.Gupta and M.Radhaswamy-Sultan Chand&Sons, NewDelhi.
- 3) Advanced Accountancy-M.C.Shukla and T,S.Grewal- Sultan Chand&&Co,New Delhi.
- 4) Advanced Accountancy-Dr.M.A.Arulanandam&K.S.Raman –Himalaya Publishing House, Mumbai.



**Objectives:**

- To understand the complexity of ecosystems and possibly how to sustain them
- To understand the relationships between humans and the environment.
- To understand major environmental problems including their causes and consequences.

**UNIT-I: (6)**

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

**UNIT-II: (6)**

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity.

**UNIT-III: (6)**

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

**UNIT-IV: (6)**

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production Act. 1986 - Air, Water, Wildlife and forest conservation Act

**UNIT-V: (6)**

Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

**TOTAL: 30 PERIODS**

**BOOKS FOR REFERENCE:**

1. Gupta N.C.; *Social Auditing of Environmental Law in India*, edited book, New Century Publications, Delhi-2003.
2. Divan, Shyam and RosenCeranz; *Armin. Environmental Law and Policy in India, Cases, materials and statutes*, second edition, Oxford University Press, 2001.
3. Uberoi, N.K.; *Environmental Management*, Excel Books, New Delhi, 2000.
4. Agarwal, A, Narain; *S. State of India's Environment*, Published by Centre for Science and Environment, New Delhi, 1999.
5. Joseph, Casio, Woodside, Gayle and Mitchell, Philip.; *ISO 14000 guide- The new Environmental Management Standards*, McGraw Hill, New York, 1996.

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**BACHELOR OF BUSINESS ADMINISTRATION**

**CURRICULUM & SYLLABUS**

**SEMESTER – III**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>						
1	MS1608	Human Resources Management	3	1	0	4
2	MS1609	E- Business	3	1	0	4
3	MS1610	Business Law	3	1	0	4
4	MS1611	Business Communication	3	1	0	4
5	MS1612	Financial Management	3	1	0	4
6	MS1613	Value Based Education	3	1	0	4
<b>TOTAL</b>			<b>18</b>	<b>6</b>	<b>0</b>	<b>24</b>

**Objective**

- To understand the nature and importance HRM in an organization.
- To study the system of selecting and maintaining the human resources in an organization.

**Unit- I****9**

Nature and scope of HRM- Difference between Personnel Management and HRM  
Functions of HRM- Environment of HRM– HR Manager role- Strategic HRM.

**UNIT-II****9**

Human Resource Planning– Need, Importance, Objectives, Problem- Recruitment-  
Selection-Methods of Selection- Interview techniques in selection– Interviews – Types –  
Guidelines for Effective Interviews-Placement.

**UNIT-III****9**

Job Analysis – Purpose, Steps – Techniques – Job Description – Purpose – Guidelines –  
Job Specifications- Job Evaluation – Meaning – Purpose, Methods –Job Enlargement –  
Job Rotation – Job Enrichment.

**UNIT-IV****9**

Performance Appraisal - Methods - Job Evaluation and Performance appraisal -  
Compensation- Nature of Compensation- Types of compensation- Financial and Non Financial  
Incentives – Productivity Linked Bonus

**UNIT-V**

Induction - Training Methods - Techniques- Identification of Training needs – Training  
and Development- Transfer-Promotion and termination of services-Career  
development-Mentoring - HRMAudit- Nature -Benefits-Scope-Approaches

**L: 45 + T: 15 = TOTAL: 60 PERIODS****Text Books**

- [1]. *Hendry, Chris. Human resource management. Routledge, 2012.*
- [2]. *Aswathappa, K. Human resource and personnel management. Tata McGraw-Hill Education, 2011.*
- [3]. *Marchington, Mick, and Adrian John Wilkinson. Core personnel and development. Institute of Personnel and Development, 1996.*
- [4]. *SubbaRao P-Human Resource Management and Industrial Relations Tata McGraw-Hill Education, 2010.*
- [5]. *Pattanayak-Human Resources Management-Prentice-Hall of India, 2011.*

**Objectives**

- To study the frame work of information systems.
- To understand the application of models in E-Business.

**UNIT-I: Introduction****9**

E-Business Framework – Traditional vs E-Business Applications – Architectural  
Framework – The Internet as Network Infrastructure – Major Categories of E-  
Commerce –B2C, B2B, C2B and C2C.

