



HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN

(For candidates admitted from June 2015 onwards)

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
I	I	Language	Tamil Paper-I Hindi Paper –I French Paper – I	U15TL1TAM01 U15HN1HIN01 U15FR1FRE01	6	3	100
	II	English	English Paper-I	U15EL1GEN01	6	3	100
	III	Main Core-1	Introduction to Management	U15BB1MCT01	6	5	100
	III	Allied-1	Financial Accounting	U15BB1AOT01	5	4	100
	III	Allied-2	Managerial Economics Business Mathematics & Statistics for Managers	U15BB1AOT02 U15BB1AOT02	4	3	100
	IV	Environmental 1 Studies	Environmental Studies	U15RE1EST01	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01 U15VE2LVC01 U15VE2LVB01	1	-	-
			TOTAL		30	20	600

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
II	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper – II	U15TL2TAM02 U15HN2HIN02 U15FR2FRE02	5	3	100
	II	English	English Paper-II	U15EL2GEN02	6	3	100
	III	Major Core- 2	Management Accounting	U15BB2MCT02	6	5	100
	III	Major Elective -1	Business Environment/ Office Organisation & Management	U15BB2MET01/ U15BB2MET02	4	4	100
	III	Allied-3	Business Mathematics & Statistics for Managers Business Communication Computer Application in Business Business Organization	U15BB2ACT03 U15BB2AOT03 U15CA2AOT03 U15CO2AOT03	4	3	100
	IV	Skill Based Elective -1	Soft Skill Development	U15RE2SBT01	2	2	100

	IV	Skill-based Elective-2	Rural Enrichment and sustainable Development	U15RE2SBT02	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01 U15VE2LVC01 U15VE2LVB01	1	1	100
			TOTAL		30	24	800

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
III	I	Language	Tamil Paper-III/ Hindi Paper –III/ French Paper – III	U15TL3TAM03 U15HN3HIN03 U15FR3FRE03	6	3	100
	II	English	English Paper-III	U10EL3GEN03	6	3	100
	III	Major Core- 3	Quantitative Techniques	U15BB3MCT03	5	5	100
	III	Major Core- 4	Cost Accounting	U15BB3MCT04	5	5	100
	III	Allied-4	Information Technology in Business	U15BB3AOT04	4	3	100
	IV	Skill-based Elective-3	Business Ethics	U15 BB3SBT03	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U12VE4LVE02 U12VE4LVC02 U12VE4LVB02	1	-	-
	IV	Gender Studies	Gender Studies	U15WS3GST01	1	1	100
			TOTAL		30	22	700

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
IV	I	Language	Tamil Paper-IV/ Hindi Paper –IV/ French Paper – IV	U15TL4TAM04 U15HN4HIN04 U15FR4FRE04	5	3	100
	II	English	English Paper-IV	U13EL4GEN04	6	3	100
	III	Major Core- 5	Production and Operation Management	U15BB4MCT05	6	5	100
	III	Major Core - 6	Marketing	U15BB4MCT06	4	4	100
	III	Major Elective -2	Company law/ Financial Management	U15BB4MET01/ U15BB4MET02	4	4	100
	III	Allied-5	Industrial Law	U15BB4AOT05	4	3	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U12VE4LVE02 U12VE4LVC02 U12VE4LVB02	1	1	100

			TOTAL		30	23	700
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Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
V	III	Main Core-7	Human resources Management	U15BB5MCT07	5	4	100
	III	Major Core- 8	Retail Management	U15BB5MCT08	5	4	100
	III	Major Core- 9	Business Law	U15BB5MCT09	5	4	100
	III	Major Core- 10	Organizational Behaviour	U15BB5MCT10	5	4	100
	III	Major Elective-3	Services Marketing/ Security Analysis &Portfolio Management	U15BB5MET02/ U15BB5MET03	5	5	100
	IV	Non-Major Elective-1	Fundamentals of Event Management	U15BB5NMT01	2	2	100
	IV	Skill-based Elective-4	Event Management	U15BB5SBT04	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U13VE6LVE03 U12VE6LVC03 U12VE6LVB03	1	-	-
			TOTAL		30	25	700

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
VI	III	Main Core- 11	Strategic Management	U15BB6MCT11	6	5	100
	III	Major Core- 12	Entrepreneurial Development	U15BB6MCP12	6	5	100
	III	Major Core- 13	International Business	U15BB6MCT13	6	5	100
	III	Major Elective-4	Office Packagers/ TotalQuality Management	U15BB6MET03/ U15BB6MET04	5	5	100
	III	Non-Major Elective-2	Disaster Management	U15BB6NMT02	2	2	100
	III	Skill-based Elective-5	Business software	U15BB6SBP05	2	2	100
	IV	Skill-based Elective-6	Research Methodology	U15DS6SBT06	2	2	100
	IV	Value	Ethics III /Bible Studies III / Catechism III	U13VE6LVE03 U12VE6LVB03 U12VE6LVC03	1	-	-

	IV	Extension Activities	RESCAPES - Impact Study Project	U15RE6ETF01	-	1	100
			TOTAL		30	27	800
			Grand Total		180	141	4300

HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

TAMIL DEPARTMENT

BA/ B.SC/ B.COM DEGREE

Part - I : Language: Tamil Paper - 1

Total Hours : 90

Hrs : 6Hrs /Wk

Credit : 3

Code : U15TL1TAM01

Marks : 100

நோக்கங்கள்:

1. தாய்மொழியை வலுவோடும், பொலிவோடும் கையாளும் வழி முறைகளைக் கண்டறியச் செய்தல்.
2. தமிழ் இலக்கியப் பரப்பையும், பாரம்பரியத்தையும் அறிமுகப்படுத்துதல்.
3. படைப்பாற்றலை வளர்த்துக் கொள்ள ஊக்கம் அளித்தல்.
4. உயர்ந்த பண்பாடுகளின் அடிப்படையில் வாழ்க்கையை அமைத்துக் கொள்ளும் உள்ளார்ந்த விருப்பத்தைத் தோற்றுவித்தல்.
5. மனித உரிமைகளை வலியுறுத்தி மனித நேயத்தை வளர்த்தல்.
6. நாம் வாழும் நாட்டையும், உலகையும் பற்றிய விழிப்புணர்வை ஊட்டி சமய நல்லிணக்கத்தையும், சமூக நல்லுறவையும் பேணிக்காக்கத் துணைப்புகிதல்.
7. ஆரோக்கியமான சிந்தனைகள் வளர ஆக்கம் அளித்தல்.

பயன்கள்:

1. தற்காலத் தமிழ் இலக்கிய வரலாற்றை வளர்க்க வழிகாட்டல்.
2. மாணவர்களின் தன்னம்பிக்கையை வளர்த்தல்
3. வாழ்வியல் நெறிகளை உணர்த்தல்.
4. பிழையின்றி எழுத பேச பயிற்சி அளித்தல்.

பாடத்திட்டம்

அலகு:1 செய்யுள்

1. பாரதியார் கவிதைகள் - தமிழ்
கண்ணன் என் சேவகன்
2. பாரதிதாசன் கவிதைகள் - உலகம் உன்னுடையது

- | | |
|----------------------|---------------------------|
| 3. உமர்கய்யாம் | - உமர்கய்யாம் பாடல்கள் |
| 4. பட்டுக்கோட்டையார் | - செய்யும் தொழிலே தெய்வம் |
| 5. ந. பிச்சமுர்த்தி | - ஒளியின் அழைப்பு |
| 6. வைரமுத்து | - ஐந்து பெரிது ஆறு சிறிது |
| 7. சிற்பி | - ஒரு கிராமத்து நதி |

அலகு:2 செய்யுள்

8. கல்யாணஜி – பேசும்பார் என் கிளி
9. நிர்மலா சுரேஷ் - தைலச்சிமிழும் தச்சன் மகளும்
10. இரா. மீனாட்சி – ஒரு கோதை
11. விஜி – குரங்கு மனிதன்
12. பா. சத்திய மோகன் - எங்கெங்கு காணினும்
13. ஹைகூ கவிதைகள்

அலகு:3

தமிழ் இலக்கிய வரலாறு
20-ஆம் நூற்றாண்டு (தற்காலம்)
தமிழாய்வுத்துறை வெளியீடு

அலகு:4

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு

அலகு:5

பொதுப்பகுதி - கலைச்சொற்கள்
தமிழாய்வுத்துறை வெளியீடு

பாட நூல்கள்

செய்யுள்	- தமிழாய்வுத்துறை வெளியீடு
தமிழ் இலக்கிய வரலாறு	- தமிழாய்வுத்துறை வெளியீடு
சிறுகதைத் தொகுப்பு	- தமிழாய்வுத்துறை வெளியீடு
கலைச்சொற்கள்	- தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-I SHORT STORY, PROSE, GRAMMAR
SEMESTER – I

HRS/WEEK : 6
U15HN1HIN01

CODE:

CREDITS : 3

MARKS : 100

UNIT – I : Purasakar, Sukamaya Jeevan, Ganga Singh, Machuye Ki Beti,
Maharaj Ka Ilaj

UNIT- II : Maatru vandana, Chandini, Thitalii, Divali, Seekho.

UNIT- III :Sadak Ke Niyam, Bhagavan mahaveer, Prithvi Ka
swarga,Mahan ganithagya Ramanujam, Birbal
Ki Chathuraye.

UNIT- IV :General Grammar
(Sanghya, Visheshan, ling, Vachan, Kriyavisheshan)

UNIT- V : Anuvad Abhyas–II

Books Prescribed :

- Galpa Sanchayan - D.B.H.P. Sabha Publishers, Chennai-17
- Naveen Hindi Patamala – I- D.B.H.P. Sabha Publishers, Chennai-17
- Naveen Hindi Patamala – II- D.B.H.P. Sabha Publishers, Chennai-17
- Sugam Hindi Vyakaran - D.B.H.P. Sabha Publishers, Chennai-17
- Anuvad Abhyas – II - D.B.H.P. Sabha Publishers, Chennai-17

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SYLLABUS

SEMESTER I

PART I – LANGUAGE - FRENCH PAPER I [GRAMMAR & CIVILISATION
(ÉCHO A1 2e édition)]

(For candidates admitted 2013 onwards)

HRS/WEEK :

6

CREDIT : 3

CODE : U15FR1FRE01

MARKS : 100

Unit 1 Parcours d'initiation ; Vous comprenez

La différence entre le prénom et le nom, les nationalités, les nombres, les professions

La présentation, le genre et le nombre d'un nom, l'interrogation et la négation – l'identité, les lieux de la ville, les mots du savoir-vivre – saluer, remercier – l'espace francophone.

Unit 2 Au travail!

La conjugaison des verbes du 1^{er} groupe, des accords, les articles – l'état civil, des personnes et des objets caractéristiques d'un pays – exprimer ses goûts – première approche de la société française.

Unit 3 On se détend!

La conjugaison des verbes irréguliers, le future proche, les pronoms après une préposition – les loisirs – proposer, accepter, refuser, demander une explication – première approche de l'espace de France, repérages de quelques lieux de loisirs

Unit 4 Racontez-moi ! ; Bon voyage !

Le passé composé, la date et l'heure – les moments de la journée, de l'année, les événements liés au temps – dire ce qu'on a fait – les rythmes de vie en France, des personnalités du monde francophone.

La comparaison, les adjectifs démonstratifs et possessifs – les voyages et les transports – négocier une activité, faire les recommandations – les transports en France

Unit 5 Bon appétit!

L'emploi des articles, la forme possessive – la nourriture, les repas, la fête – les situations pratiques à l'hôtel et au restaurant – les habitudes alimentaires en France.

TEXT BOOKS :

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,
2012.

(for candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
2015 - 2016

I B.A., B.Sc., B.Com., B.R.Sc., B.C.A.,
B.B.A., SEMESTER I PART II - ENGLISH 1 -
GENERAL ENGLISH PAPER I

HOURS – 6 PER WEEK

CREDIT : 3

CODE : U15EL1GEN01

OBJECTIVES

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of using the standard language for communication.

UNIT I - I, ME, MYSELF

Listening for specific information in instructions and directions

Speaking about oneself, family and friends, likes, dislikes, strengths, weaknesses, profession, talents, emotions, feelings, incidents, reactions, opinions, views, aim, vision.

Reading for comprehension of routine work. Writing -Paragraph guided

Grammar- Articles, Prepositions,
Punctuation Vocabulary-Meanings,
Synonyms, Antonyms Composition –
Guided Creative writing

TEXTS

- Listening - *This is the Photograph of me* by Margaret Atwood
Speaking - *The Mayonnaise Jar*
Reading - *In Prison* by Jawaharlal Nehru (edited)
Writing - Othello's soliloquy (extract from Shakespeare's *Othello*)

UNIT II -MY FAMILY AND FRIENDS

Listening to identify the persons/ places/ things from descriptions

Speaking -Describing incidents, favorite places, traits of a person, analyzing the nature of a person.

Reading to get specific information and to analyze characters Writing -Letters (personal),paragraphs-family profile and history Grammar -adjectives and verbs

Vocabulary-synonyms and antonyms in context Composition - Guided paragraph

TEXTS

- Listening - *Night of the Scorpion* by Nissim Ezekiel
Speaking - *The Old Folks at Home* by Alphonse Daudet (edited)
Reading - *Will you? Daddy* (Extract from Reader's digest)
Writing - conversation among King Lear and his daughters professing their love for their father (extract from Shakespeare's *King Lear Act I Scene I*)

UNIT III -THE WORLD AROUND ME

Listening To identify specific information

Speaking –Discussing and expressing opinions Reading To infer meaning

Writing Descriptive and Diary writing

Grammar Uses of 'be' Verbs – subject verb concord

Vocabulary Coining new words with Prefix and suffix- converting one part of speech to another

Composition - Essay writing

TEXTS

- Listening - *Snake* by D.H. Lawrence (poem)
- Speaking - *Floating Fantasy* by Vinu Abraham (Prose)
- Reading - *Discovery* (ed.) (play)
- Writing - *A Handful of Dates* by Tayeb Salih (Short story)

UNIT IV - MY CONCERN AND RESPONSIBILITIES

Listening to short speeches and getting main concern- Global comprehension
Speaking Expressing opinions, concerns and responsibilities

Reading To detect one's perspective

Writing Debate and Dialogue

Grammar Sentence patterns (5 basic types)

Vocabulary Appropriate words in the context , coinage of new words , use of phrases
Composition-Imaginative writing

TEXTS

- Listening - *I have a Dream* by Martin Luther King Jr (edited)
- Speaking - *What I have lived for?* by Bernard Russell
- Reading - *Three days to see* by Helen Keller (edited)
- Writing - Quality of Mercy (Portia court scene)
(extract from Shakespeare's *The Merchant of Venice*)

UNIT V - MY PROFESSIONAL WORLD

Listening to short profile to get details – global comprehension
Speaking Discussion on secrets of success learnt from success stories

Reading to infer meaning – to trace the development and analyze the ratio of development
Writing resume and E-mail writing

Grammar- Four Types of sentences

Vocabulary-Idioms and phrases- meaning

Composition – Formal and imaginative writing

TEXTS

- Listening - Profile of a successful personality
- Speaking - Success story of Indra Krishnamoorthy Nooyi
- Reading - *The Verger* by Somerset Maugham

Prescribed Book:

English for Communication –PoGo publication Trichy

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
BBA FROM 2015 ONWARDS - SEMESTER I
MAJOR CORE PAPER – 1 INTRODUCTION
TO MANAGEMENT

NO.OF HOURS:6
NO.OF CREDITS:5

CODE :U15BB1MCT01
MARKS:100

COURSE OBJECTIVE:

- To acquaint the students with the basic principles and functions of management.

UNIT I :INTRODUCTION

Business Management: Nature - Functions - Evolution - Management Vs Administration
- Science or Art - Contributions by Taylor, Henry Fayol, Drucker

UNIT II :PLANNING

Planning: Process- Kinds of planning – MBO-Balance score card- Forecasting and Planning-
Limitations of Planning-Decision making.

UNIT III :ORGANISING

Organizing: Process – Features – Elements – Structure – Different Forms - Principles of
Organisation – Departmentation - Delegation and Decentralization - Span of Control -
Organization Charts .

UNIT IV :STAFFING AND DIRECTING

- A. Staffing: Manpower Management – Functions - Recruitment - Selection - Tests
and Interviews - Training and Development.
B. Directing and Co-ordination: Principles - Elements. Supervision -Leadership

UNIT V :CONTROLLING

Controlling: Nature - Control Process - Control Techniques

TEXT BOOK:

- C.B.Gupta : Principles of Management, Sultan
chand and Sons, New Delhi, 2007

BOOKS FOR REFERENCE:

- 1.Dinkar Pagare : Principles of Management, Sultan Chand
and Sons, New Delhi, 2007
➤ 2. Steven B Robins : Principles and Practice of management
➤ 3. Fred Luthans : Organizational Behaviour; McGraw Hill,
New York, 2006
➤ 4. Louis A. Allen : Management and Organization; McGraw
Hill, Tokyo, 2004.
➤ 5. Koontz and O'Donnel : Principles of Management

HOLY CROSS COLLEGE(AUTOOMOUS)TIRUCHIRAPALLI-2.
B.B.A. FROM 2015 ONWARDS - SEMESTER I
ALLIED COURSE - 1
FINANCIAL ACCOUNTING

NO.OFHOURS :5
NO.OF CREDITS:4

CODE:U15BB1ACT01
MARKS:100

COURSE OBJECTIVE:

- To provide basic knowledge of Accounting aspects and Financial Statements.

UNIT I: INTRODUCTION AND FINANCIAL STATEMENTS

A: Accounting concepts and conventions-Capital and Revenue Expenditure-Adjusting and Closing entries.

B: Financial Statements: Trading and Profit & Loss Account and Balance Sheet and the various forms.

UNIT II: RECTIFICATION OF ERRORS AND BRS

A: Rectification of errors – Rectification entries- Suspense Account.

B: Bank Reconciliation Statement – Reasons for differences between Cash Book and Pass Book balances .

UNIT III: SINGLE ENTRY SYSTEM

Single Entry System - Statement of Affairs Method and Conversion method.

UNIT IV: ACCOUNTS OF NON - TRADING CONCERNS

Accounts of Non-trading concerns; Receipts and Payments Account, Income and Expenditure Account and Balance Sheet.

UNIT V: COMPUTER AND ACCOUNTING AND ACCOUNTING STANDARDS

A: Computers and Accounting: Advantages and disadvantages of use of computers in accounting.

B: Accounting Standards : Need - Relationship between Indian and International Standards – Indian Accounting Standards 1-10 (Theory)

TEXT BOOK:

- Reddy & Murthy : Financial accounting, Margam Publications, Chennai -600017.
- Dalston L. Cecil & Jenitra L. Merwin, (2008). Principles of Accountancy, Trichy: Learntech Press.

BOOK FOR REFERENCE:

- Shukla. M.C. & Grewal T.S. : Advanced Accounts; S. Chand & Co., New Delhi, 2005
- Jain. S.P. & Narang K.L. : Advanced Accounts; Kalyani Publishers New Delhi, 2006

HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPALLI-2.
B.B.A. FROM 2015 ONWARDS-SEMESTER I
ALLIED COURSE - 2
MANAGERIAL ECONOMICS

NO.OFHOURS :4
NO.OFCREDITS:3

CODE:U15BB1ACT02
MARKS:100

COURSE OBJECTIVE:

- To enable the students to understand the principles of economics relating to business.

UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS

Meaning, Nature and Scope of Managerial Economics - Methods of Managerial Economics, Managerial Economics in decision making- Role and responsibilities of a Managerial Economist. Basic concepts in Managerial Economics - Incremental concept, Time perspective - Opportunity cost, Discounting principle, Equi-marginal principle and capital Budgeting (Conceptual treatment only)

UNIT II: DEMAND ANALYSIS

Demand determinants -The Law of Demand and perverse demand curves- Types of demand. Concept of elasticity (Price, income, cross, advertising and expectation elasticity) Methods of measuring price elasticity of demand- Relationship between price elasticity and sales revenue. Demand forecasting- steps in demand forecasting- Short term and long term forecasting – Methods of demand forecasting.

UNIT III: PRODUCTION ANALYSIS

Factors of production and their characteristics –Production possibility curves – Concepts of Total product, Average product and Marginal product. Fixed and variable factors – classical and Modern approaches to the Law of Variable Proportions. Law of returns to scale and Economies and diseconomies of scale.

UNIT IV: SUPPLY AND COST ANALYSIS

Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply. Cost of production – Cost curves – Total, Average and Marginal cost curves – Relationship of MC to AC –Fixed and Variable cost curves – Short run and Long run cost curves – Difference between short run and long run cost.

UNIT V: PRICE AND OUTPUT DECISIONS IN VARIOUS MARKET FORMS

Role of price in determining the value of products. Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market. Price and Output determinations in Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

TEXT BOOK:

- Maheshwari&Varshney, : Managerial Economics, S.Chand& Company, New Delhi, 2005.

BOOKS FOR REFERENCE:

- 1. R . Cauvery & Sudhanayak et al., : Managerial Economics, S.Chand &Company Ltd, New Delhi, 2000.
- 2. JoelDean : Managerial Economics, Printice Hall, publications, New Delhi,2004.
- 3.KoutsoyianniA : Modern Micro economics;Macmillan, New Delhi,2000.
- 4.Mankin : Macro Economics SouthWestern, Cengage Learning,2012

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A /B.Sc./B.Com/B.R.SC/B.C.A/B.B.A DEGREE EXAMINATION
SEMESTER I
ENVIRONMENTAL STUDIES

Hrs – 2/Week

CODE: U15RE1EST01

CREDITS :2

Unit I–Awareness and Natural Resources

Awareness of Environmental issues and management strategies–need of the hour
Renewable and non-renewable resources-uses, present status and management of forest, water, land and energy resources.

Unit II–Ecosystems and Biodiversity

Ecosystem–concepts, structure and types–concept of food chain and food web–causes and effects of weakening food chains

Biodiversity–concept of genetic, species and ecological biodiversity–ecological and economic values–India, a mega diversity country, hotspots–threats to biodiversity and conservation measures.

Unit III–Environmental Pollution

Causes, effects and control of water, and air pollution–global warming–ozone depletion– Nuclear hazards.

Unit IV–Human population and

Environment Population growth at national and global level.

World food production-Effects of modern agriculture on land and Eco systems-GMOs and related issues

Environmental pollutions and diseases-malaria- chikungunya

Unit V–Environment and Social Issues

Rich–poor wide–at national and global levels

Urbanization –slums

Changing value systems -AIDS

Family welfare programs

REFERENCES:

Agarwal,K.C.(2001). Environmental Biology, Nidi Publication Ltd. Bikaner.

Chairas,D.D.(1985).Environmental Science. The Benjamin Cummings Publishing company.,Inc.

Clarke George,L. (1954). Elements of Ecology. Hohn Wiley and SONS, Inc.

Hodges,L. (1977). Environmental Pollution, II Edition. Holt, Rinehart and Winston, New York.

Krebs,C.J.(2001). Ecology.VI Edition. Benjamin Cummings.

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc. / B.C.A. DEGREE COURSE LIFE
ORIENTED EDUCATION ETHICS – I: RELIGION AND VALUE
SYSTEMS

HRS / WK

:1

CODE: U15VE2LVE01

CREDITS :1

MARKS : 100

OBJECTIVES:

- To Understand My and Other Religions and Culture
- To Appreciate My and Other Religions and Culture
- To Learn from other Religions and Culture
- To Interact with My and Other Religions and Culture to enhance My faith in My religion.
- To Help the students to become aware of the negative forces of religions.

UNIT – I: RELIGION

God – concept of faith, Faith, Meaning, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, come-union, socialization.

UNIT – II: DIFFERENT RELIGIONS

Basic characteristics and basic thoughts- Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

UNIT – III: UNITY OF RELIGION

Unity of Vision and Purpose- Respect for Other's Faith, Inter Religious Co-operation, Religious Pluralism as a fact and Religious Pluralism as a value.

UNIT – IV: FUNDAMENTALISM, COMMUNALISM AND SECULARISM

Meaning and impact of Fundamentalism-Communalism-Violence and terrorism – Tolerance
– Secularism - Individualism

UNIT – V: VALUE SYSTEMS

Value and Value Systems - Moral Values -Individuals and the need to stand for values in the concept of Globalization – Consumerism - Will power to live up to your values - Healthy body for empowerment – Physical health and Mental hygiene, food and exercises.

REFERENCES:

1. Social Analysis (a course for all first year UG students), 2001. Department of Foundation Courses, Loyola College, Chennai-34.
2. Special topics on Hindu Religion, 2001. Department of Foundation Courses, Loyola College, Chennai-34.

3. Religion: the living faiths of the world, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
4. Sydney Am Meritt, 1997. Guided meditations for youth.
5. Marie Migon Mascarenhas, 1986. Family life education- Value Education, A text book for College students.

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2
B.A/B.Sc./B.Com/B.R.Sc/B.C.A-DEGREE COURSES
LIFE ORIENTED EDUCATION
CATECHISM – I: GOD OF LIFE

HRS / Wk: 1
CODE: U15VE2LVC01
CREDIT: 1
MARKS: 100

OBJECTIVES:

- To enable the students to know God and his Salvific acts through Holy Bible
- To enable the students to know about the Paschal Mystery

UNIT – I: CREATION AND COVENANT

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation through covenants (Pentateuch) -Our response to God's covenant -Reason for its success and failure -The relationship of God with Israel -Image of God in Old Testament-God and me

UNIT – II: GOD OF THE PROPHETS

God's care for the humanity through Prophets-Major (Isaiah, Jeremiah) Minor (Amos) and Women (Deborah) - Prophets-Their life and mission - Theology of Prophets -Concept of sin and collective sins expressed by prophets and God's saving love

UNIT – III: GOD OF WISDOM

God experience through wisdom Literature, its origin and growth

UNIT – IV: SYNOPTIC GOSPELS

Synoptic Gospels and John's Gospel – Author –historical background –Chief message of each Gospel and for whom it was written. A few passages for the study of parallelism in the synoptic gospels

UNIT – V: LUKE'S GOSPEL

Study of Luke's Gospel in detail – specialty of the gospel – main emphasis of the message – meaning and blessing of suffering and paschal joy in one's life. Passion – Paschal mystery

REFERENCES:

1. Catechism of the Catholic Church published by Theological Publications in India for the Catholic Hierarchy of India, 1994
2. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition for India.
3. VaalvinValizha – St. John's Gospel – Fr. Eronimus

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/ B.Sc/ B.Com/ B.R.Sc/ B.C.A DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – I: NEW TESTAMENT

HRS / Wk :1

CODE: U15VE2LVBO1

CREDIT : 1

MARKS : 100

OBJECTIVE:

- Developing the passion for the Word of God – Jesus and inculcating the thirst of Missionaries being a disciple of Christ.

UNIT – I: BIBLE – THE WORD OF GOD

- Books of the Bible – Division into Old Testament and New Testament – history of the Bible-
- Messiah Prophecies(Isaiah 9:6,40:3,53:1-12,61:1-3,Micah 5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat 3:1-17,14:1-12)
- The Birth, Passion and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1 :18-21)

UNIT – II: MINISTRY OF JESUS

- Miracles (Mark 2:1-12,Luke 4:38-41,6:6-11,7:1-17,8:26-56,John 2:1-12)
- Parables (Luke 6:46-49,8:4-15,10:25-37,15:1-32)
- Preaching
 - Sermon on the mount (Mat 5-7)
 - Lord's Prayer (Luke 11: 1-13)
 - Kingdom of God (Mat 13: 24-50)
- Prayer life of Jesus (Luke 5:12-16,John 11:41-45,17:1-26,Mark 14:32-42)
- Rich and Poor (Luke 16: 19-31,21:1-4)

- Women Liberation (John 4:1-30,8:1-4)
- Women in the New Testament
- Martha & Maria (Luke 10: 38- 42, John 11: 1-46)

UNIT – III: CHURCH – BIRTH AND GROWTH

- Early Church
- Birth (Acts 2:1-41)
- Unity and sharing (Acts 2:42-47,4:1-37,5:1-11)
- Witnessing life (Acts 3:1-26,5:12-42,8:26-40, 16:20-34)
- Comparison between early Church and present Church.

UNIT – IV: DISCIPLES AND APOSTLES

- Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1: 13-14)
- Betrayal and the change in the life of St.Peter (Luke 22:1-7,Acts 2:1-41,12:1-17)
- St.Andrew (Mat 4:18-20,John 1:35-42,6:1-14)
- St.Stephen (Acts 6,7)
- St.Paul (Acts 8,9,14,17,26 and 28)

UNIT – V: MISSIONARIES AND EVANGELISTS

- St.Thomas (John 20:24-31) & Missionary to India\Pandithar Rama Bai
- William Carrie
- Dr.Ida Scudder& St. Britto (Oriyur)
- Amy Carcheal
- Mother Teresa (Calcutta)
- Devasagayam (Nagercoil)
- Staines & Family

REFERENCES:

1. John Stott, 1994, “Men with a Message”, Angus Hudson Ltd. London.

HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

TAMIL DEPARTMENT

BA/ B.SC/ B.COM DEGREE

Part - I : Language: Tamil Paper - II

Total Hours : 75

Hrs : 5Hrs /Wk

Credit : 3

Code : U15TL2TAM02

Marks : 100

நோக்கங்கள்:

1. இறைச் சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
2. தமிழ்ச் சான்றோர்களின் சிறப்புகளை அறிமுகப்படுத்துதல்.
3. மாணவர்களின் நல்லெண்ணங்களை மேம்படுத்துதல்.
4. நட்புணர்வை மாணவர்கள் மனதில் பதியவைத்தல்.

பயன்கள்:

1. இப்பாடம் மாணவர்களிடையே ஆன்மீக அறிவு அறிமுகமாகவும், வளரவும், ஆழப்படவும் துணைபுரிகின்றது. இது ஓர் இயற்கைப் பூங்கா.
2. தமிழை நேசித்து, தமிழ்ச் சான்றோர்களின் மீது மதிப்புக் கொள்ளவும், தானும் சான்றோர் ஆகவும் இது ஒரு பாலமாக பயன்படுகிறது.
3. ஊற்றுக்களாய் மாணவிகளிடையே மறைந்து கிடக்கும் நல்லெண்ணங்களை வெளிக்கொணரவும் நேர்மறைச் சிந்தனைகள் தோன்றவும் பயன்படுவதால் இது ஒரு நூலகமாகும்.
4. வாழ்க்கையில் நட்பின் தேவையை உணர வைக்கும் வழிகாட்டியாகத் திகழ்கிறது. இது வாழ்க்கைப் பெட்டகம்.

பாடத்திட்டம்

அலகு:1 செய்யுள்

1. தேவாரம் - சுந்தரர் (திருமழப்பாடி)
2. திருவாசகம் - மாணிக்கவாசகர் (குயில் பத்து)

- | | |
|-----------------------------|---|
| 3. திருமந்திரம் | - திருமூலர் |
| 4. திருப்பாவை | - ஆண்டாள் |
| 5. நாலாயிர திவ்வியபிரபந்தம் | - குலசேகராழ்வார் (பெருமாள்
திருமொழி) |

அலகு:2 செய்யுள்

- | | |
|------------------------------------|---------------------------|
| 6. மீனாட்சியம்மை பிள்ளைத்தமிழ் | - குமரகுருபரர் |
| 7. இரட்சணிய யாத்திரிகம் | - எச்.ஏ.கிருட்டிணப்பிள்ளை |
| 8. வேதநாயகம் சாஸ்திரியார் பாடல்கள் | - வேதநாயகம் பிள்ளை |
| 9. நபிகள் நாயக மான்மிய மஞ்சரி | - செய்கு தம்பிப் பாவலர் |

அலகு:3

தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
பல்லவர்காலம்
நாயக்கர்காலம்

அலகு:4

படைப்பிலக்கியம் - புதினம்
கல்கி - பார்த்திபன் கனவு

அலகு:5

கடிதம் எழுதுதல்

பாட நூல்கள்

செய்யுள்	- தமிழாய்வுத்துறை வெளியீடு
தமிழ் இலக்கிய வரலாறு	- தமிழாய்வுத்துறை வெளியீடு
கல்கி	- பார்த்திபன் கனவு
கடித இலக்கியம்	- பயிற்சி ஏடு.

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-II PROSE, DRAMA, GRAMMAR-II, COMPREHENSION
SEMESTER –II

HRS/WEEK :
5
CREDITS : 3

CODE:
U15HN2HIN02
MARKS : 100

UNIT – I : Bharat matha, Premchand, Taj mahal ki Aathma Kahani, Mahakavi Prasadh,
Meritheertha yatra

UNIT- II : Sathyameva jayathe - Drama (chapter 1& 2)

UNIT- III :Sathyameva jayathe–Drama (chapter 3)

UNIT- IV :General Grammar (Sarvanaam, Kriya, Kaal, Karak, Ne Ka niyam)

UNIT- V : Comprehension–Prose passages

Books Prescribed :

- Naveen Gadhya Chayanika – D.B.H.P. Sabha Publishers, Chennai-17
- Sathyameva Jayathe – D.B.H.P. Sabha Publishers, Chennai-17
- General Grammar – D.B.H.P. Sabha Publishers, Chennai-17

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH
SYLLABUS SEMESTER II

PART I - LANGUAGE - FRENCH PAPER II [GRAMMAR, CIVILISATION &
TRANSLATION (ÉCHO A1 2e édition)]

(For candidates admitted 2013 onwards)H

HRS/WEEK : 5

CREDIT : 3

CODE : U15FR2FRE02

MARKS : 100

Unit 1 Quelle journée !

La conjugaison pronominale, l'impératif, l'expression de la quantité – les activités quotidiennes, les achats et l'argent – demander des nouvelles de quelqu'un – le comportement en matière d'achat et d'argent.

Unit 2 Qu'on est bien ici !

Les prépositions et les adverbes, les verbes exprimant un déplacement – le logement, la localisation, l'orientation, l'état physique, le temps qu'il fait – demander de l'aide, exprimer une interdiction – le climat en France, les cadres de vie (ville et campagne)

Unit 3 Souvenez-vous ?

Emplois du passé composé et de l'imparfait – les moments de la vie, la famille, les relations amicales, amoureuses, familiales – demander/donner des informations sur la biographie d'une personne – le couple et la famille.

Unit 4 On s'appelle ?

Les pronoms compléments directs et indirects – les moyens de la communication – aborder quelqu'un, exprimer une opinion sur la vérité d'un fait – les conseils de savoir-vivre en France.

Unit 5 Un bon conseil ! ; Parlez-moi de vous !

L'expression de déroulement de l'action, les phrases rapportées – le corps, la santé et la maladie – téléphoner, prendre rendez-vous, exposer un problème – les conseils pour faire face aux situations d'urgence.

La place de l'adjectif, la proposition relative, la formation des mots – la description physique et psychologique des personnes, les vêtements et les couleurs – demander/donner une explication – quelques styles comportementaux et vestimentaires en France.

TEXT BOOKS :

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE Authors: J. Girardet
and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2012.

(for candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
2015 - 2016
I B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER II
PART II – ENGLISH II - GENERAL ENGLISH PAPER II

HOURS – 6 PER WEEK

CREDIT : 3

CODE : U15EL2GEN02

OBJECTIVES

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of the standard language for communication.

UNIT I – SELF

Listening- Specific information from demonstration and instructions, transfer of information. Speaking - Sharing expressions, dreams and expressing opinions.

Reading -Skimming and Scanning for specific information, reading for local comprehension. Writing - Story Writing

Grammar - Articles and Sentence Pattern

Vocabulary - Meanings, Synonyms, Antonyms

Composition - Transfer of information: Paragraph to Bar graph/pie chart General Essay - Courage is the key to success

TEXTS

1. *When I have fears* by John Keats (poem)
2. *Key to courage* by I.A.R. Wylie (prose)
3. *The Far and the Near* by Thomas Wolfe (Short Story)

UNIT II – STRENGTHS

Listening - Listening to a process Speaking - Telephone Etiquette

Reading - Loud reading with pause, intonation and expression in dialogue form Writing - Writing about oneself (strengths& weaknesses, Have's & Have not's) Grammar- Subject verb agreement, Prepositions

Vocabulary- One word substitute in the context Composition- Letter Writing - informal letters

General essay – A bird in hand is worth two in bush.

TEXTS

1. *My early days* (An extract from *Wings of fire* by A.P.J. Abdul Kalam (prose)
2. *The robe of peace* by O. Henry (Short Story)
3. An extract from *Androcles and the lion* by G.B. Shaw (play)
4. *Give me the strength* by Tagore's *Gitanjali*

(poem) UNIT III - POSITIVE SHORTCOMINGS

Listening - Listening to facts and opinions and trying to differentiate it

Speaking - Pair Work – about have's & have not's, understanding the strengths and overcoming the weaknesses

Reading - Reading newspapers, articles, magazines, anecdotes for global and specific in analytical thinking

Writing - Filing Complaints, Travelogues

Grammar - Tenses, Direct and Indirect
Speech Vocabulary - Compound words
Composition - Dialogue Writing
General essay – Adversity is the seed of success.