**UNIT-II: Networks** **9**  
Overview of Communication Network – Communication Processors –  
Communication Media –Types of Networks – Communication Satellite –Wireless  
Networks –Wireless Internet Access ISDN –Dial-Up–Broadband.

**UNIT-III: Firewalls and Securities** **9**  
OSI Models –Network Security and Firewalls –Protocols –Types – Client Server  
Network Security –Firewalls and Network Security –Data and Message Security –  
Digital Signature, Certificates, Envelopes- Encrypted Documents.

**UNIT-IV EDI in Business** **9**  
E-Business and World Wide Web – E- Payment Systems – Electronic Data Interchange  
(EDI)– EDI Applications in Business Intranet Application in Business.

**UNIT-V: E-Payment Systems** **9**  
Online Payment–Payments Cards –Electronic Cash –Electronic Wallets –Digital Cards  
– Types – Stored Value Cards – Internet Technologies – Banking – Net, Mobile.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books:**

- [1]. *Gray Schneider, Electronic Commerce, Thomson Course Technology, Noida, 9<sup>th</sup> Annual Edition, 2011.*
- [2]. *U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, New Delhi, 3<sup>rd</sup> Edition, 2007.*
- [3]. *R.Kolkata and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley, 2012.*

**MS1610**

**BUSINESS LAW**

**3 1 0 4**

**Objectives**

- To familiarize the students with lots of laws related to agreements.
- To study the provisions available for the consumer to file the complaint.

**Unit I Introduction**

Definition- kinds and concepts of contracts – Offer and Acceptance – Consideration – Capacity of Parties – Free Consent – Legality and Objects of consideration – Void Agreements

**Unit-II Partnership Act**

Concept of partnership – Partnership and company, Hindu joint family firm- Test for determination of existence of partnership- Kinds of partnerships- Registration- Effects of non-registration- Rights and duties of partners towards other partners.

**UNIT-III Companies Act**

Company- Definition, Meaning, Features and Types of Companies- Incorporation of a Company- Memorandum of Association- Article of Association and Prospectus.

**UNIT-IV Consumer Protection Act**

Salient features of Act- Definitions-Consumer- Complaint- Services- Defect and Deficiency-Complainant- Rights and Reliefs available to consumer-Procedure to file complaint.

## **UNIT-V Sale of Goods Act**

Contract of Sales of Goods- Conditions and Warranties- Transfer of Property – Performance of a contract of sale- Rights of unpaid Seller.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

### **Text Books**

- [1]. *August, Ray, Don Mayer, and Michael Bixby. International Business Law: text, cases and readings. Pearson education, 2010.*
- [2]. *Tripathi, Dwijendra. The Oxford History of Indian Business. Oxford University Press, 2014.*
- [3]. *Hagman, Donald G., and Julian Conrad Juergensmeyer. Urban planning and land development control law. West Group, 2000*
- [4]. *Bertrand, Marianne, Paras Mehta, and Sendhil Mullainathan. Ferreting out tunneling: An application to Indian business groups. No. w7952. National Bureau of Economic Research, 2004.*
- [5]. *Topalova, Petia. Overview of the indian corporate sector: 1989-2002. No. 4-64. International Monetary Fund, 2004.*

MS1611

**BUSINESS COMMUNICATION**

**3 1 0 4**

### **Objectives**

- To equip the students to communicate for business purpose of their own.
- To study the basic idea in ways of communication.

### **UNIT-I**

Meaning and importance of Business Communication - Methods of Communication- Types of Communication- Communication Process- Objectives of Communication- Principles of Effective Communication- Principles of good listening.

### **UNIT- II**

Business letters - Structure of a letter –Qualities of a good business letter -Business enquiries-Offer and Quotations- Orders – Execution of orders –Cancellation of orders –Letters of Complaints- Collection letters.

### **UNIT- III**

Circular Letters –Bank correspondence –Insurance corresponding- Letters to the Editor-Application for Situations.

### **UNIT-IV**

Correspondence of a company secretary - Preparation of Agenda and Minutes – Annual Reports.