TEXTS

1. *The Ballad of father Gilligan* by Alexander Pope (poem)
2. *Six thinking hats* by Edward de Bono (prose)
3. *A cup of tea* by Katherin Mansfield (Short Story)
4. An extract from Shakespeare's *As you like it* (Act II Scene I lines 12 -17)

UNIT IV POTENTIALS

Listening - Listening to the description of personalities, historical places and monuments
Speaking - Group Discussion – Totally controlled, partially controlled, Free
Reading - Parallel Reading, reading for pleasure
Writing - Letter writing – formal letters
Grammar - Adjectives, Degrees of Comparisons
Vocabulary - Idioms and Phrases
Composition - Debates and Discussions
General essay – My potentials

TEXTS

1. *The flower* by Tennyson (poem)
2. *How to avoid argument* by Sam Horn (prose)
3. *The child is father of man* by Wordsworth (poem)
4. An extract from *Pygmalion* by G.B. Shaw

UNIT V ACHIEVEMENTS

Listening - Listening to comparisons and arguments
Speaking - Performance
Reading - In-depth reading
Writing - Script writing of story to play
Grammar - Question Tags
Vocabulary -
Homophones
Composition
- Essay Writing
General essay - The reward of hard work.

TEXT

- S
1. *The Garden* by Dom Moraes (poem)
 2. *On saying please* by A.G. Gardiner (prose)
 3. *One good turn* by A.E.M. Bayliss (play)

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HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2 BBA
FROM 2015 ONWARDS - SEMESTER II MAJOR CORE - 2
MANAGEMENT ACCOUNTING

NO.OFHOURS :6
NO.OFCREDITS:6

CODE :U15BB2MCT02
MARKS :100

COURSE OBJECTIVE:

- i) To provide an understanding of various tools of financial analysis.
- ii) To enable the students to interpret financial data.

UNIT -I INTRODUCTION

A: Management accounting: Scope - Relationship between Cost, Financial and Management accounting - Analysis of Financial statements- Tools for analysis - Comparative statement - Common size statements and Trend analysis.

UNIT II - RATIO ANALYSIS:

Ratio analysis: Ratios for Liquidity, Solvency and Profitability.

UNIT –III CASH FLOW ANALYSIS And MARGINAL COSTING

A: Cash Flow Analysis :Concept of Cash – Cash from operation- Cash flow Statement

B: Marginal costing; Marginal costing - Contribution - Profit - Volume ratio, Break-Even point - Cost-Volume - Profit analysis - Managerial applications of marginal costing.

UNIT IV: STANDARD COSTING & VARIANCE ANALYSIS

Standard costing - Variance analysis - Material – Labour variances

UNIT- V BUDGET FOR PLANNING AND CONTROL

Budgetary control - Objectives- Merits – Limitations – Functional Budgets - Fixed and Flexible Budget – Master Budget – Cash Budget.

THEORY - 30% PROBLEMS - 70%

TEXT BOOK:

- Dr.R.Ramachandran,
Dr.R.Srinivasan : Management Accounting, Theory, Problems & Solutions
Sriram Publications,
1-G, Kalyanapuram, Tennur, Tiruchy-620 017.

BOOKS RECOMMENDED:

- Dalston L. Cecil
Jenitra L. Merwin : Management Accounting Learn Tech Press, 99, M.M. Nagar,
Uyakondan Thirumalai,
Trichy – 620 102
- Maheswari S.N. : Management Accounting; Sultan Chand
and Sons, New Delhi
- Arora M.N : Cost Accounting – Principles and
Practices; Vikas, New Delhi

HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPALLI-2.
BBA FROM 2015 ONWARDS SEMESTER II
MAJOR ELECTIVE-1
BUSINESS ENVIRONMENT

NO.OFHOURS :4
NO.OFCREDITS:4

CODE :U15BB2MET01
MARKS:100

COURSE OBJECTIVE:

To enable the students to identify the different environments of business and to analyze the impact of them on the business.

UNIT: I – NATURE AND SCOPE OF BUSINESS
ENVIRONMENT

Business: Meaning – Characteristics - Environments of Business - Micro and Macrobusiness environment - Changing concept and objectives of Business. Business Ethics: Social responsibilities of Business - Consumer Rights: Consumer Protection Act - Procedure for filing complaints and redressalmechanisms.

UNIT: II – ECONOMICENVIRONMENT

Economic Systems; Capitalism, Socialism, Mixed Economy. The mixed Economy of India. Economic Roles of Government - The Constitutional Environment - Economic, Monetary and Fiscal Policy. State and Union Budgets - Finances of the Union and State Governments - Finance Commission.

UNIT: III – GLOBAL ENVIRONMENT

Privatization - Defects of Public sectors - Benefits of Privatization and reaction to Privatization - Ways ofPrivatization. Globalization:Strategies- Importance of Globalization. Multinational Companies: Investments patterns motives - Benefits - Code of conduct. Role of Foreign Capital: Private Foreign Capital – Limitations - Dangers - Government polices in ForeignCapital.

UNIT: IV – LABOUR ENVIRONMENT

Workers' Participation in Management: Problems and Limitations - Forms of Participation's, Schemes in India. Exit Policy: Need for Exit Policy - Patents protection - Patents Law in India - Dunkel Draft Vs. Indian Patents Law – WTO - Issues relating to environment and labour standards.

UNIT: V – TECHNOLOGICAL AND SOCIO CULTURAL
ENVIRONMENT

Technological Environment: Concept of Technology – Appropriate technology process of innovation – Rates of technology development for selected industries (agriculture, Computer, Drugs) – Bench Marking
Socio Cultural Environment: Impact on Business - Emerging middle class- Rise in consumer spending – Social responsibility – Socio audit – political and Economical Environment- social media and its role in Business.

TEXT BOOK:

- Francis Cherunilam : Business Environment, Himalaya Publishing House, New Delhi, 2008.

BOOKS RECOMMENDED:

- C.B.Gupta : Business Environment, Sultan & Sons New Delhi, 2009
- Aswathappa K. : Essentials of Business Environment; Himalaya Publishing House, New Delhi.
- Michael : Business Environment, Vikas, 2005 Publishing House, Delhi, 2005
- Sundaram & Black : The International Business Environment; Prentice Hall, New Delhi, 2005
- Agarwal A.N : Indian Economy; Vikas Publishing House, Delhi, 2005

HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPALLI-2.
BBA FROM 2015 ONWARDS SEMESTER II MAJOR ELECTIVE-1
OFFICE ORGANISATION & MANAGEMENT

NO.OFHOURS :4
NO.OFCREDITS:4

CODE :U15BB2MET02
MARKS:100

OBJECTIVES

- To enable the students to understand the functions of an office.
- To enable the students to understand the maintenance of office records and office communications systems.

UNIT – I INTRODUCTION TO OFFICE MANAGEMENT

Importance of Office Management - Office manager and his job; Office Environment -Location: Planning and layout of office accommodation - Virtual office.

UNIT – II OFFICE SYSTEMS AND COST CONTROL

Office systems and routines - Standardization, Standards and Work measurement - O & M- Office manuals: Importance, Types and Principles. Office Cost: Elements and Cost Control.

UNIT – III RECORDS MANAGEMENT

Records management – Filing and Indexing- Office Forms: Design and control. Supporting services – Purchase and Issue of office stationery and supplies;

UNIT – IV COMMUNICATION SERVICE

Communication systems: Communication aids for Verbal, Non – Verbal and Written communication. Mailing service: Inward and Outward mail- e communication services: Methods, Trends and Importance.

UNIT – V BUSINESS PROCESS OUTSOURCING:

Introduction to Business Process Outsourcing – Benefits of BPO – Growth Drivers – BPO Models – BPO Companies in India.

BOOKS FOR STUDY

- Arora S.P., Office Organization & Management, New Delhi: Vikas Publishing.
- Gupta C.B, Office Organisation and Management, New Delhi: Sultan Chand and Sons.

BOOKS FOR REFERENCE

- Gosh P.K., Office Management, New Delhi: Sultan Chand and Sons.
- Pillai R.S.N., Office Management, New Delhi: Sultan Chand and Company.
- Sarika Kulkarni, (2006). Business Process outsourcing, New Delhi: Jaico Publishing House.
- Kumar.N,Mittal.R, (2001).Office Organisation And Management, New Delhi: Anmol Publications Pvt. Limited.
- Dr P N Reddy & Prof H R Appannaiah , (2005). Office Organisation And Management, New Delhi: Himalaya Publications.

HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPALLI-2.
BBA FROM 2015 ONWARDS
SEMESTER II - ALLIED COURSE -3
BUSINESS MATHEMATICS & STATISTICS FOR MANAGERS

NO. OFHOURS :4
NO. OFCREDITS:3

CODE:U15BB2AT03
MAX.MARKS:100

Objectives:

- To impart the knowledge on Simple Interest, Compound Interest, Differentiation and Integration
- To discuss the measures of dispersion and index numbers.

Unit I : MATHEMATICS OF FINANCE

Mathematics of finance Simple Interest – Recurring Deposit- Compound Interest – Depreciation.

Unit II: DIFFERENTIATION

Differentiation- Applications of the derivative – Arithmetic progression and geometric progression.

Unit III : STATISTICS

Statistics-Meaning & scope –Collection of data – Classification & Tabulation- diagram & Graphs (Histogram, polygon, Cumulative)Measures of central tendency,(Mean, Median, Mode).

Unit IV : MEASURES OF DISPERSION

Measures of Dispersion (Range, Quartile Deviation, Mean deviation, Standard deviation)

Unit V: CORRELATION AND CHI SQUARE

Correlation – Karl Pearson's Coefficient of correlation –Rank Coefficient of Correlation. Chi square test – Test of Goodness of fit – Test of Independence.

Books for Study:

Treatment as in

- Unit I & II, III : Business Mathematics and Statistics by P.R.Navaneethan.
- Unit IV, V - Business Statistics by P.R.Vittal.

(For the candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI
B.A/B.Sc./B.Com/B.R.SC/B.C.A/B.B.A DEGREE EXAMINATION
SEMESTER-II

SBE-1 SOFT SKILL DEVELOPMENT

Credits -2

Hrs – 2/Week

Code: U15RE2SBT01

General Objective:

The student understands the need for the development of self esteem, team spirit and communicative skills to prepare themselves for self development.

UNIT I:

Individual Capacity Building

Self awareness – building self-esteem – importance of having a strong self-esteem – developing positive attitude - .Anchoring on principles: Universal principles and values-forming & inculcating values-Leadership skills.

UNIT II :

Interpersonal skills

Trust worthiness-interpersonal communication-art of listening, reading and writing-art of writing-building relationship-empathy.

UNIT III:

Corporate skills

Vision, mission and goals: Concepts, vision setting, goal setting, Individual and Group goals, Concept of synergy, team building, group skills.

UNIT IV:

Management skills

Developing Body Language-Practicing etiquette and mannerism-Stress Management- Time Management Prioritization Importance and urgent activities-Time management to move towards life vision.

UNIT V:

Self Development Plan

Concept and Need for Self Development Plan-Preparing Self Development Plan9 Format is used to complete the self development Plan), Monitoring and Evaluation of self Development plan- Developing indicators for self development introduction to National Skill Development Mission.

REFERENCES:

Delhi Meena K.AyothiV. (2013). A Book on Development of Soft Skills (Soft Skills: A Road Map to Success), P.R. Publishers & Distributors, Trichy.

Francis Thamburaj S.J.(2009).Communications of skills for Professional Excellence,1st Ed., Grace Publishers,

Rathan ReddyB.(2005).Team Development and Leadership, Jaico Publishing House, Mumbai.

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A./B.Sc./B.Com./BCA&BBA, DEGREE EXAMINATION
SEMESTER II

RURAL ENRICHMENT AND SUSTAINABLE DEVELOPMENT

Hrs – 2/Week

Code: U15RE2SBT02

CREDITS :2

Course Objective:

The students are able to understand practically the Environmental concerns of rural areas and develop an alternative thinking through various field based intervention.

Unit-I

Village–Public Administration- Survey of natural resources and resource mapping of villages, village level Participating Approach (VLPA) – Role of NGO’S and SHG’S, Department of Rural development(central and state):

Unit-II

Green Revolution and industrialization cost climatic changes and mismanagement of natural resources- Reduced economic returns from agriculture-resultant social issues- poverty and farmer suicide- introduction to WTO, GATT and LPG and its impact on green Revolution.

Unit-III

Sustainable Development-Concepts , Environmental , social and economic aspects of sustainable development, sustainable development as solution to address rural issue-successful case studies from India

Unit-IV

Elements in sustainable development-Comparison and Compliments of Traditional water shed and modern water shed management techniques-water shed management practices-rain water harvesting, managing existing rain water drainage canals, desilting, buns construction, check dams, micro irrigation, agro forestry and alternative agriculture models and agriculture implements –Afforestation- Honey Bee rearing-dairy farming.

Unit-V

Elements in sustainable development –addressing agriculture issues-traditional farming technology-organic farming-Zero budget farming-organic manures vermicompost-azolla cultivation panchakavya- amirthakaraisal, organic pesticides mulikaipuchiviratti-neem products-natural management in soil-precision farming soil fertility. Ecological sanitation-bio-diversity and natural resource-terrace farming-seed banking and kitchen garden.

REFERENCES:

- Packages of organic practices from Tamil Nadu Center for Indian Knowledge System(CIKS)
- .2.www.fao.org.in

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc. / B.C.A. DEGREE COURSE LIFE
ORIENTED EDUCATION ETHICS – I: RELIGION AND VALUE
SYSTEMS

HRS / WK :1
CODE: U15VE2LVE01
CREDITS :1
MARKS : 100

OBJECTIVES:

- To Understand My and Other Religions and Culture
- To Appreciate My and Other Religions and Culture
- To Learn from other Religions and Culture
- To Interact with My and Other Religions and Culture to enhance My faith in My religion.
- To Help the students to become aware of the negative forces of religions.

UNIT – I: RELIGION

God – concept of faith, Faith, Meaning, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, come-union, socialization.

UNIT – II: DIFFERENT RELIGIONS

Basic characteristics and basic thoughts- Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

UNIT – III: UNITY OF RELIGION

Unity of Vision and Purpose- Respect for Other's Faith, Inter Religious Co-operation, Religious Pluralism as a fact and Religious Pluralism as a value.

UNIT – IV: FUNDAMENTALISM, COMMUNALISM AND SECULARISM

Meaning and impact of Fundamentalism-Communalism-Violence and terrorism –
Tolerance
– Secularism - Individualism

UNIT – V: VALUE SYSTEMS

Value and Value Systems - Moral Values -Individuals and the need to stand for values in the concept of Globalization – Consumerism - Will power to live up to your values - Healthy body for empowerment – Physical health and Mental hygiene, food and exercises.

REFERENCES:

6. Social Analysis (a course for all first year UG students), 2001. Department of Foundation Courses, Loyola College, Chennai-34.
7. Special topics on Hindu Religion, 2001. Department of Foundation Courses, Loyola College, Chennai-34.

8. Religion: the living faiths of the world, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
9. Sydney Am Meritt, 1997. Guided meditations for youth.
10. Marie Migon Mascarenhas, 1986. Family life education- Value Education, A text book for College students.

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2
B.A/B.Sc./B.Com/B.R.Sc/B.C.A-DEGREE COURSES
LIFE ORIENTED EDUCATION
CATECHISM – I: GOD OF LIFE

HRS / Wk: 1
CODE: U15VE2LVC01
CREDIT: 1
MARKS: 100

OBJECTIVES:

- To enable the students to know God and his Salvific acts through Holy Bible
- To enable the students to know about the Paschal Mystery

UNIT – I: CREATION AND COVENANT

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation through covenants
(Pentateuch) -Our response to God's covenant -Reason for its success and failure -The relationship of God with Israel -Image of God in Old Testament-God and me

UNIT – II: GOD OF THE PROPHETS

God's care for the humanity through Prophets-Major (Isaiah, Jeremiah) Minor (Amos) and Women (Deborah) - Prophets-Their life and mission - Theology of Prophets -Concept of sin and collective sins expressed by prophets and God's saving love

UNIT – III: GOD OF WISDOM

God experience through wisdom Literature, its origin and growth

UNIT – IV: SYNOPTIC GOSPELS

Synoptic Gospels and John's Gospel – Author –historical background –Chief message of each Gospel and for whom it was written. A few passages for the study of parallelism in the synoptic gospels

UNIT – V: LUKE'S GOSPEL

Study of Luke's Gospel in detail – specialty of the gospel – main emphasis of the message – meaning and blessing of suffering and paschal joy in one's life.
Passion – Paschal mystery

REFERENCES:

4. Catechism of the Catholic Church published by Theological Publications in India for the Catholic Hierarchy of India, 1994
5. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition for India.
6. VaalvinValizha – St. John's Gospel – Fr. Eronimus

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/ B.Sc/ B.Com/ B.R.Sc/ B.C.A DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – I: NEW TESTAMENT

HRS / Wk :1

CODE: U15VE2LVBO1
CREDIT : 1
MARKS : 100

OBJECTIVE:

- Developing the passion for the Word of God – Jesus and inculcating the thirst of Missionaries being a disciple of Christ.

UNIT – I: BIBLE – THE WORD OF GOD

- Books of the Bible – Division into Old Testament and New Testament – history of the Bible-
- Messiah Prophecies(Isaiah 9:6,40:3,53:1-12,61:1-3,Micah 5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat 3:1-17,14:1-12)
- The Birth, Passion and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1 :18-21)

UNIT – II: MINISTRY OF JESUS

- Miracles (Mark 2:1-12,Luke 4:38-41,6:6-11,7:1-17,8:26-56,John 2:1-12)
- Parables (Luke 6:46-49,8:4-15,10:25-37,15:1-32)
- Preaching
 - Sermon on the mount (Mat 5-7)
 - Lord's Prayer (Luke 11: 1-13)
 - Kingdom of God (Mat 13: 24-50)
- Prayer life of Jesus (Luke 5:12-16,John 11:41-45,17:1-26,Mark 14:32-42)
- Rich and Poor (Luke 16: 19-31,21:1-4)
- Women Liberation (John 4:1-30,8:1-4)
- Women in the New Testament
- Martha & Maria (Luke 10: 38- 42, John 11: 1-46)

UNIT – III: CHURCH – BIRTH AND GROWTH

- Early Church
- Birth (Acts 2:1-41)
- Unity and sharing (Acts 2:42-47,4:1-37,5:1-11)
- Witnessing life (Acts 3:1-26,5:12-42,8:26-40, 16:20-34)
- Comparison between early Church and present Church.

UNIT – IV: DISCIPLES AND APOSTLES

- Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1: 13-14)
- Betrayal and the change in the life of St.Peter (Luke 22:1-7,Acts 2:1-41,12:1-17)
- St.Andrew (Mat 4:18-20,John 1:35-42,6:1-14)
- St.Stephen (Acts 6,7)
- St.Paul (Acts 8,9,14,17,26 and 28)

UNIT – V: MISSIONARIES AND EVANGELISTS

- St.Thomas (John 20:24-31) & Missionary to India\Pandithar Rama Bai
- William Carrie
- Dr.Ida Scudder& St. Britto (Oriyur)
- Amy Carcheal
- Mother Teresa (Calcutta)
- Devasagayam (Nagercoil)
- Staines & Family

REFERENCES:

1. John Stott, 1994, “Men with a Message”, Angus Hudson Ltd. London.

HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

TAMIL DEPARTMENT

BA/ B.SC/ B.COM DEGREE

Part - I : Language: Tamil Paper - III

Total Hours : 90

Code : U15TL3TAM03

Hrs : 6Hrs /Wk

Marks : 100

Credit : 3

நோக்கங்கள்:

1. வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை எடுத்துரைத்தல்
2. சமூக வாழ்க்கைப் பற்றிய விழிப்புணர்வினைத் தோற்றுவித்தல்
3. ஆன்மீக உணர்வுகளை வலுப்படுத்துதல்

பயன்கள்:

1. காப்பியங்களைப் பயில்வதன் மூலமாக மாணவர்கள் அறக்கருத்துக்களை உணர்ந்து கொள்ளுதல்.
2. சமூக மாற்றங்களைக் கண்டறிந்து மேம்பாடுகளை உருவாக்கச் செய்தல்
3. கலைநுட்பங்களையும் பண்பாட்டுச் சிறப்புக்களையும் உணர்ந்து கொள்ளச் செய்தல்

அலகு:1 செய்யுள்

1. சிலப்பதிகாரம் - கடலாடு காதை
2. மணிமேகலை - உலகவறவி புக்க காதை
3. கம்பராமாயணம் - கங்கைப் படலம்

அலகு:2 செய்யுள்

4. இரட்சணிய யாத்திரிகம் - மரணப் படலம்
5. சீறாப்புராணம் - ஒட்டகை பேசிய படலம்

அலகு:3

தமிழ் இலக்கிய வரலாறு
சோழர் காலம்

அலகு:4

நாடகம்
சத்திய வேள்வி - அயக்கண்

அலகு:5

கோயிற்கலை - திட்டக்கட்டுரை, வினாடி வினா

பாட நூல்கள்

1. செய்யுள் - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை வெளியீடு
3. நாடகம்
அய்க்கண் - சத்திய வேள்வி
4. கோயிற்கலை - தமிழ்த்துறை வெளியீடு

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-III POETRY, PREDICS, HISTORY OF HINDI LITERATURE
SEMESTER – III

HRS/WEEK : 6
CREDITS : 3

CODE:
U15HN3HIN03
MARKS : 100

UNIT – I : Shubhagaman, Man, Tere ghar ked war bahuth
hym Memory poem : - Kabir das Ke Dohe - 6
Thulasidas Ke Dohe - 6 Rahim Ke Dohe - 6

UNIT- II : History of Hindi Literature :
Essay Type Questions : Veeragatha Kaal

UNIT- III :Bakthi Kaal

UNIT- IV : Poetics

- a. Ras : Shringar, karun, Hasya, Veer
- b. Alankar : Anupras, Yamak, Upama, Roopak
- c. Chand : Choupayee, Baravai

UNIT- V :Kavi Parichaya : Ayodiya singh upadyaya Harioudh, Maithili Sharan Gupth,Siyaram Sharan
Gupth, Kabir, Thulasi das

Books Prescribed :

- Naveen Padhya Rathnakar– D.B.H.P. Sabha Publishers, Chennai-17
- Pracheen Padhya Sangrah– D.B.H.P. Sabha Publishers, Chennai-17
- Hindi Sahitya Ka Sanshitpta Itihas – Rajnath Sharma, Agrwal Publication, Uttar Prakash
- Kavya Pradeep – Ram Bahori Shukla, Hindi Bhavan, Illahabad.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SYLLABUS

SEMESTER III

PART I - LANGUAGE - FRENCH PAPER III [LANGUAGE & CIVILISATION
(ÉCHO A2 2e édition)]

(For candidates admitted 2013 onwards)

HRS/WEEK : 6

CREDIT : 3

MARKS : 100

CODE : U15FR3FRE03

Unit 1 Vivement demain !

Le futur, la comparaison des qualités, des quantités et des actions – la santé – le travail dans trente ans – la vie quotidienne - l'éducation et la formation (l'enseignement en France) – faire des projets.

Unit 2 Tu as du boulot ?

Le pronom « en » et « y » - exprimer une condition : si + présent, si + passé composé, exprimer des préférences – les emplois de demain - des idées pour créer une entreprise – le travail en France.

Unit 3 Qu'en pensez-vous?

L'emploi du subjonctif, l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements – la vie politique - l'organisation administrative et politique de la France.

Unit 4 C'est tout un programme !

Les propositions relatives, la formation des adverbes, la forme « en + participe présent » - parler de la télévision et de la radio - comment les Français s'informent (la télévision et la presse en France)

Unit 5 On se retrouve

L'emploi et la conjugaison de l'indicatif – parler de son apprentissage du français langue étrangère – les rencontres : modes et comportements – une vraie vie de quartier grâce à Internet – formules pour un premier contact par écrit.

TEXT BOOKS :

ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,
2010.

(for candidates admitted from 2014 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
2015 - 2016

I B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER III
PART II – ENGLISH III - GENERAL ENGLISH PAPER III

HOURS – 6 PER WEEK

CREDIT : 3

CODE :U10EL3GEN03

OBJECTIVES

To reinforce the LSRW skills of students.

To enhance their study skills and literary skills through a selection of prose extracts. To develop soft skills such as presentation and group discussion skills.

To strengthen sub skills including vocabulary, grammar, comprehension, argumentative and imaginative writing

UNIT I

A Little Bit of What You Fancy :*Desmond Morris*

UNIT II

The Avenger :*Anton Chekov*

UNIT III

Know When to Say ‘It’s None of Your Business’: *Mark McCormack*

UNIT IV

The Second Crucifixion: *Larry Collins and Dominique Lapierre*

UNIT V

General Essay – 5 topics given

Idioms and Phrases - 20 Idioms and phrases given

BOOKS FOR REFERENCE

Anand, Renu .,& Rajeevan, Geetha. *Images of Life:An Anthology of Prose*. New Delhi: Foundation Books, 2007. Print.

List of Idioms and Phrases:

1. To tuck in
2. In tune with
3. To frown upon
4. In favour of
5. In vogue
6. To gloat at
7. On the contrary
8. Prompted by
9. To pale to nothing
10. To wax enthusiastic
11. To figure one out
12. Crystal clear

13. Grey area
14. To have second thoughts
15. On red alert
16. On a fool's errand
17. To be taken aback

18. To storm
19. Trouble spots
20. Flood of humanity

GENERAL ESSAY TOPICS

1. Women are not as intelligent as men.
2. The use of the internet and the computer.
3. Life in the next decade.
 4. The ways of using the cell phone to minimize health hazards.
5. How will you save the planet?

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI
B.B.A. SEMESTER III
MAJOR CORE - 3
QUANTITATIVE TECHNIQUES

NO.OFHOURS:5
NO.OFCREDITS:5

CODE :U15BB3MCT03
MARKS :100

COURSE OBJECTIVE: To impart the overall view of the subject of Operations Research and to enable the students to apply the techniques in solving problems relating to marketing, finance and production.

Unit - I:

Operations research - Linear programming problem - Formulation of Lpp - Graphical solution - Simplex method.

Unit - II:

Transportation problem - Initial basic feasible solution by North-West Corner rule - Matrix minima, VAM method - Optimal basic feasible solution by MODI method - Assignment problem.

Unit - III:

Inventory management - Types of inventory - Need for inventory control - Economic order quantity - EOQ with shortages.

Unit - IV:

Replacement decisions - Replacement policy without change in money value - Replacement of items that fail completely (group replacement).

Unit - V:

Network scheduling - PERT/CPM - Queuing theory - Single channel queuing problems.

TEXT BOOK:

- Kanti Swarup, Manmohan and Gupta : Operations Research Sultan Chand Sons., 06

BOOKS RECOMMENDED:

- Hamdy A. Taha : Operations Research
➤ Prem Kumar Gupta, D.S. Hira : Operations Research, S. Chand & company Ltd., New Delhi 2010

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER III MAJOR
CORE - 4
COST ACCOUNTING

NO.OFHOURS :5
NO.OFCREDITS:5

CODE :U15BB3MCT04
MARKS :100

COURSE OBJECTIVES

- To enable the students to understand the basic principles of CostAccounting.
- To develop skills in the preparation of CostAccounts.

UNIT I: INTRODUCTION

Cost Accounting; Scope and Objectives - Cost Accounting and Financial Accounting - Methods and Techniques of Costing. Cost Concepts and Classification - Cost Sheet - Tenders and Quotations.

UNIT II MATERIAL

Materials Cost : Purchase Control - Stores Control - Fixation of various levels - Perpetual Inventory System - ABC analysis; Control over Issues - Methods of pricing material issues - FIFO, LIFO, Average Cost Method and Base Stock Method.

UNIT III: LABOUR AND OVERHEADS

A. Labour Cost: Labour Turnover - Idle time, Overtime - Computation of Labour Cost - Systems of wage payment - Premium and BonusPlan.

B. Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate – Activity basedcosting.

UNIT IV: CONTRACT COSTING AND PROCESS COSTING

A. Contract Costing - Cost PlusContracts - EscalationClause.

B. Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalentproduction).

UNIT V:SERVICE COSTING & RECONCILIATION OF COST &
FINANCIAL ACCOUNTING

Service Costing - Transport Costing - Reconciliation of cost and financial accounts.

Theory-20% Problems -80%

TEXT BOOK

- Reddy & HariPrasad
Reddy : Cost Accounting, MarghamPublications,
Chennai.

BOOKS FOR REFERENCE

- Jain S.P.&NarangK.L. : Cost Accounting; Kalyani, NewDelhi.
- Horngren,Charles,
FosterandDatar : Cost Accounting-A ManagerialEmphasis;
Prentice- Hall of India, New Delhi.
- Khan M.Y andJainP.K : Management Accounting; TataMcGraw
Hill.
- MaheshwariS.N. : Advanced Problems and Solutions inCost
Accounting; Sultan Chand, New Delhi.
- Arora M.N. : Cost Accounting-Principles andPractice;
Vikas, NewDelhi.
- Pillai&Bhagawati : Cost Accounting, Sultan Chand,New
Delhi.

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HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER III- ALLIED- 4
INFORMATION TECHNOLOGY IN BUSINESS

NO.OF HOURS :4

CODE:U15BB3AOT04

NO.OFCREDITS:3

MARKS:100

OBJECTIVES:

- To make the students familiar with the use of IT and the various facets of IT.
- To equip the students with practical skills to use computers.

UNIT –I

INTRODUCTION TO INFORMATION TECHNOLOGY:

Information Technology – Meaning – Need – Components Role of IT – IT in business, IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT – E-Commerce, IT and supply chain management, IT and SIS, Electronic Data Interchange (EDI), Mobile Communication, Bluetooth, Global Positioning System (GPS), Infrared Communication, Smart Card, Blue Laser Disc, Nano Technology, DNA Computing, Quantum Computer, Holographic Memory, IT and Ethical Issues – Privacy, Accuracy, Property and Accessibility Issues.

UNIT – II

OPERATING SYSTEMS: Operating Systems – Meaning and Definition – Functions – Microsoft Windows 7 -Task Bar, Desktop and customizing. My computer – setting, control panel components. - Windows explorer-using help and search features. - Word processing using Ms Word 2007: Basics – Working with word –Formatting – Using cut – copy – Paste. Bullet and numbering – Header and footer – working with tables – using spelling and grammar dialog box using auto correct– using synonyms and thesaurus – adding graphics – drawing objects – mail merge.

UNIT – III

MS-EXCEL:

Spread sheet using Microsoft Excel 2007. Excel environment – Basics – working with worksheet – entering data – navigating through cells – naming and renaming cells – editing a worksheet – cut – copy, paste functions – find and replace features – Formulas and functions – using auto sum ,auto fill and command – creating and inserting a chart and transporting to word and power pointdocuments.

UNIT – IV

MS-POWERPOINT:

Making presentation using Microsoft Power Point 2007. Power Point Environment – Basics – Designing and creating a Presentation – Using design templates. Working with different views. Working with slides – creating a new slide – inserting a slide – cut – copy-paste functions – navigating in power point – slide numbering – running the slides. Working with text and Graphics. Adding multimedia and animation – adding transition – inserting pictures and tables from other office products. Creating and using master slides.

UNIT – V

APPLICATIONS OF E-COMMERCE:

E-Commerce – meaning, Need, Advantages, Types - Security features- Electronic Commerce framework – The Anatomy of E-Commerce Applications: Electronic consumer Applications – Electronic commerce Organizations Applications. Electronic Payment Systems: account setup and costs – opening a first virtual transaction Process- confirming Transaction encryption and cryptography-An Introduction to Cyber Law- Basic Concepts of Technology and law: understanding the technology of internet – Scope of Cyber Laws – Information technology Act2000.

TEXT BOOKS

- IITL Education Solution Ltd, Introduction to Information Technology, Dorling, Kindersley (India) Pvt. Ltd, New Delhi.
- Bouton (latest version) Adobe Photoshop Fundamental with imageready2, BPB Publications, New Delhi.

BOOKS FOR REFERENCES

- Efraim Turban et al, (2006), Introduction to Information Technology, Wiley India Pvt. Ltd., New Delhi.
- Leon, (2006), Introduction to computers, Vikas Publishing House Pvt.Ltd., New Delhi.
- Srinivasa Vallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
- Alexix Leon and Mathew Leon, (2005), Introduction to Computers with MsOffice 2000, TMH, New Delhi.
- Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House Pvt Ltd, New Delhi.
- Hand book of Cyber laws , V.Sharma, Macmillan India Limited, 2003.
- 7. Vivek Sood “Cyber Law Simplified “ Tata McGraw – Hill Companies.
- 8. E-Commerce – Kamlesh k Bajaj and Debjani Nag.

PRACTICALS

1. Typing and formatting a page in MsWord
2. Typing all kinds of letters.
3. Typing a Resume
4. Creation of tables in Ms Word and entering text and numeric data
5. Use of mail Merge
6. Pay roll preparation in Excel
7. Mark Sheet preparation in Excel
8. Sales Report in Excel
9. Preparing a graph for a given data
10. Creating power point file using templates and master slides
11. Importing data from Word and Excel to power point slides
12. Inserting picture files and audio files
13. Using animation and slide transition schemes in slides
14. Opening net banking account

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER III SKILL BASED ELECTIVE – 3
BUSINESS ETHICS

NO.OF HOURS: 2
NO.OF CREDITS: 2

CODE: U15BB3SBT03
MARKS: 100

COURSE OBJECTIVE

- To introduce the concept and importance of business ethics and corporate governance
- To know the facets of ethics management
- To know the ethical values and Indian ethos in Management

UNIT-I: BUSINESS ETHICS

Meaning – Definition – Nature – Importance – Ground Rules – myths – Methodology – Characteristics of Managerial Ethics.

UNIT-II: ETHICS MANAGEMENT

Ethical Dilemma – Ethical Decision Making – Ethical Reasoning – Ethical issues – Ethics Management – Key roles and responsibilities – Ethics Management Programmes – Benefits of Managing Ethics in Work Place – Organisation Ethics Development System (OEDS) – Organisational culture – Ethics Tools: Code of ethics – Guidelines for developing code of ethics – Value based leadership.

UNIT-III: ETHICAL VALUES

Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.

UNIT-IV: INDIAN ETHOS IN MANAGEMENT:

Basic Principles of Management as per ancient Indian wisdom and insight – Work life in Indian philosophy – Indian ethos for the work life – Quality of Work Life – Strategies for Work Life

UNIT-V: CORPORATE GOVERNANCE AND BUSINESS ETHICS:

Corporate governance and the good company- Corporate governance and the social responsibility of business - Corporate governance and the environment responsibility of business - corporate governance and business ethics - Business Ethics Sustainability.

TEXT BOOKS:

- Bhatia, S.K., Business Ethics and Corporate Governance.
- Bowie Norman, Business Ethics, Prentice Hall.

REFERENCES:

- Chakraborty, S.K., Management by Values, Oxford Univ.Press.

- Balasubramanian, R., Corporate Governance, IIM Bangalore.
- Laura P. Hartman, Perspectives in Business Ethics, Tata Mc GrawHill.
- Larue Tone Hosmer and La Rue Hosmer, The Ethics in Management, Irwin,2002
- Naresh B Shah, Values / Ethics in Management – Relevance &Application.
- Sherlekar, Ethics in Management, Himalaya,2008
- David Murray, Ethics in Management, CrestPub.2001.
- Marianne M. Jennings, Cases in Business Ethics, Delhi: Cengage LearningIndia.
- Balachandran & Chandrasekaran, Corporate Governance & SocialResponsibility, Prentice Hall,2010.
- Manna S & Chakraborti S, Values and Ethics in Business and Profession, PHI,2010.
- Murthy, CSV, Business Ethics- Text and Cases, Himalaya Publishinghouse, Mumbai,2006.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A./B.Sc./ B.Com./ B.C.A./B.B.A DEGREE COURSE
II YEAR: SEMESTER - III
(Students who are admitted from 2015 onwards)
GENDER STUDIES

Hours: 1Hr/wk CODE:

U15WS3GST01

CREDITS: 1

Objectives

To make boys and girls aware of each other's strength and weakness

To develop sensitivity towards both genders in order to lead an ethically enriched life

To promote attitudinal change towards a gender balanced ambience and women

empowerment Unit I

Concepts of Gender : Sex-Gender-Biological Determination-Patriarchy-Feminism-

GenderDiscrimination-Gender Division of Labour -Gender stereotyping – Gender Sensitivity-

Gender Equity

– Equality – Gender Mainstreaming – Empowerment.

Unit II Women's Studies Vs Gender Studies: UGC's Guidelines –VII to XI

Plans– GenderStudies :Beijing Conference and CEDAW-Exclusiveness and

Inclusiveness.

Unit –III Areas of Gender Discrimination : Family–Sex Ratio–Literacy–Health–Governance

– Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence –

Sexual Harassment – State Politics and Planning.

Unit – IV Women Development and Gender Empowerment : Initiatives– International

Women'sDecade – International Women's Year – National Policy for Empowerment of

Women – Women Empowerment Year 2001 – Mainstreaming Global Policies.

Unit – V

Women's Movements and Safeguarding Mechanism: In India National / State Commission

forWomen (NCW) – All Women Police Station – Family Court – Domestic Violence Act –

Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit
Act–

PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups –

73rd Amendment for PRIs.

BOOK FOR STUDY

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan

University, Tiruchirappalli

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – II: EMPOWERMENT OF WOMEN

HRS / WK :1

CODE: U12VE4LVE02

CREDIT :1

MARKS : 100

OBJECTIVES:

- To make the learners aware of various Social, Gender issues and Cyber Crimes.
- To make them aware of the property rights.
- To make them understand and appreciate the role of media, in facing the challenges on various life issues.