### **UNIT- V**

Oral Communication- Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration- Public address system - Grapevine - Group Discussion - Oral report.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

### **TEXT BOOKS**

1. *Rajendra Pal and Korlehalli –Essentials of Business Communication*
2. *Ramesh M.S.Pattan Shetty-Effective Business English and Correspondence*

3. Pillai and Bagawathi – *Commercial correspondence and office management.*
4. Guffey- *Essentials of Business Communication.*

**MS1612**

**FINANCIAL MANAGEMENT**

**3 1 0 4**

**Objectives**

- To familiarize the concepts and practices of financial planning and control.
- To understand the basic concept of costing.

**Unit I**

Financial management function -nature and scope-objectives-its relationship with other functions - organization of finance function- Analysis and Interpretation of financial statements – Time value of money- Risk and Return - Financial planning and control-Volume-cost-profit analysis, Break-even analysis- Planning Process- Budget.

**UNIT-II**

Current assets management - cash, receivables, inventories liquidity, profitability and solvency criteria- Current liabilities management- size and sources- money market-banks regulation of working capital finance.

**UNIT-III**

Long term capital management- Methods of project appraisal- Payback period method- Average rate of return method- Accounting rate of return method- Net present value method.

**UNIT-IV**

Operating leverage- Financial Leverage- Combined Leverage- Cost of capital-importance and concepts- measurement of cost of capital- cost of debt- cost of preferences-cost of equity capital-cost of retained earning- Computation of overall cost of capital.

**UNIT-V**

Capital structure decision of the firm- Capital Structure theories- Dividend decision-Irrelevance of dividend- Relevance of dividend- Dividend policy- Factors- Bonus- Share splits.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books**

1. *Fundamentals of financial management – James C. Van Horne- Prentice Hall of India Pvt Ltd., NewDelhi.*
2. *Financial Management and policy-James C.Van Horne-Prentice Hall of India Pvt Ltd.,New Delhi.*
3. *Financial Management- P.V.Kulkarni- Himalaya Publishing House.*
4. *Financial Management -theory and practice- Prasanna Chandra –Tata Mc Graw Hill Publishing Co Ltd., New Delhi.*

**MS1613**

**VALUE BASED EDUCATION**

**3 1 0 4**

**Objectives**

- To understand the importance of value based education in present situation.
- To study the ethical and social values in respect of different cultures.

**UNIT- I**

Value Education - Definition- relevance to present day - Concept of Human Values-

Self introspection- Self-esteem.

## **UNIT-II**

Family values- Components, structure and responsibilities of family- Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

## **UNIT-III**

Ethical values- Professional ethics- Mass media ethics- Advertising ethics- Influence of ethics on family life -psychology of children and youth – Leadership qualities- Personality development.

## **UNIT IV**

Social values- Faith, service and secularism- Social sense and commitment -Students and Politics- Social awareness, Consumer awareness, Consumer rights and responsibilities-Redressal mechanisms.

## **UNIT-V**

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues- Mutual respect of different cultures, religions and their beliefs.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

### **Text Books**

1. T.Anchukandam and J. Kuttainimathathil (Ed) *Grow Free Live Free*, Krisitulyoti Publications, Bangalore(2013)
2. Mani Jacob(Ed) *Resource Book for Value Education*, Institute for Value Education, New Delhi 2012.
3. DBNI, NCERT,SCERT, *Dharma Bharti National Institute of Peace and Value Education*, Secunderabad, 2011
4. Daniel and Selvamony- *Value Education Today*, (Madras Christian College, Tambaram and ALACHE, New Delhi, 2000)

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**CURRICULUM & SYLLABUS**

**SEMESTER – IV**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>THEORY</b>						
1	MS1614	Computer Application in Business	3	1	0	4
2	MS1615	Managerial Skill Development	3	1	0	4
3	MS1616	Operation and Production Management	3	1	0	4
4	MS1617	Marketing Management	3	1	0	4
5	MS1618	Banking Practices	3	1	0	4
6	MS1619	Business Ethics	2	0	0	2
<b>TOTAL</b>			<b>17</b>	<b>5</b>	<b>0</b>	<b>22</b>



**Objectives**

- To understand the computer terminology in Business application.
- To familiarize with the computer technologies and to take initiative for owning a business.

**UNIT-I**

Information Technology Basics - Information, definition – Prerequisites of Information - Need for Information - Components of Information Technology - Role of Information Technology in Business.