UNIT – I: GENDER ISSUES

Feminism, Responsibilities of men and women towards Egalitarian society, Gender Identity-Factors contributing to gender identity (Family values, culture, tradition, religion, societal values, mass media).

UNIT – II: WOMEN AND MEDIA

Portrayal of women in media, Media world - News paper, Magazine, Cinema, TV, Video and Advertisements - Morality in Media and Right use of Media

UNIT – III: SOCIAL ISSUES RELATED TO WOMEN

Eve teasing, Rape, Dowry, Harassment in marriage, Divorce and Widows Remarriage, HIV & AIDS, Transgender, Female Genocide, sex workers, trafficking, fugitive, Female foeticide, handicapped children and women and evils of drug abuse

UNIT – IV: WAYS OF EMPOWERING WOMEN

Need for empowerment –Skills required for empowerment and Career Oriented Skills, Women’s bill- Property rights, Models of Empowered Women-Mother Teresa, Indira Gandhi, and Helen Keller, Chanu Sharmila and Malala

UNIT – V: CYBER CRIME AGAINST WOMEN

Harassment and Spoofing via e-mail, Cyber Stalking, Cyber Pornography, Morphing - Cyber Laws, social network, face book, and twitter

REFERENCES:

1. Dr.M.Arumairaj et al., 1999, “Marching towards the Millenium ahead”.
2. Thomas Anjugandam, 1999, “Grow Free Live Free” Salesian Publicaiton.
3. H.C PrettiNandhiniUpreti, jaipur 2000 “Women and problems of Gender Discrimination”.
4. Thomas B.Jayaseelan, 2002, “Women: Rights and law” Indian Social Institute, New Delhi.
Reni Jacob vol I & II, April- June 2004, ”Vikasimi – The journal of Women’s Empowerment, Ed,”

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI

- 2

B.A./B.Sc./ B.Com/ B.R.SC/ B.C.A - DEGREE COURSES

LIFE ORIENTED EDUCATION

HRS/WK:1

CATECHISM – II: CHURCH AND SACRAMENTS

CODE : U12VE4LVC02

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To instruct the students to live in relationship with God.
- To offer God's gift of the Holy Spirit.
- To build relationship with Jesus.
- To learn Sacraments and Prayer life through which a Christian is able to live in relationship with Christ.
- To enrich our devotion to Mother Mary and Saints.

UNIT – I: MISSION OF THE CHURCH

What is church (attributes) – Interpretation: body of the Christ- Bride of Christ, goal of all things- Historical as well as spiritual- Mystery and Sacrament-Pilgrim Church.

UNIT – II: PARTICIPATORY CHURCH (AS LAY FAITHFUL) AS A COMMUNITY

Work of the holy Spirit- Salt and leaven in the world “Church of modern World” Church as community – Its important aspect, early Christian Church – People of God as Church- Its characteristic and structure

UNIT – III: THE FUNCTIONARY CHURCH AND I

Ministerial Church – Relating Church –Parish Church- Role of lay faithful in the Church – Its challenges – Church and I.

Sacraments – Initiation- Social – Healing (all the seven) - stress on Confession, Confirmation and Holy Communion - Sacramental: holy “things” used – their sanctity

UNIT – IV: SACRAMENTS AND SACRAMENTAL Sacraments-Initiation-Social-Healing (all the seven)-stress on Confession, Confirmation and Holy Communion. Sacramental: holy “things”used-their sancity.

UNIT – V: MARY AND WOMEN IN THE BIBLE- RUTH, ESTHER, JUDITH

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Theologies. Saints in the Church- 10 women saints. Ex. Mother Teresa, St.Alphonse.

REFERENCES:

1. “Vatican II Revised” Archbishop Angelo Fernandes Published by X.DiAx de Rio S.J. Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
2. “The Sacraments The Word of God at the Mercy of the Body” Claretian Publications, Malleswaram, Bangalore 560055.

HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/B.Sc./B.Com/B.R.Sc/B.C.A – DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – II: OLD TESTAMENT

HRS / Wk :1

CODE: U12VE4LVBO2

CREDIT :1

MARKS : 100

OBJECTIVE:

- Understanding the desires of God through Prophetic revelation and becoming sensitive to the heart beat of God.

UNIT – I: PURPOSE OF LIFE

Creation of man – fall of man (Gen 1-4)Plan of redemption through the life of :

- Noah (Gen 6-9); Abraham (Gen 12-18);
- Joseph (Gen 37-40); Moses (Exo 4-5);
- Joshua (Joshua 1-8)

UNIT – II: JUDGES AND KINGS

- JUDGES: Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges 13-16)
- KINGS: David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11, Proverbs 1-5,31)

UNIT – III: WOMEN IN THE BIBLE

- Women in the Old Testament
- Eve (Gen 3)
- Ruth (Ruth 1-4)
- Hannah (I Sam 1:1-28)
- Esther (Esther 1-6)

UNIT – IV: MINOR PROPHETS

- Brief Life History and teachings of
- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

UNIT – V: MAJOR PROPHETS:

- Brief Life History and teachings of
- Isaiah (Is 1,6,11,36-38,40-42,44,50,53,61)
- Jeremiah (Jer 1-3,7-12,18-19,23)
- Ezechial (chapters 1,2,3,5,8,12 visions)
- Daniel (Daniel 1-6)

REFERENCES:

1. Missionaries Biographies. 1995, Amazon.com
2. Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf&Stock Publishers, UK.
3. Willis Judson Beecher (2002) The Prophets and The Promise. Wipf& Stock Publishers, UK

HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

TAMIL DEPARTMENT

BA/ B.SC/ B.COM DEGREE

Part - I : Language: Tamil Paper - IV

Total Hours : 75
Hrs : 5Hrs /Wk
Credit : 3

Code : U15TL4TAM04
Marks : 100

நோக்கங்கள்:

1. மாணவர்களுக்குத் தமிழர்தம் வாழ்வியல் விழுமியங்களை உணர்த்துதல்.
2. அறநெறிகள் வாழ்க்கைக்கு வழிகாட்டும் விதத்தினை எடுத்துரைத்தல்
3. சிகரம் தொட்ட சாதனையாளரின் வாழ்வியலைப் புலப்படுத்துதல்
4. மொழித்திறன் வளர்த்தல்.

பயன்கள்:

1. வாழ்க்கையின் பல்வகை நிலைகளையும் உணர்ந்து செயல்படச் செய்தல்
2. தன்னைத் தானே நெறிப்படுத்திக்கொள்ள, பயன்பாடடைய இலக்கியம் வழிகாட்டுவதை புரிந்துகொள்ளச் செய்தல்.
3. இடைவிடாத முயற்சியின் வெற்றிப்படிகளைக் கண்டுணர்ந்து மேன்மை அடையச் செய்தல்.
4. இருமொழிப் புலமையை வளர்த்தல்.

அலகு:1 செய்யுள்

1. குறுந்தொகை

1. கொங்கு தேர் வாழ்க்கை அஞ்சிறைத் தும்பி - இறையனார்
2. யாரும் இல்லை தானே கள்வன் - கபிலர்
3. வேம்பின் பைங்காய்என் தோழி தரினே - மிளைக் கந்தன்
4. உள்ளது சிதைப்போர் உளரெனப் படாஅர் - பாலை பாடிய பெருங்கடுங்கோ
5. நோற்றோர் மன்ற தோழி - குறுங்குடி மருதன்

2. நற்றிணை

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழுதி
3. ஆய்மலர் மழைக்கண் தெண்பனி உறைப்பவும் - நல்விளக்கனார்
4. சிறுவீ முல்லைப் பெரிது கமழ் அலரி - மதுரை பேராலவாயர்

3. கலித்தொகை

1. எறித்தரு கதிர்தாங்கி ஏந்திய குடைநீழல் - கபிலர்
2. பாடுகம் வா வாழி தோழி - கபிலர்

அலகு:2 செய்யுள்

4.புறநானூறு

1. நின் நயந்து உறைநர்க்கும் - பெருஞ்சித்திரனார்
2. காய்நெல் அறுத்துக் கவளம் கொளினே - பிசிராந்தையார்
3. படைப்புப் பலபடைத்து - பாண்டியன் அறிவுடைநம்பி
4. கேட்டல் மாத்திரை - கோப்பெருஞ்சோழன்
5. ஈன்று புறந்தருதல் எந்தலைக் கடனே - பொன்முடியார்

5. பதிற்றுப்பத்து - ஐந்தாம் பத்து

1. சுடர் வீ வேங்கை
2. தசம்பு துளங்கு இருக்கை
3. ஊன்துவை அடிசில்

6. திருக்குறள்

1. அறத்துப்பால் - இனியவை கூறல்
2. பொருட்பால் - வினை செயல்வகை
3. காமத்துப்பால் - புலவி நுணுக்கம்

அலகு:3

தமிழ் இலக்கிய வரலாறு (துறை வெளியீடு)

சங்ககாலம் - சங்கம் மருவியகாலம்

எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு:4

வாழ்க்கை வரலாறு

அன்னை தெரசா - பா. தீனதயாளன்

அலகு:5

பொது - மொழிபெயர்ப்பு

பாட நூல்கள்

1. செய்யுள் நூல் - தமிழாய்வுத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
3. வாழ்க்கை வரலாறு
பா.தீனதயாளன் - அன்னை தெரசா
4. மொழிபெயர்ப்பு - தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-IV FUNCTIONAL HINDI & TRANSLATION
SEMESTER – IV

HRS/WEEK : 5

CREDITS : 3

CODE:

U15HN4HIN04

MARKS : 100

UNIT – I Functional

Hindi UNIT- II Adhunic

Kaal UNIT- III General

Essays

Parishram Ka Mahatva, Anushasan, Paropakar, Jawaharlal Nehru, Deepavalli, Bharath
Mein Computer

UNIT- IV Letter Writing

UNIT- V Anuvad Abhyas - III

Books Prescribed :

- | | |
|---|---|
| <input type="checkbox"/> General Essays | - D.B.H.P. Sabha Publishers, Chennai-17 |
| <input type="checkbox"/> Abinava Patra Lekhan | - D.B.H.P. Sabha Publishers, Chennai-17 |
| <input type="checkbox"/> Anuvad Abhyas – III | - D.B.H.P. Sabha Publishers, Chennai-17 |

PART I - LANGUAGE - FRENCH PAPER IV [LANGUAGE & CULTURE
(ÉCHO A2 2e édition)]
(For candidates admitted 2013 onwards)

HRS/WEEK : 5

CREDIT : 3

CODE : U15FR4FRE04

MARKS : 100

Unit 1 C'est la fête !

Les pronoms objets directs et indirects – parler d'une fête – exprimer des goûts et des préférences – fêtes sans frontières – plats des fêtes – les jours fériés – les saisons – le calendrier – les fêtes traditionnelles, importées, francophones.

Unit 2 Vous plaisantez !

Le conditionnel présent, la distinction du futur et du conditionnel – le mouvement en général – raconter une anecdote – journée de détente – la naissance d'un chef d'œuvre - l'art au début du 20^e siècle – le plaisir de jeux de mots.

Unit 3 On s'entend bien !

Les constructions « faire + verbe » et « laisser + verbe », le discours rapporté – décrire le caractère ou le comportement, exprimer l'accord et le désaccord – le langage des couleurs – sujets de conversation – sujets d'étonnement.

Unit 4 À vos risques et périls !

Le subjonctif présent, la voix passive – l'aventure d'aujourd'hui – travailler pour la planète – réussites et échecs - marathon de Paris – plaisir des sports – les sports les plus regardés et pratiqués - les français et les sports – les jeunes issus de l'immigration.

Unit 5 La vie est dure

Les pronoms possessifs, les adjectifs, les pronoms indéfinis – parler de ses activités quotidiennes, exprimer la confiance ou la méfiance – les tâches ménagères – la France insatisfaite - sans travail – la chanteuse Diam's – le film 'Le Couperet de Costa-Gavras'.

TEXT BOOKS :

ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,
2010.

(for candidates admitted from 2014 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
2015 - 2016

I B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER IV
PART II – ENGLISH IV - GENERAL ENGLISH PAPER IV

HOURS – 6 PER WEEK

CREDIT : 3

CODE

:U13EL4GEN04

OBJECTIVES

To strengthen the LSRW skills of students through inter-active approaches, participatory methods and activity oriented exercises.

To develop skills required for referential and independent learning.

To focus on writing skills like creative and comparative writing and book reviews.

To reinforce sub skills including vocabulary, grammar, dialogue, report writing and note making.

UNIT I: READ AND COMMUNICATE: HISTORICAL SKETCHES

The Renaissance

India under the British Raj

UNIT II: READ AND COMMUNICATE : MODERN FABLES

Nonchi Nona and Kotiya the

Cat The Competition

UNIT III: READ AND COMMUNICATE : MODERN FABLES

The Nightingale and the

Rose The Butterfly that

Stamped

UNIT IV -READ AND COMMUNICATE : BIOGRAPHIES AND MODERN FABLES

Napoleon

Bonaparte The

Hiding Place

UNIT V

GRAMMAR -

Tenses COMPREHENSION

- General

COMPOSITION

- 1. Note making
- 2. Dialogue
- 3. Creative Writing
- 4. Narrative Writing
- 5. Imaginative

Writing GENERAL ESSAY – 5 TOPICS

1. Should capital punishment be abolished?
2. Is a corruption- free India a dream?
3. The nuclear family and its consequent changes in society.
4. The threat of terrorism.
5. If man becomes immortal...

THINK BETTER - READ AND COMMUNICATE : MODERN FABLES

1 – 10 for Internal Testing

BOOKS FOR REFERENCE

Oranee Jansz : *EXPLORATIONS A Course in reading, thinking and communication skills*. New delhi:
Cambridge university press. 2004. Print.

List of words \ compound words\phrases for making sentences:

1. Store house of knowledge
2. Genre
3. To be divided over

4. Taboo
5. To take over
6. Hump
7. Bushy

8. Tiered
9. To roll from side to side
10. Flickered
11. To sail through
12. To tremble all over
13. Ecstasy
14. Thunder-clap
15. Mousy-quiet
16. Collision
17. Exiled
18. Revolution
19. To come round
20. To fight for a cause

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2.
B.B.A 2015 –2016 SEMESTER IV
MAJOR CORE - 5
PRODUCTION AND OPERATIONS MANAGEMENT

NO.OF HOURS :6
NO.OFCREDITS:5

CODE :U15BB4MCT05
MARKS:100

COURSE OBJECTIVE:

To acquaint the students with decision making in planning, scheduling and control of production and operation functions in both manufacturing and service industries and new advancement in operation management.

UNIT – I INTRODUCTION

Nature and Scope of Production – Production as a System – Evolution of Production – Decision making in Production- Importance of Production Function –Problems of Production Management-Characteristics of Modern Production and Operation Function – Forecasting – Need for Sales Forecasting – Models – Application of Long range & Short range Demand Forecast.

UNIT – II PLANT LAYOUT DESIGN

Introduction – Need for Layout Decision – Objectives of Good Layout –Significance of Layout Choices- Factors Influencing Layout Choices- Principles of Plant Layout - General Procedure for Making Location Decision-Layout Tools And Techniques – Layout drawings and Procedure- Analyzing Layout with Computers- Factory Building and Design – Types of Buildings.

UNIT –III CAPACITY PLANNING

Definition of capacity – Types of Capacity – Measurement of Capacity –Generation Process-Capacity Decision – Factors affecting Determination of Plant Capacity – Capacity Planning-Capacity Planning Decision – Types of capacity Planning – Capacity Requirement Planning Strategies – Balancing Capacity- Capacity and systems approach – Adoption to external change – Models for facility planning – Location factor – Site and structure.

UNIT – IV PRODUCTION PLANNING AND CONTROL

Introduction – Classification of Production Planning and Control - Production Planning System –Factors determining production in control procedure - Role in operations Management - Production Control System - Levels of Production Planning – Limitation of PPC- PPC function in different production system – Organization of PPC department – Routing –Scheduling - Dispatching – Progressing – Documents concerned in PPC functions- Industrial Productivity – Meaning- Importance- Tools and Techniques - Introduction to supply chainmanagement

UNIT – V LOGISTICS AND MAINTENANCE MANAGEMENT

A. Introduction – Definitions – Activities of logistics – Aims of logistics – Importanceof logistics – Progress in logistics – Logistics strategy – designing a logisticsstrategy.

B. Meaning – Scope – Importance of Maintenance- Impact of Maintenance – Objectives- Areas- Types – Planning and Scheduling ofMaintenance.

Theory – 60% Problems – 40%

TEXT BOOK:

- ShridhariBhat.K : Production and Operations Management Himalaya Publishing House, New Delhi, 2006

BOOKS RECOMMENDED:

- Buffa E.S. : Modern Production and Operations Management TMH publishing House, New Delhi, 2004
- Panneerselvam : Production and Operations Management, PHIPublications, New Delhi,2004
- Aswathappa : Production andOperations Management Himalaya Publishing house, New Delhi,2002

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2.
B.B.A. 2015-2016 SEMESTER IV
MAJOR CORE - 6
MARKETING

NO.OFHOURS :4
NO.OFCREDITS:4

CODE:U15BB4MCT06
MARKS :100

COURSE OBJECTIVE:

- To enable the students a basic understanding of the concepts of marketing.

UNIT – I INTRODUCTION TO MARKETING

Marketing - Definition - Scope - Traditional and Modern concept - Importance and functions of marketing - Basic approaches to marketing - Marketing of agricultural, industrial and consumer goods – Consumer Behaviour.

UNIT – II PRODUCT POLICY AND MARKET SEGMENTATION

Product - Product Planning and Product Policy - Product Mix- Branding - Packaging - Product Life Cycle - Product planning for existing Product and new product. Market Segmentation.

UNIT – III PRICING AND PROMOTION MIX

Pricing - Pricing objectives - Factors influencing pricing - Methods of pricing - Pricing policies. Promotion: Promotion Mix - Sales Promotion.

UNIT – IV ADVERTISING AND PERSONAL SELLING

Advertising - Objectives - Importance - Advertisement Copy - Different media - Selection of media.
Personal Selling - Features - Functions - Selection of salesmen and training - Controlling.

UNIT – V MARKETING CHANNELS AND MARKETING RESEARCH

Channels of Distribution - Channel Functions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct Marketing- Tele-marketing - Online marketing
Social media marketing – Marketing Information and Research.

TEXT BOOK:

- Rajan Nair : Marketing; Sultan Chand and Sons, New Delhi'2006

BOOKS FOR REFERENCE:

- Kotler Philip : Marketing Management Englewood Cliffs; Prentice Hall, New Delhi, 2006
- R.S.N Pillai & Bhagavathi : Modern Marketing Principles & Practises, S.Chand & Co.Ltd, New Delhi, 2009
- Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice-Hall of India, New Delhi, 2006
- William M.Pride & Mifflin. Ferrell.O.C. : Marketing, Boston: Houghton-

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2.
B.B.A SEMESTER IV
MAIN ELECTIVE - 2
COMPANY LAW

NO.OF HOURS :4
NO.OFCREDITS:4

CODE :U15BB4MET01
MARKS:100

OBJECTIVES

To understand the basic principles and practices of Company Law.

UNIT – I INTRODUCTION

Company- - Definition - Kinds – Characteristics – Incorporation

UNIT – II STATUTORY DOCUMENTS

Memorandum, Articles of Association- Doctrine of Ultra vires- Doctrine of Indoor management - Doctrine of Constructive notice.

UNIT – III SHARES AND DEBENTURES

Shares: Kinds - Redemption of preference shares - Premium and discount – Prospectus - Allotment - Forfeiture - Reissue and rights issue of shares - Transfer and transmission of shares.

Debentures: Kinds - Redemption of debentures - Borrowing powers of the company.

UNIT – IV COMPANY MANAGEMENT AND MEETINGS

Administration - Directors, Managing Directors, Company Secretary - Qualifications and disqualification - Appointment - Powers - Duties - Rights and liabilities- Company meeting - Kinds - Notice - Proxies – Quorum - Agenda - Minutes - Resolutions.

UNIT – V WINDING UP

Winding up of companies - Different modes of winding up- Consequences of winding up.

BOOKS FOR STUDY

Kapoor N.D, (2008). Company Law- Incorporating theProvisionsofthe Companies Amendment Act, 2000, New Delhi : Sultan Chand &Sons.

BOOKS FOR REFERENCE

- Gower L.C.B, (2005). Principles of Modern Company Law, London: Stevens &Sons.
- Singh Avtar, (2007). Company Law, Lucknow: Eastern BookCo.

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2.

B.B.A SEMESTER IV
MAJOR ELECTIVE - 2

FINANCIAL MANAGEMENT

NO.OF HOURS :4

CODE :U15BB4MET02

NO.OFCREDITS:4

MARKS:100

COURSE OBJECTIVE:

- To enable the students to have an in-depth understanding of the theory and practice of finance and its application to business situations and stimulate an analytical mindset towards financial aspects.

UNIT I: INTRODUCTION

Financial management – Introduction - Concept – Evolution and Significance - Functions of financial manager- Risk and return analysis, Time value of money – Trade off – Wealth maximization vs. optimization

UNIT II: COST OF CAPITAL

Cost of capital – Concept – Cost of debt – Equity – Preference share capital – Retained earnings – Weighted average cost of capital.

UNIT III: CAPITAL STRUCTURE

Determinants of Capital structure – Optimum capital structure - Capital structure theories – Significance of capital structure – Limitations.

UNIT IV: WORKING CAPITAL MANAGEMENT

Concepts and Types – Determinants- Financing approaches-Sources of working capital-Types of Working Capital – Estimation of working capital management- Management of cash – Inventory- Receivables

UNIT V: CAPITAL BUDGETING AND DIVIDEND DECISIONS

Capital Budgeting – Significance – Methods of evaluation of capital investment proposals - Payback period – NPV – IRR – ARR methods

Dividend theories – Valuation under Gordon and Walter theories – Dividend irrelevance under MM theory - Assumptions and limitations – Dividend policy – Factors affecting dividend theories

TEXT BOOK:

- Maheswari S.N. : Elements of Financial Management, Sultan Chand and Sons, New Delhi, 2009.

BOOKS RECOMMENDED:

- Khan M.Y and Jain P.K : Financial Management, Text and Problems; Tata McGraw Hill, New Delhi, 2008
- Panday I.M. : Financial Management; Vikas Publishing House, New Delhi, 2007
- Van Horne J.C : Fundamentals of Financial Management; Prentice Hall of India, New Delhi, 2007

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
B.B.A. SEMESTER IV- ALLIED COURSE - 5
INDUSTRIAL LAW

NO.OFHOURS :4
NO.OFCREDITS:3

CODE :U15BB4AOT05
MARKS :100

COURSE OBJECTIVE:

- To enable the students to understand the basic Principles of IndustrialLaw.

Unit –I :THE FACTORIES ACT AND INDUSTRIAL DISPUTES ACT:

The Factories Act - Features - Safety, Health and Welfare measures - The Contract Labour (Regulation and Abolition) Act, 1970.

Industrial Disputes Act, 1947: Industrial Dispute- Workman. Strikes and Lock-out : Lay-off – Retrenchment-Closure - Unfair Labour Practices.

Unit II: WORKMEN’S COMPENSATION ACT, 1923:

Emergence of the legislation-Total and partial disablement – Employers Liability for compensation -Occupational disease – Compensation for Accident.

Unit III: MINIMUM WAGES ACT AND MATERNITY BENEFIT ACT:

A. The Minimum Wages Act, 1948- Fixation of minimum rates of wages - working hours - determination of wages -claims

B. The Maternity Benefit Act, 1961- Object -Scope.

Unit IV: TRADE UNIONS ACT, 1926:

Features of the enactment - Definitions - Registration of Unions – Rights and duties of a registered trade union- Cancellation- Amalgamation of Unions – Dissolution.

Unit V: LABOUR WELFARE LEGISLATIONS:

The Employees State Insurance Act, 1948: Corporation – Fund – Contributions – Benefits - Adjudication of disputes - Claims - Penalties - The Employees Provident Fund Act, 1952 - Employees Provident Fund Scheme.

TEXT BOOK:

- N.D.Kapoor : HandbookofIndustrialLaw.SultanChand& Sons.New Delhi.2004
- H.Samuel : Industrial Law,Vikhas PublicationsNewDelhi.2002
- ArunMonappa : INDUSTRIAL RELATIONS; TataMcGraw Hill Publishing CompanyLtd.

BOOKS RECOMMENDED:

- Gower L.C.B : Principles of Modern Company Law, Stevens & Sons, London
- 2. Ramaiya A. : Guide to the Companies Act; Wadhwa & Co., Nagpur
- 3. Avtar Singh : Company Law: Eastern Book Co., Lucknow
- 4. Kuchal M.C. : Modern India Company Law; Shri Mahavir Books, Noida
- 5. Kapoor N.D : Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000; Sultan Chand & Sons, New Delhi
- 6. Bagri A.K. : Company Law; Vikas Publishing House, New Delhi

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – II: EMPOWERMENT OF WOMEN

HRS / WK :1

CODE: U12VE4LVE02

CREDIT :1

MARKS : 100

OBJECTIVES:

- To make the learners aware of various Social, Gender issues and Cyber Crimes.
- To make them aware of the property rights.
- To make them understand and appreciate the role of media, in facing the challenges on various life issues.

UNIT – I: GENDER ISSUES

Feminism, Responsibilities of men and women towards Egalitarian society, Gender Identity-Factors contributing to gender identity (Family values, culture, tradition, religion, societal values, mass media).

UNIT – II: WOMEN AND MEDIA

Portrayal of women in media, Media world - News paper, Magazine, Cinema, TV, Video and Advertisements - Morality in Media and Right use of Media

UNIT – III: SOCIAL ISSUES RELATED TO WOMEN

Eve teasing, Rape, Dowry, Harassment in marriage, Divorce and Widows Remarriage, HIV & AIDS, Transgender, Female Genocide, sex workers, trafficking, fugitive, Female foeticide, handicapped children and women and evils of drug abuse

UNIT – IV: WAYS OF EMPOWERING WOMEN

Need for empowerment –Skills required for empowerment and Career Oriented Skills, Women’s bill- Property rights, Models of Empowered Women-Mother Teresa, Indira Gandhi, and Helen Keller, Chanu Sharmila and Malala

UNIT – V: CYBER CRIME AGAINST WOMEN

Harassment and Spoofing via e-mail, Cyber Stalking, Cyber Pornography, Morphing - Cyber Laws, social network, face book, and twitter

REFERENCES:

5. Dr.M.Arumairaj et al., 1999, “Marching towards the Millenium ahead”.
6. Thomas Anjugandam, 1999, “Grow Free Live Free” Salesian Publicaiton.
7. H.C PrettiNandhiniUpreti, jaipur 2000 “Women and problems of Gender Discrimination”.
8. Thomas B.Jayaseelan, 2002, “Women: Rights and law” Indian Social Institute, New Delhi.
Reni Jacob vol I & II, April- June 2004, ”Vikasimi – The journal of Women’s Empowerment, Ed,”

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI –

2

B.A./B.Sc./ B.Com/ B.R.SC/ B.C.A - DEGREE COURSES

LIFE ORIENTED EDUCATION

CATECHISM – II: CHURCH AND SACRAMENTS

HRS/WK:1

CODE : U12VE4LVC02

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To instruct the students to live in relationship with God.
- To offer God's gift of the Holy Spirit.
- To build relationship with Jesus.
- To learn Sacraments and Prayer life through which a Christian is able to live in relationship with Christ.
- To enrich our devotion to Mother Mary and Saints.

UNIT – I: MISSION OF THE CHURCH

What is church (attributes) – Interpretation: body of the Christ- Bride of Christ, goal of all things- Historical as well as spiritual- Mystery and Sacrament-Pilgrim Church.

UNIT – II: PARTICIPATORY CHURCH (AS LAY FAITHFUL) AS A COMMUNITY

Work of the holy Spirit- Salt and leaven in the world “Church of modern World” Church as community – Its important aspect, early Christian Church – People of God as Church- Its characteristic and structure

UNIT – III: THE FUNCTIONARY CHURCH AND I

Ministerial Church – Relating Church –Parish Church- Role of lay faithful in the Church – Its challenges – Church and I.

Sacraments – Initiation- Social – Healing (all the seven) - stress on Confession, Confirmation and Holy Communion - Sacramental: holy “things” used – their sanctity

UNIT – IV: SACRAMENTS AND SACRAMENTAL Sacraments-Initiation-Social-Healing (all

the seven)-stress on Confession, Confirmation and Holy Communion. Sacramental: holy “things”used-their sancity.

UNIT – V: MARY AND WOMEN IN THE BIBLE- RUTH, ESTHER, JUDITH

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Theologies. Saints in the Church- 10 women saints. Ex. Mother Teresa, St.Alphonse.

REFERENCES:

3. “Vatican II Revised” Archbishop Angelo Fernandes Published by X.Diax de Rio S.J. Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
4. “The Sacraments The Word of God at the Mercy of the Body” Claretian Publications, Malleswaram, Bangalore 560055.

HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/B.Sc./B.Com/B.R.Sc/B.C.A – DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – II: OLD TESTAMENT

HRS / Wk :1

CODE: U12VE4LVBO2

CREDIT :1

MARKS : 100

OBJECTIVE:

- Understanding the desires of God through Prophetic revelation and becoming sensitive to the heart beat of God.

UNIT – I: PURPOSE OF LIFE

Creation of man – fall of man (Gen 1-4)Plan of redemption through the life of :

- Noah (Gen 6-9); Abraham (Gen 12-18);
- Joseph (Gen 37-40); Moses (Exo 4-5);
- Joshua (Joshua 1-8)

UNIT – II: JUDGES AND KINGS

- JUDGES: Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges 13-16)
- KINGS: David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11, Proverbs 1-5,31)

UNIT – III: WOMEN IN THE BIBLE

- Women in the Old Testament
- Eve (Gen 3)
- Ruth (Ruth 1-4)
- Hannah (I Sam 1:1-28)
- Esther (Esther 1-6)

UNIT – IV: MINOR PROPHETS

- Brief Life History and teachings of
- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

UNIT – V: MAJOR PROPHETS:

- Brief Life History and teachings of
- Isaiah (Is 1,6,11,36-38,40-42,44,50,53,61)
- Jeremiah (Jer 1-3,7-12,18-19,23)
- Ezechial (chapters 1,2,3,5,8,12 visions)
- Daniel (Daniel 1-6)

REFERENCES:

4. Missionaries Biographies. 1995, Amazon.com
5. Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf&Stock Publishers, UK.
6. Willis Judson Beecher (2002) The Prophets and The Promise. Wipf& Stock Publishers, UK

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2
BBA- SEMESTER V - MAJOR CORE - 07
HUMAN RESOURCE MANAGEMENT

NO.OF HOURS :5
NO.OF CREDITS:4

CODE : U15BB6MCT07
MARKS : 100

COURSE OBJECTIVE:

- To enable the students to understand the concepts of Human Resources Management.

UNIT – I INTRODUCTION:

Evolution - Role and Status of HRM in India –Nature, objectives scope and functions of HRM- Distinction between PM and HRM-Role of HRM in corporate strategic management- Responsibilities and qualities of HR Manager.

UNIT – II HR- PLANNING:

Strategic human resource management- Environmental influence of HRM –Human Resource Planning -Importance- HRP Process-Job analysis-methods of data collection-job description-job specification-job design.

UNIT – III RECRUITMENT AND SELECTION:

Recruitment and Selection - Sources of Human Resources.
Selection Process - Tests and Interviews - Placement and Induction - Performance appraisal
Methods of Appraisal –uses and limitations- counseling.

UNIT – IV TRAINING AND DEVELOPMENT:

Training and Development – Nature - Need and importance –methods: On the job training – off the job training – Executive development programs - Process - HRA - HRIS - Career Counseling - Promotion and Transfers –Demotion.

UNIT – V:COMPENSATION PLANNING

Wages and salary administration –Incentives-Fringe benefits-Quality of work life-Discipline-Grievance handling– Developing grievance handling system -Redressal of Grievances.

TEXT BOOK:

C.B.Gupta : Human Resource Management, Sultan Chand & Sons, New Delhi.

BOOKS RECOMMENDED:

1. K.Aswhathappa : Human Resource and Personnel Management Tata McGraw Hill Publishing Company Ltd, New Delhi
2. Stephen P. Robins : Organizational behaviour, Prentice Hall of India Ltd, New Delhi, 2000
3. C.B. Memoria : Personnel Management, Himalaya Publishing House, New Delhi, 1999
4. Edwin Flippo : Personnel Management, Tata McGraw Hill Publications, New Delhi, 1984
5. S.S. Khanka : Human Resource Management, Sultan Chand & Sons, New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
BBA 2015-2016 SEMESTER V
MAJOR CORE - 8
RETAIL MANAGEMENT

NO.OFHOURS:5
NO.OFCREDITS:4

CODE :U15BB5MCT08
MARKS:100

COURSE OBJECTIVE:

- To enable the students to understand the various concepts in Retailing

UNIT I : INTRODUCTION TO RETAILING

Definition – Importance, functions of a retailer, problems in retailing – factors influencing retailing in India. Global retail market: Issues & Challenges – Life cycle in retail

UNIT II; TRADITIONAL RETAIL FORMATS

Retail formats – Departmental stores, Convenience stores – Super markets – Chain stores – Speciality stores – Door to Door selling – Retail Co-operatives – Features, merits & demerits.

UNIT III : MODERN RETAIL FORMATS

Single Channel and Multi Channel Retailing, Direct Marketing: Emerging Trends, Steps in Direct Marketing Strategy, Key issues: Direct Selling, Vending Machines, Electronic Retailing - Scope, Characteristics, Video Kiosks, Airport Retailing.

UNIT IV : RETAIL STRATEGY PLANNING

Steps in strategic planning process - Retail location strategy – Factors influencing Retailer's Choice of location - factors affecting merchandise planning – Importance of Human Resource Management in Retailing - Pricing policies

UNIT V : RETAIL MARKETING STRATEGY

Retail promotion strategies – Visual Merchandise – Store loyalty – Variables influencing store loyalty – Building Store loyalty – Customer Relationship Management – Meaning, Importance, steps involved in CRM process - Retail Franchising

TEXTBOOK:

- Swapna Pradhan : Retailing Management, Tata McGraw Hill Education Private Limited, New Delhi, 2012

BOOKS FOR REFERENCE:

- Suja Nair : Retailing Management, Himalaya Publishing House, Mumbai, 2008
- Chetan Bajaj : Retailing Management, Oxford University Press, India, 2005
- Barry Berman & Joel R Evans : Retailing Management, Prentice Hall of India New Delhi 9th Edition, 2004

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A. SEMESTER V MAJOR CORE - 9
BUSINESS LAW

NO. OF HOURS :5
NO. OF CREDITS:4

CODE :U15BB5MCT09
MARKS:100

COURSE OBJECTIVES:

- To enable the students to understand the important provisions of Indian Contract Act, Sale of Goods Act and Companies Act

UNIT I : NATURE OF LAW OF CONTRACT:

Law of contract - Nature of contract - Offer and Acceptance - Consideration - Capacity to contract.

UNIT II : DISCHARGE AND REMEDIES FOR BREACH:

Discharge of contract - Remedies for breach of contract - Quasi contract - Indemnity and Guarantee - Bailment and Pledge.

UNIT III : CONTRACT OF AGENCY

Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties - Liabilities of parties - Termination of agency - Irrevocable agency.

UNIT IV : SALE OF GOODS ACT:

Sale of Goods Act, 1930 – Sale and agreement to sell – Conditions and warranties – Passing of property – Performance – Remedies for breach – Rights of an unpaid seller.

UNIT V : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT:

Negotiable Instruments Act – Promissory note – Bill of exchange – Cheque - Companies Act – Incorporation – Memorandum of association – Article of Association – Doctrine of Ultra virus.

TEXT BOOK:

- Kapoor N.D. : Business Law; Sultan Chand Sons; New Delhi, 2006

BOOKS FOR REFERENCE:

- Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi, 1998
- Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1992.

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPALLI-2.
B.B.A. 2015-2016 SEMESTER V
MAIN CORE - 10
ORGANISATIONAL BEHAVIOUR

NO.OFHOURS :5
NO.OFCREDITS:4

CODE:U15BB5MCT10
MARKS:100

COURSE OBJECTIVE:

- To enable the students with the knowledge of organisational behaviour and important aspects relating to group dynamics and career planning.

UNIT I : INTRODUCTION

Introduction to Organizational Behaviour – Elements – Need – Approaches – Models of organizational behaviour – Individual Behavior – Mintzberg managerial role-Need and shortcomings of Organizational behaviour.

Unit II : PERSONALITY

Personality-theories of personality-Type theory-Psychoanalytic theory-Trait-Freudian Stages-perception-determinants of perception-Learning-Job satisfaction-determinants .

Unit III: MOTIVATION & GROUP BEHAVIOUR

Motivation-theories of motivation-Maslow-Herzberg-Mcgregor-Interpersonal behaviour-Group Behaviour-Group Dynamics-Norms-conflict-Group Cohesiveness.

Unit IV: POWER & AUTHORITY

Leadership – Styles – Qualities – Power – Authority – Sources -Women as a leader-Communication – Types - Process - Murphy's Law – Counseling – Functions .

Unit-V : ORGANISATIONAL CHANGES AND INNOVATIONS :

Organisational Change-Factors- Resistance to Change -Methods Organizational Development-Nature of OD- Process-International perspectives on Organizational Behaviour.