**UNIT-II**

Word processing with MS Word: Starting MS word - MS word environment - Working with word documents –Working with text- Working with tables- Checking spelling and Grammar - Printing a document.

**UNIT-III**

Spread sheets and MS Excel Starting MS Excel – MS Excel environment -Working with Excel work book –working with worksheet-Formulas and functions - Inserting charts- Printing in Excel.

**UNIT-IV**

Making presentation with MS power point - starting MS power point - MS power point environment-working with power point – working with different views - designing presentation – Printing in power point.

**UNIT-V**

Electronic Commerce-Types-Advantages and disadvantages – Electronic data interchange (EDI) – How EDI works –EDI benefits- EDI limitations- SMART card-SMART card applications.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books**

1. *Introduction to computer science, IITL Education solutions limited, Pearson education*
2. *Gupta CB–Introduction to computer, 2011.*
3. *Joyce Cox, Curtis Frye- Step by step 2007 Microsoft office system, Prentice Hall of India Pvt Ltd*

**Objectives**

- To study the concepts and importance of personality development.
- To study the key aspects of personality in Management development.

**UNIT I- Introduction**

Define personality, perception- Personality Factors - Factors of association- Personality Relationship at home, friends, environment- Educational factor- Situational Factors- Conditional- Genetic- Personality Traits- Factors influencing habits of highly effective people.

**UNIT II Approaches to Personality development**

Be proactive—Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood– Synergize– Sharpen the saw- Introspection– Self Assessment–Self Appraisal–Self Development – Self Esteem –Term of self-esteem-symptoms-advantages- Do's and don'ts to develop positive thinking.

**UNIT III Leadership**

Problem- solving, Conflict & stress management- Decision making skills- Motivation- Positive & Creative thinking- Leadership & Qualities of successful leader- Character building.

**UNIT IV Personality Formation Structure**

Effective communication & Key aspects, Body language, Assertiveness, Teamwork, Lateral thinking, Time management, Work ethics, personality – Aspiritual journey beyond management of change – Good manners & etiquettes- Interpersonal relationships-Analysis of strengths & weakness

**UNIT V Workshop**

Experimental learning - Communication – Activity based learning- Interpersonal activity

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books:**

- 1) Pervin, Lawrence A. *Personality: Theory and research*. John Wiley & Sons,
- 2) Feist, Jess. *Theories of personality*. Holt McDougal.
- 3) Basic Managerial Skill for all- Prentice– Hall of India Pvt ltd, New Delhi.
- 4) McCrae, Robert R., and Paul T. Costa. *Personality in adulthood: A five-factor theory perspective*. Guilford Press, 2003.
- 5) Management thoughts- Pramod Batra.

**Objectives**

- To understand the relationship of production with other areas in organisation.
- To study the importance of work study method.

**UNIT I**

Production Management - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management-Relationship of production with other functional areas.

**UNIT II**

Plant Location- Introduction –Need for selecting a suitable location- Plant Location problem - Advantage of Urban, suburban and rural locations- Systems view of location- Factors influencing plant location. Plant layout - Objectives- Principles of plant layout- Factors influencing plant layout-Types of layout.

**UNIT-III**

Production Planning and Control - Routing and Scheduling – Dispatching - Maintenance management - Types of maintenance - Breakdown – Preventive - Routine – Maintenance Scheduling.

**UNIT IV**

Work and Method Study- Importance of work study -Work study procedures – Time study- Human considerations in work study - Introduction to method study – Objectives of method study- Steps involved in method study- Work measurement - Objectives of work measurement.

**UNIT-V**

Operations Management (POM) – Definition – Scope – Objectives – Importance – Role – Historical evolution- Differences between manufacturing and Service Operations (Product Vs Services)-TQM.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books**

1. *Saravanel Pand Sumathi S-Production and Materials Management*
2. *Chunnawalla and Patel-Production and Materials Management*
3. *Muhelmann Production and Operation Management Mac Millan Ltd*
4. *Paneerselvam- Production and Operations Management-Prentice-Hall of India*
5. *MartandT. Telsang-Production Management-S.Chand*

**Objectives**

- To study the fundamentals of marketing.
- To study the principles of pricing strategy and kinds of marketing channel.