TEXT BOOK:

- K.Ashwathappa :OrganisationalBehaviour

BOOKS FOR REFERENCE:

- FredLuthans : Organisational Behaviour, Tata Mc Graw – Hill Publishing Company, NewDelhi,
- PrasadL.M. : Organisational Theory & Behaviour – S.Chand Company, New Delhi,2006

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A 2015-2016 - SEMESTER V
MAIN ELECTIVE - 3
SERVICES MARKETING

NO.OFHOURS :5
NO.OFCREDITS:5

CODE :U15BB5MET02
MARKS:100

OBJECTIVES

To enable the students to apply the principles of Marketing in the area of services.

UNIT – I INTRODUCTION

Introduction: Reasons for growth in service sector - Role of services in an economy - Distinction between goods and services - Classification of services - Marketing management process for servicemarketing.

UNIT – II SERVICES MARKETING MIX

Development of service marketing mix - Components in the mix - People - Process - Physical evidence. Managing demand and supply.

UNIT – III MANAGING SERVICES QUALITY AND GLOBALISATION OF SERVICES

A. Managing servicequality:Dimensions and measurement of service quality - Gap analysis - Guidelines for managing servicecompetition.

B. Globalization of services -Challenges to global servicemarketers - Typical international services - Barriers to international marketing ofservice

UNIT – IV MARKETING PRACTICES OF INSURANCE, TOURISM AND HOTEL INDUSTRIES

Marketingofservices:Insurance-Users-Benefits-Formationof marketing mix for insurance products. Tourism - Marketing mix for tourism. Hotel - Market segmentation for hotels - Marketing mix forhotels.

UNIT – V MARKETING PRACTICES OF HOSPITALS AND EDUCATION INSTITUTIONS

Hospital: Marketing of health care -Types of hospitals - Marketing mix for health care. Literacy - The concept - Marketing mix for adult, elementary , secondary and highereducation.

BOOKS FOR STUDY

- Vasanthi Venugopal, (2008). Services Marketing, New Delhi:Himalaya PublishingHouse.

BOOKS FOR REFERENCE

- Christopher, H. Lovelock, (2007). Service Marketing, New Delhi: PrenticeHall.
- Jha S.M., (2008). Service marketing, New Delhi: Himalaya publishingHouse.
- Payne, Adrian, (2008). The Essence of Services Marketing, New Delhi: PrenticeHall.
- Shankar, Ravi, (2008). Service Marketing- The Indian Experience, New Delhi: South AsiaPublication.
- Zeithaml, V.A and M.J. Bitner, (2008). Services Marketing, New Delhi: McGraw HillInc.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A 2015-2016 - SEMESTER V
MAIN ELECTIVE - 3
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

NO.OFHOURS :5
NO.OFCREDITS:5

CODE :U15BB5MET03
MARKS:100

COURSE OBJECTIVE:

- To introduce the students to the concepts of investment
- To provide an understanding of various tools of investment analysis.

UNIT- I :INTRODUCTION

Investment- concepts and goals –Objectives of investment-Investment alternatives- Financial – Real - business – personal – Institutional – Features of an investment programme – Investment process - comparison of investments – Criteria for selecting best investment proposals

UNIT – II FINANCIAL MARKETS IN INDIA

Structure of Money market- Capital market in India –Industrial Securities Market – Relationship between Primary Market and Secondary Market - New Issue market – Functions – Methods of floating new issues - Problems faced in new issue market - Stock Exchanges – Functions – Listing of securities- The National Stock Exchange – Objectives of the NSE – Features of the NSE – Advantages of the NSE -OTCEI

UNIT- III: FUNDAMENTAL ANALYSIS

Approaches to Security Analysis – Fundamental Analysis - Economic analysis – Industry analysis - Company analysis – Company financial statements – Ratio analysis - Advantages & Limitation of Ratio Analysis - Book value – Market value of shares – Growth shares, Income shares – Analysis of management – Fundamental valuation models.

UNIT-IV TECHNICAL ANALYSIS

Basic Assumptions of Technical Analysis – Differences between Technical Analysis and Fundamental analysis – Theories, Techniques and Methods of Movements of Stock Prices – Dow Theory – Minor Trends – Chartist Method – Charts – Line Chart – Bar Chart - Japanese Candlestick Charts – Points and Figures Chart – Limitation of Points and Figures Chart – Important Chart patterns adopted in Technical Analysis – Head and Shoulders – Moving Averages Method – Oscillator – Triangles – Elliot Wave Theory – Short Selling – Odd Lot Trading

UNIT – V PORTFOLIO MANAGEMENT

Portfolio construction and choice – Objectives - Risk and return for portfolio of securities – principles of portfolio construction - Diversification – Methods – Portfolio Revision – Portfolio Management – Principle and Process – Theories in Portfolio Management – Markowitz Model – Sharpe’s Portfolio Model – Baumol’s Model -

TEXT BOOK :

PunithavathyPandian : Security Analysis and Portfolio Management,
Vikas Publication

BOOKS RECOMMENDED:

- Donald Fischer & Rohald Jordan : Security Analysis & portfolio management – prentice – Hall of India – New Delhi, 2012
- Preethi Singh : Investment Management – Himalaya Publishing house, New Delhi, 2014
- Bhalla V.K. & Tuteja S.K. : Investment Management – S.Chand & Co. Ltd., New Delhi
- Aavadhani V. : Investment & Securities Markets in India – Himalaya Publishing House, New Delhi
- Bhalla : Investment Management – S. Chand & Co. New Delhi

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER V
NON MAJOR ELECTIVE - 1
FUNDAMENTALS OF EVENT MANAGEMENT

NO.OFHOURS:2
NO.OFCREDITS:2

CODE:U15BB5NMT01
MARKS:100

Course Objective:

This course will enable students to

1. Understand the role and purpose(s) of special events in objective oriented organizations.
2. Develop the techniques and strategies required to plan successful special events.
3. Acquire the knowledge and competencies required to promote, implement and conduct special events.

Unit I: INTRODUCTION TO MANAGEMENT AND EVENT CONCEPTS

Management: Definition – Characteristics - Functions – Nature – Principles.

Event: Definition – Characteristics - 5 C's of Events – Key elements of events – Categories of events

Unit II: PRICING AND PROMOTION OF EVENTS

Risk rating – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events

Unit III: EXECUTION AND EVENT MANAGEMENT

Event Management – Activities in event management: Pre-event activities – During- event activities – Post-event activities – Planning – Organizing – Staffing – Leading and Coordinating – Controlling – Event Management Information System.

Unit IV: STRATEGIC PLANNING

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment – Problem analysis – Opportunity and resource analysis.

Unit V: EVALUATION OF EVENT PERFORMANCE

Basic evaluation process – Measuring performance – Critical evaluation points – Measuring reach – Measuring interaction – Measuring quality of event.

REFERENCES:

1. Sanjaya Singh Gaur &
Sanjay V Saggere

: Event Marketing and
Management, 2003, Noida, Vikas
Publishing house pvt.Ltd.

2. Anton Shone and Bryn Parry

: Successful event management, 2008, New
Delhi, Cengage Learning India Pvt Ltd.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER V
SKILL BASED ELECTIVE – 4
EVENT MANAGEMENT

NO.OFHOURS :2
NO.OFCREDITS:2

CODE :U15BB5SBT04
MARKS :100

Course Objective:

This course will enable students to

1. Understand the role and purpose(s) of special events in objective oriented organizations.
2. Develop the techniques and strategies required to plan successful special events.
3. Acquire the knowledge and competencies required to promote, implement and conduct special events.

Unit I: INTRODUCTION TO EVENT MANAGEMENT

Defining an event - Types of events - size of events - Advantages offered by events.
Importance and scope of events - Event as a marketing tool - Diverse marketing needs addressed by events

Unit II: KEY ELEMENTS OF EVENTS

Event infrastructure - core concept - core people - core talent - core structure

Unit III: CONCEPTUALIZING AND DESIGNING EVENTS

Conceptualizing and designing events - 5 C's of events. Activities in event management. Planning - organizing – staffing – leading - co-ordination - controlling. Event management information systems.

Unit IV: STRATEGIC MARKET PLANNING

Strategic market planning – Setting objectives- developing a strategic marketing plan - environmental assessment – competitive assessment – business assessment - problem analysis – opportunity and resource analysis.

Unit V: STAGING AN EVENT

Choosing the event site –Managing the event as a project – the organization manager and the team during the event -close down, evaluation and legacies.

References:

1. Sanjaya singh Gaur &
Sanjay V Saggere

: Event Marketing and
Management, 2003, Noida, Vikas
Publishing house pvt.Ltd.

2. Anton Shone and Bryn Parry

: Successful event management, 2008, New
Delhi, Cengage Learning India Pvt Ltd.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – III: FAMILY AND CAREER DEVELOPMENT

HRS / Wk :1
CODE: U13VE6LVE03
CREDIT :1
MARKS : 100

OBJECTIVES:

- To help the students learn skills, knowledge, talent to lead a meaningful life.
- To help the students understand marriage life.
- To make the students learn skills of nurturing family and children.
- To make them aware of emotional intelligence and choose their carrier.

UNIT – I: PERSONAL COMPETENCE

Emotional Intelligence for Professional growth, Management Vs Leadership-Management and Leadership Skills - Conflict Management - Tips for Professional growth

UNIT – II: MARRIAGE AND FAMILY

Family Vision - Family Values, Family relationship, Family Management, Sex in Marriage, Emotional Balance and Imbalance, Compatibility between Husband and Wife

UNIT – III: MOTHERHOOD

Bringing up Children - Development stages(Eric Ericson model), Spirituality: Spirituality in Family - Prayer, God's Will , Role of Mother

UNIT – IV: PERSONALITY DEVELOPMENT

Self Analysis; interpersonal relation, introspection – character formation towards positive personality (values, self and college motto, punctuality, good moral, poverty, honesty, politeness, humanity, gentleness, friendship, fellowship and patriotism

UNIT – V: CAREER CHOICE

Career Choice according to Personality, Preparation for Competitive Exams, Sources of Knowledge, Memory Techniques, Mind Mapping

REFERENCES:

1. Tony B and Barry Buzan(2003), The mind map book, BBC world wide limited, London.
2. Susan Nash(2005), Turning team performance inside out, Jai CO. publishing House, New Delhi.
3. Fr. Ignacimuthu (1999) “Values for Life”, VaigaraiPathipagam.
4. Grose. D.N. (2000), “A text book on Value Education”, Dominant Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI

- 2

B.A./B.Sc/B.Com/B.R.SC/B.C.A DEGREE COURSES

LIFE ORIENTED EDUCATION

CATECHISM – III: LITURGY AND CHRISTIAN LIFE

HRS / WK

:1

CODE:U12VE6LVC03

CREDIT :1

MARKS : 100

OBJECTIVES:

- To prepare the students to participate meaningfully in the liturgical celebration and experience GOD in their day today life.
- To become a living witness to Jesus Christ in their personal, family and social life.

UNIT – I: LITURGY

Personal prayer (Know oneself) – Vocal prayer – Community prayer – Meditation – Contemplation – Knowing the prayers : Our Father – Hail Mary – Holy Rosary – Mysteries of the Rosary- Litany of Mary – family prayer-Popular devotion

UNIT – II: HOLY SACRIFICE OF THE MASS

Significance – meaning and need for spiritual growth – mass prayers – part of the mass – liturgical year, its division and its significance. –Creed – Act of contrition – Discernment of spirits – Counseling – Spiritual direction.

UNIT – III: CHRISTIAN VOCATION AS DISCIPLE FOR THE KINGDOM OF GOD

Who am I as a Christian? – Christian dignity and others – The values of the Kingdom opposing to the values of the World – Christian social conscience – Christian in the reformation of the world – a call to be salt and light in today’s context.

UNIT – IV: CHRISTIAN FAMILY

Holy family- characteristic of good family – Bible centered, Prayer centered, Christian centered–Responsibilities of parents, and children in the family – church – laws towards marriage-Pro life (Abortion, Euthanasia) – Lay Vocation – Lay Participation – Lay associates.

UNIT – V: CONSECRATED LIFE

“Come and follow me” – special disciples - Religious vocation – “I have called you to be mine”- Role of Nuns and Priest - called to be prophets and agents for God’s Kingdom – nucleus of the church – Eschatological signs of the God’s Kingdom.

REFERENCES:

1. Compendium – Catechism for the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
2. You are the light of the World, A course on Christian living for II year Religion published by Department of Foundation Courses, St.Joseph’s College (Autonomous), Tiruchirappalli– 620 002.

HOLY CROSS COLLEGE (AUTONOMOUS), TRICHIRAPALLI-2.
B.A/B.SC/B.COM/B.R.SC/B.C.A – DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – III: ESSENCE OF CHRISTIAN FAITH

HRS / Wk : 1

CODE: U12VE6LVBO3
CREDIT :1
MARKS : 100

Objective:

- Prepare to practice Christian principles in family, church and society as a young women.

UNIT – I: ESSENTIALS OF CHRISTIAN FAITH

- Salvation – Deliverance from sin (Is 53), Assurance of salvation and New life (II Cor 5:17)
- Sacraments – Baptism (Luke 3: 6-14), Lord's Supper (I Cor 10: 16,17; 11: 23-29)
- Trinity– One in three and three in one. Illustrations from the Bible. (John 14: 16,17)
- Heaven and Eternal life (John 14: 13, 3: 13-21)

UNIT – II: MARRIAGE AND FAMILY LIFE

- Finding the God's Will - Isaac (Gen 24)
- Man and woman as Partners – Abraham and Sarah (Gen 16-18,22)
Aquila and Priscilla (Acts 18: 1-3,26)
- Evils to be avoided – Premarital Sex, Extramarital Sex, Homosexuality,
Abortion(Heb 13: 4, Psalm 127 : 4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth, Eph 5

UNIT – III: CHRISTIAN HOME

- Parental Responsibilities and bringing up children – Abraham (Gen 22),
- Caring for the Aged (I Sam 2: 31,32)
- Entertainments (I Cor 10: 23)

UNIT – IV: CHRISTIAN ETHICS

- Holiness – Joseph (Gen 39:9)Levi 11: 45, Ecc 12
- Obedience to God - Abraham (Gen 12) ; St. Paul (Acts 9)
- Freedom and Accountability
- Justice and Love
- Choices in Life – Making Decisions(Studies, job, life Partner)

- Model to follow – Who is your model? (John 15: 1-17)
- Social Evils – Dowry, Caste discrimination, Accumulation of wealth
- Freedom of Options, Time Management, Work Ethics (I Peter 2: 11-25)

UNIT – V: ROLE IN CHURCH AND SOCIETY

- Man is the temple of God (I Cor 3: 11-17, 6: 19-20) Individual responsibility in Gospel work
- Church –Body of Christ (I Cor 12: 14-27)
- Unity (John 17: 20-23, Mat 10: 37-39, 16:24-26, Mark 13: 11-13)
- Discipleship (I & II Timothy, Titus)
- Social Responsibilities (Phil 2; 1-11, James 1: 27, 2: 14-17, 4: 17, 5: 14-15)

REFERENCES:

1. Alban Douglass (1982) One Hundred Bible Lessons. Gospel Literature Service, Mumbai.
2. Derek Prince (1993) Foundations for Righteous Living. Derek Prince Ministries-South Pacific, New Zealand.
3. Derek Prince and Ruth Prince (1986) God is a Match maker. Derek Ministries, India.
4. Ron Rhodes(2005) Hand book on Cults. Amazon.com
5. Stanley.R. (1997) With God Again. Blessing Youth Mission, India.
6. Taylor.H. (1993) Tend My Sheep. SPCK, London.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A. SEMESTER VI
MAJOR CORE 11
STRATEGIC MANAGEMENT

NO. OF HOURS :6
No. OF CREDITS:5

CODE :U15BB6MCT11
MARKS:100

COURSE OBJECTIVE:

To enable the students to understand the basic concepts of strategic management.

Unit 1:INTRODUCTION:

A. Strategic Planning: Evolution - Levels and concepts of strategic planning.Strategic Management: Elements-Modes of strategic management.

B. Strategic Management Process: Purposes- Steps- Strategic intent – Mission –Vision – value.

Unit 2: ENVIRONMENTAL & RESOURCE ANALYSIS

A. Environmental analysis- External & Internal – Environmental scanning-organizational response to environment. Competitive analysis-M.Porter's five force Model-Strategic groups – Competitor's analysis

B. Internal analysis-Resources-Organizational capabilities & competitive advantages- Approaches to internal analysis- SWOT Audit-SWOT Matrix- SWOT analysis- Generic strategy.

Unit 3 : STRATEGIC FORMULATION

Corporate level strategy- Grand strategy - Strategic Alternatives – Growth - Stability – Retrenchment –Combination strategies.

Corporate restructuring - Process and Concepts of restructuring - Mergers- Acquisitions. Co-operative strategies- Reasons for strategic alliances- Risk and causes of alliances- Pre-requisites for success.

Unit 4 : STRATEGIC IMPLEMENTATION

Structural issues- Issues in strategic implementation –Strategic- Structure relationship-Functional structure- Divisionalisation- Strategic Business Units (SBUs)- Project organization – Matrix Organization Structure-Factors influencing organizational structure – Structure and strategic Implementation.

Unit 5. STRATEGIC LEADERSHIP AND CONTROL

A. Strategic leadership: Functions of leadership – Traits of effective leaders- Transactional vs transformation leaders – strategic leadership and competitive advantage.

B. Strategic evaluations and control: Importance- Barriers- criteria for evaluation- Strategic and operational control- Techniques for operational control- Control process- Characteristics of effective controlsystem.

TEXT BOOK:

- Strategic Management & Business Policy :Azar Khazmi, Tata McGraw Hill, New Delhi

BOOKS RECOMMENDED:

- R.M. Srivastava : Management Policy & Strategic Management, HimalayaPublishing House, NewDelhi,2000.
- John A Pearce& Richard BRobinson : Strategic Management Formulation, Implementation & Control, Mc-Graw Hill, New York.
- Greek W.P. and JauchL.R. : Business policy and strategymangement, Mc-Graw Hill, New York.
- FredR.David : Strategic Management,PrenticeHall of India, NewDelhi,2005.
- V S P RaoandV.Harikrishna : Strategic Management, ExcelBooks, New Delhi,2006.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER VI
MAJOR CORE - 12
ENTREPRENEURIAL DEVELOPMENT

NO.OF HOURS :6
NO.OF CREDITS:5

CODE :U15BB6MCT12
MARKS:100

Courseobjective:

To introduce the students to the concept of entrepreneurship development and enable them to identify business opportunities and prepare project report to engage themselves in selfemployment.

UNIT I :INTRODUCTION:

Evolution of the concept of entrepreneur - Characteristics - functions of an entrepreneur - Concept of entrepreneurship - Growth of entrepreneurship in India - Functions of women entrepreneurship - Development - Recent trends of rural entrepreneurship - NGOs and Rural entrepreneurship - Economic factors and non - Economic factors affecting entrepreneurial growth – Governmentactions.