**UNIT I**

Fundamentals of Marketing – Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing approaches - Selling -Various Environmental factors affecting the marketing functions

**UNIT II**

Buyer Behavior- Consumer goods and Industrial goods – Buying motives – Buyer behavior model - Factors influencing buyer behavior Market segmentation- Need and basis of Segmentation –Marketing strategy- segmentation-Targeting-Positioning

**UNIT III**

Sales Forecasting- Various methods of Sales Forecasting- Product Characteristics - Benefits- Classifications- Consumer goods-Industrial goods – New product development process Product Life Cycle – Product Portfolio Analysis - Product line and product mix decisions - Branding - Packaging.

**UNIT IV**

Pricing- Factors influencing pricing decisions – Pricing objectives – Pricing policies and procedures - Pricing strategies- Physical distribution – importance of various kinds of marketing channels- Problems in Distribution.

**UNIT V**

Promotion-Advertising – Publicity – Public relations – Personal Selling- Direct selling – Sales Promotion – Administration.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books**

1. *Ramaswamy and Namakumari- Marketing Management3/Mac Millan Revised Ltd*
2. *Philip Kotler-Marketing Management - Prentice-Hall of India*
3. *Philip Kotler and Armstrong – Marketing Management*
4. *Rajan Nair– Marketing*

**Objectives**

- To familiarize the concepts of banking system.
- To study the various functions of banks in India.

**UNIT I**

Introduction – Origin of banks – Definition of bank – Types of bank – Banking systems – Unit bank- Merits of unit banks- Demerits of unit banks- Branch bank – merits and demerits-Financial system- 3 tire banking system- Components of financial system.

**UNIT- II**

Economic implication - Monetary implications of modern banking operations - Concept of social responsibility of banks- Role of banks in Primary, Secondary and Tertiary sector - Modern functions of banks.

**UNIT III**

Reserve bank of India (central bank) – Commercial Banks- Cooperative Banks - Flow of cooperative funds - Urban Cooperative Bank - Land Development Banks- Development Bank - NABARD (National Bank for Agriculture and Rural Development)-Regional Rural Bank- Commercial Bank- EXIM bank- Evaluation of BRIC development program.

**UNIT IV**

Functions of modern commercial banks - Savings account - Current account - Difference between savings account and current account – Fixed deposit - Recurring deposit- Granting of loan - Clean loan – Second loan- Overdraft- Cash credit.

**UNIT-V**

Factoring - Lease finance - Export finance - Credit card - Credit rating - M-Banking- E-banking - Automatic Teller Machines - Banking institutes in India.

**L: 45 + T: 15 = TOTAL: 60 PERIODS**

**Text Books**

1. *Gordon, E., and K. Natarajan. Banking: Theory, Law and Practice. Himalaya Publishing House, 2012*
2. *Banking theory law and Practice- B.Santhanam Himalaya Publishing House, 2010*
3. *Gurusamy, Dr S. "Banking Theory Law and Practice." (2010).*
4. *Maheswari, S. N., and R. R. Paul. "Banking Theory Law and Practice." Kalyani Punishers, Edition (2005).*

**Objectives**

- To understand the concepts and importance of Business Ethics.
- To study the relationship between values and ethics and the cases related to business ethics.

**UNIT-I**

Role and importance of Business Ethics and Values in Business – Definition of Business Ethics Impact on Business Policy and Business Strategy - Role of CEO – Impact on the Business Culture.

**UNIT- II**

Types of Ethical issues – Bribes – Coercion – Deception – Theft – Unfair Discrimination.

**UNIT- III**

Internal Ethics - Hiring - Employees - Promotions - Discipline- Wages - Job Description- Exploitation of employees – Ethics External - Consumers - Fair Prices – False Claim Advertisements

**UNIT-IV**

Ethics External – Environment Protection – Natural – Physical – Society - Relationship of Values and Ethics – Indian Ethos – Impact on the performance.

**UNIT-V**

Vendors - Government – Social Audit - Case studies in Business Ethics

**TOTAL: 30 PERIODS**

**Text Books**

1. *C. Fernando - Business Ethics and Corporate Governance*
2. *David J. Fritzsche – Business Ethics: A Global & Management Perspective-Tata McGraw-Hill*
3. *Ramaswamy Namakumari – Corporate Governance Values and Ethics with Case Study –MacMillan India Ltd*
4. *Velasquez- Business Ethics-Prentice-Hall of India*