UNIT II:PROJECT IDENTIFICATION AND SELECTION:

Meaning of project identification - Project selection - project report - Contents - Formulation - Planning Commissions' guidelines for formulating a project report - Specimen of a project report- concept of project appraisal -Methods of appraisal.

UNIT III:SMALL ENTREPRISES AND INSTITUTIONAL SUPPORT TO ENTREPRENEURS:

Definition - Characteristics - Role of small enterprise in economic development - Problems of small scale industries - Need for institutional support - NSIC - SIDCO - SSIB - SSICS - SISI- District Industries Centers - Industrial Estates - Specialized institutions - Technical Consultancy Organizations (TCOs) – Financial support toEntrepreneurs.

UNIT IV:GOVERNMENT POLICY AND INCENTIVES: Government policy for small scale enterprises :- government support to small scale enterprises during five year plans - Tax holiday - Rehabilitation allowance - Investment allowance - Tax concessions to small scale industries in rural areas and in backward areas - Signals and symptoms of sickness - Causes and consequences - Corrective measures.

UNIT V:TOTAL QUALITY MANAGEMENT FOR SMALL ENTERPRISES:

Total Quality Management for small enterprises: meaning of TQM - Need for TQM in small enterprises - TQM process in small enterprise - Export performance and trends of small enterprises - Major constraints - Suggestions to improve exports –Success stories of entrepreneurs

TEXT BOOK:

- S.S.Khanka : Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2008

BOOKS RECOMMENDED:

- Srivastava S.B : Practical Guide to Industrial Entrepreneurs; Sultan Chand Sons, New Delhi
- Prasanna Chandra : Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi, 2005
- Pandey I.M. : Venture Capital- The Indian Experience, Prentice Hall of India, 2001
- R.V. Badi. N.V. Badi : Entrepreneurship, Vrinda Publications Limited, Mayur Vihar, Delhi-110091

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI -2.
BBA SEMESTER-VI
MAJOR CORE- 13
INTERNATIONAL BUSINESS

NO.OF HOURS :6
NO.OFCREDITS:5

CODE :U15BB6MCT13
MARKS :100

COURSE OBJECTIVE:

To make the students aware of theoretical & practical (knowledge) aspects of international business & the functioning of international institutions.

UNIT – I: INTRODUCTION

Definition - Scope of international business - MNC in India- Theories of international trade - Smith's Theory of Absolute Differences in Costs - Ricardo's theory of Comparative Costs - Haberler's theory of opportunity Costs - Modern theory of Factor Endowments .

UNIT – II: INTERNATIONAL MARKETING

International Marketing - Benefits - Scope of International Marketing - Balance of Trade Balance of Payments Disequilibrium - Causes & Remedial Measures - Tariff & Non Tariff Barriers - Meaning - Type.

UNIT -III : EXIM POLICY

India's Trade Policy - New EXIM Policy 2002-2007- Terms of Payment in Export- Export & Import Procedures - EXIM Bank-EGCC.

UNIT – IV: IMF & WORLD BANK

IMF - Objectives - Organisation & Structure of the fund - IMF & India - Recent trends in IMF - SDR - World Bank - Functions - Membership - Organisation - Activities - India & World Bank

UNIT – V: FOREX MARKET

Foreign exchange Market - Structure - Methods of foreign payment - Spot & forward Exchange Markets - Foreign Exchange Rate - Meaning - Determination of foreign exchange Rate.

Text Book:

- 1. Francis Cherunilam : International Business

BOOK FOR REFERENCE:

- Bhattacharya, B. : Going International-Response Strategies for Indian Sector, Wheeter Publishing Co., New Delhi,
- Black and Sundaram : International Business Environment, Prentice Hall of India, New Delhi.
- Adhikary, Manab : Global Business Management, Macmillan, New Delhi,

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A SEMESTER VI MAJOR ELECTIVE - 4
OFFICE PACKAGES

NO.OF HOURS :5
NO.OF CREDITS:5

CODE :U15BB6MET03
MARKS:100

OBJECTIVES

- To understand the basic concepts and organization of a Database
- To enable the students to design web pages through the markup language-HTML.
- To enrich the knowledge about the fundamentals of the latest trends in Web technologies

UNIT – I INTRODUCTION TO DATABASE MANAGEMENT SYSTEM

Introduction to Data base – characteristics – Data Base Management System - Types of DBMS – advantages and disadvantages - RDBMS Terminology- Relational Data Integrity – Relation Data Manipulation- Database Security Risk - Types .

UNIT – II HTML

Introduction to HTML - Benefits of HTML - Limitations of HTML, structure of a HTML Document - HTML Tools.

HTML TAGS: Basic tags - Horizontal Line - Body Attribute - Text Formatting.

UNIT – III FORMATTING

Marquees - Creating Links - Frames, Frameset and its attributes - Forms and its attributes. Creating web page: Formatting the text to the page – Paragraphs, indents and break, Importing images and adding background image to the Home page - MarquesesTag

UNIT- IV JAVA

Introduction to Oops and Java – Overview – Class, Objects, Descriptions and Benefits of Oops and limitations - Inheritance – Meaning, Types - Polymorphism, Data Abstraction, Encapsulation - AWT Applets.

UNIT V FLASH

Basic Concepts – Drawing – Lines and Shapes – Strokes and Fill – Different Shapes and Brushes – Selection – Transformation and Reshaping – Importing Artwork -Animating One Frame at a Time – Motion and Shape Tweening – Sounds.

BOOKS FOR STUDY

- C Xavier :World Wide Web design with HTML(New Delhi: Tata McGraw-Hill PublishingCo.2000).
- Alexis Leon ,Mathews Leon: Database Management Systems(Leon Press,Chennai)
- E.Balagurusamy, Programming with JAVA- premier (Tata McGraw –Hill PublishingCompany,New Delhi)
- L.P.Editorial Board, FLASH B (Law Point, NewDelhi)
- Nick Vandome, FLASH MX (Dreamtech, NewDelhi)

BOOKS FOR REFERENCE

- Cay S.Horstmann and Gary Corehell: Core Java 2.0 – Advanced Features’ (New Delhi: Tata McGraw-Hill PublishingCo.2000.

- Peter Dyson : HTML Complete Reference' (BPB Publications2000.
- Ivan Boy Ross : HTML & JAVA Scripts(BPB Publications2000.
- S.K. Bansal, (2006). Internet technologies, New Delhi:A.P.HPublishing Corporation.
- Kris Jamsa, Konrad King,Andy Anderson, (2002). HTML & Web design, New Delhi: TATA Mc-Graw Hill.
- Thiagarajan and Anbumani, "Flash MX 2004", Tata McGraw Hill, NewDelhi.
- Laurie Ulrich Fuller and Robert C. Fuller, "Photoshop CS3 Bible" Willey India Pvt.Ltd

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.

B.B.A SEMESTER VI

MAJOR ELECTIVE - 4

TOTAL QUALITY MANAGEMENT

NO.OF HOURS : 5

NO.OF CREDITS : 5

CODE : U15BB6MET04

MARKS: 100

COURSE OBJECTIVE

- To introduce the students to the concept and philosophies of total quality management

UNIT-I : Introduction to quality

Evolution - Quality movement in India - Importance of quality - Quality definitions-views of quality - Dimensions of quality and service quality - Types of quality – Customer driven quality- Quality in production systems-determinants of quality.

UNIT-II : Managing quality

Traditional vs modern quality management - Quality in manufacturing service systems - Quality control – Quality control strategy and policy -Concept of quality control- Principles of TQC- Necessities - Scope of TQM - Major elements of total quality infrastructure-TQM Vs Traditional Management Practices - Benefits of TQM – ISO 9000 – Sixsigma.

UNIT-III : TQM Philosophies

The Deming philosophy-The Juran philosophy-The Crosby philosophy.

UNIT-IV : Organising for TQM:

Need for organizing for quality-Evolution of organization - Requirements - Organising TQM-The systems approach - Future organization -Developing quality culture - Self development and empowerment - Continuous improvement (KAIZEN)

UNIT-V : Total Quality Management in Services:

Quality in services- Difference between goods and services- Component of service system quality- Service quality dimensions- Models - Measuring service quality- Building service quality information system.

TEXT BOOK:

- K.ShridharaBhat :Total Quality Management,Himalaya PublishingHouse

BOOKS FOR REFERENCE:

- SureshDalela,Saurabh : ISO 9000 A manual for TQM – ShailendraNigam : TQM,Excel Books
- James R.Evans,James W.Dean. Jr : Total Quality Management, Organisationand philosophy
- JoelE.Ross : Total QualityManagement
- S.D.Bagade. : Total Quality Management, HimalayaPublishing House

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A. 2015 –2016 SEMESTER VI
SKILL BASED ELECTIVE V
ACCOUNTING PACKAGE

NO.OFHRS :2
NO.OFCREDITS:2

CODE:U15BB6SBT05
MARKS:100

COURSE OBJECTIVES

- To enable the students to understand the basic principles and concepts of computerized accounting.
- To enable the students to use Tally 9 EPR for accounting.

UNIT: I

Meaning of Computerized Accounting – Meaning of Computers – Importance of computerized accounting – Computerized Accounting Vs Manual Accounting. Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

UNIT: II

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

UNIT: III

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

UNIT:IV

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders – Customer and supply analysis – Extracting simple reports and graphs with tally accounting package.

UNIT: V

Introduction to cost – Creation of cost category – Cost centre category – Editing and deleting cost centre – Usage of cost category and cost centre in voucher entry – Budget control – Creation of budgets – Editing and deleting budgets – Reports.

TEXT BOOK:

➤ ICAR & D Team

: Tally 9, Vikas Publishing House Pvt.

Ltd., New Delhi, 2006.

BOOKS FOR REFERENCE:

- Nadhani A.K. &NadhaniK.K : Implementing Tally, BPB Publication, New Delhi, 2005.
- VishnuPriyaSingh, : Quick Learn Tally, Computech Publication Pvt. Ltd., New Delhi.
- SrinivasaValaban : Computer applications in Business, Sultan & Sons, 2006.

COMPUTER PRACTICAL FOR BUSINESS SOFTWARE-FOR EXTERNAL EVALUATION

EXERCISE:- 50% MARKS

1. Petty Cash Entries, Subsidiary Books
2. Accounts Only – Accounts With Inventory
3. Accounts With Inventory Tax Initialize
4. Stock Categories
5. Cost Centre
6. Cost Categories
7. Stock Journal
8. Balance Sheet
9. Final Accounts Without Adjustments
10. Final Accounts With Adjustments
11. Order Processing
12. Price List
13. Bill-wise Details
14. Bank Reconciliation Statement
15. Interest Calculation.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.B.A 2015-2016 - SEMESTER VI
SKILL BASED ELECTIVE - 6
RESEARCH METHODOLOGY

NO.OFHOURS :2
NO.OFCREDITS:2

CODE :U15BB6SBT06
MARKS:100

COURSE OBJECTIVE

- To introduce the students to the various methods and principles of research and research work as per the accepted norms and scientific practices.

UNIT: I:INTRODUCTION:

Research: definition – Meaning – Objectives – Types of research – Qualities of an ideal researcher – Criteria for good research.

UNIT: II:RESEARCH PROCESS:

Research Process meaning – Stages in research work – Problems in research – Sampling: meaning & types.

UNIT: III:RESEARCH DESIGN:

Research Design: Meaning – Contents – Features – Types – Factors affecting research design.

UNIT: IV:DATA COLLECTION:

Types of data – Tools of data collection – Difference between Questionnaire and Interview schedule – Processing of data – Meaning of editing, coding, classification and tabulation – Types of tables.

UNIT: V:REPORT WRITING:

Report: Definition – Meaning – Kinds – Pre-requisites of report writing - Contents of an ideal report.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
BBA SEMESTER VI NON
MAJOR ELECTIVE – 2
DISASTER MANAGEMENT

NO.OFHOURS :2
NO.OFCREDITS:2

CODE :U15BB6NMT02
MARKS:100

COURSE OBJECTIVE:

- To develop an understanding of the process of DisasterManagement.
- To understand the mitigation programmes of DisasterManagement.
- To develop an understanding of the Disaster Management poling andlegislation.

UNIT I

Meaning, definition, basic aspects and types of disasters.

UNIT II

Stages in Disaster - Pre, during and post disaster.

UNIT III

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

UNIT IV

Disaster training – Utilisation of resources, training and public awareness.

UNIT V

Disaster Management policy and legislation; Disaster Management – Strategy in India.

BOOKS FOR REFERENCE:

- “Disaster Management” , I sundar, T. Sezhiyan 1st Edition, Sarup andSons, New Delhi,2007.
- “Disaster Management” , A Disaster Manager’s Hand boob; Carter.W,ASTAN Development Bank,Manila.
- Natural Disaster Management, Destruction, Safety and Pre cautions,S. Prasad, Mangalam publishers and Distributors, New Delhi –2007.
- Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachnapublications, 1973.

TEXT BOOK :

- Ravilochanan : Research Methodology, Margham Publications, Chennai

BOOKS FOR REFERENCE:

- Kothari C.B and Gopal M.H. : An Introduction Research Procedure in Social Science.
- Amarchand : Research Methods.
- Sadhuand Singh : Research Methodology in Social Science

HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPPALLI-2.
2015-16
SEMESTER –II
ALLIED -3
COMMUNICATION SKILLS

NO OF HOURS :4

CODE:U15BB2AOT03

NO.OFCREDITS:3

OBJECTIVES

To enable the students to write effective business letters and to develop communication skills. UNIT – I INTRODUCTION

Communication: Meaning – Definition – Characteristics of Communication: Accuracy, Brevity, Clarity and Appropriateness - Barriers to Communication.

UNIT – II METHODS OF COMMUNICATION

Methods and types of communication – Formal and informal communication - Oral communication – Grapevine Communication – Principles of effective communication.

UNIT – III LISTENING

Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening Coherence of Listening with Reading - Coherence of Listening with Speaking

UNIT – IV SPEAKING

Features of effective Speech - Role Play - Conversation building - Presentation Skills – Group Discussions – Interview facing skills.

UNIT – V REPORT WRITING

Proposal for report, short report, formal report, report presentation – Drafting of business reports: market reports; press reports – Letter to editor – Reporting of speeches of directors, important events etc.

BOOKS FOR STUDY

Urmila Rai, (2009). Business Communication, New Delhi: Himalaya Publications.

BOOKS FOR REFERENCES

- P.Kiranmai Dutt & Geetha Rajeevan, (2006). Basic CommunicationSkills.
- Heidi Schultz,Ph.D., (2005). BusinessScenarios.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – III: FAMILY AND CAREER DEVELOPMENT
HRS / Wk :1

CODE: U13VE6LVE03

CREDIT :1

MARKS : 100

OBJECTIVES:

- To help the students learn skills, knowledge, talent to lead a meaningful life.
- To help the students understand marriage life.
- To make the students learn skills of nurturing family and children.
- To make them aware of emotional intelligence and choose their carrier.

UNIT – I: PERSONAL COMPETENCE

Emotional Intelligence for Professional growth, Management Vs Leadership-Management and Leadership Skills - Conflict Management - Tips for Professional growth

UNIT – II: MARRIAGE AND FAMILY

Family Vision - Family Values, Family relationship, Family Management, Sex in Marriage, Emotional Balance and Imbalance, Compatibility between Husband and Wife

UNIT – III: MOTHERHOOD

Bringing up Children - Development stages(Eric Ericson model), Spirituality: Spirituality in Family - Prayer, God's Will , Role of Mother

UNIT – IV: PERSONALITY DEVELOPMENT

Self Analysis; interpersonal relation, introspection – character formation towards positive personality (values, self and college motto, punctuality, good moral, poverty, honesty, politeness, humanity, gentleness, friendship, fellowship and patriotism

UNIT – V: CAREER CHOICE

Career Choice according to Personality, Preparation for Competitive Exams, Sources of Knowledge, Memory Techniques, Mind Mapping

REFERENCES:

5. Tony B and Barry Buzan(2003), The mind map book, BBC world wide limited, London.
6. Susan Nash(2005), Turning team performance inside out, Jai CO. publishing House, New Delhi.
7. Fr. Ignacimuthu (1999) “Values for Life”, VaigaraiPathipagam.
8. Grose. D.N. (2000), “A text book on Value Education”, Dominant Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
B.A./B.Sc/B.Com/B.R.SC/B.C.A DEGREE COURSES
LIFE ORIENTED EDUCATION
CATECHISM – III: LITURGY AND CHRISTIAN LIFE

HRS / WK :1
CODE:U12VE6LVC0
3 CREDIT :1
MARKS : 100

OBJECTIVES:

- To prepare the students to participate meaningfully in the liturgical celebration and experience GOD in their day today life.
- To become a living witness to Jesus Christ in their personal, family and social life.

UNIT – I: LITURGY

Personal prayer (Know oneself) – Vocal prayer – Community prayer – Meditation – Contemplation – Knowing the prayers : Our Father – Hail Mary – Holy Rosary – Mysteries of the Rosary- Litany of Mary – family prayer-Popular devotion

UNIT – II: HOLY SACRIFICE OF THE MASS

Significance – meaning and need for spiritual growth – mass prayers – part of the mass – liturgical year, its division and its significance. –Creed – Act of contrition – Discernment of spirits – Counseling – Spiritual direction.

UNIT – III: CHRISTIAN VOCATION AS DISCIPLE FOR THE KINGDOM OF GOD

Who am I as a Christian? – Christian dignity and others – The values of the Kingdom opposing to the values of the World – Christian social conscience – Christian in the reformation of the world – a call to be salt and light in today’s context.

UNIT – IV: CHRISTIAN FAMILY

Holy family- characteristic of good family – Bible centered, Prayer centered, Christian centered–Responsibilities of parents, and children in the family – church – laws towards marriage-Pro life (Abortion, Euthanasia) – Lay Vocation – Lay Participation – Lay associates.

UNIT – V: CONSECRATED LIFE

“Come and follow me” – special disciples - Religious vocation – “I have called you to be mine”- Role of Nuns and Priest - called to be prophets and agents for God’s Kingdom – nucleus of the church – Eschatological signs of the God’s Kingdom.

REFERENCES:

3. Compendium – Catechism for the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
4. You are the light of the World, A course on Christian living for II year Religion published by Department of Foundation Courses, St.Joseph’s College (Autonomous), Tiruchirappalli– 620 002.

HOLY CROSS COLLEGE (AUTONOMOUS), TRICHIRAPALLI-2.
B.A/B.SC/B.COM/B.R.SC/B.C.A – DEGREE COURSES LIFE
ORIENTED EDUCATION
BIBLE STUDIES – III: ESSENCE OF CHRISTIAN FAITH

HRS / Wk : 1

CODE: U12VE6LVBO3

CREDIT :1

MARKS : 100

Objective:

- Prepare to practice Christian principles in family, church and society as a young women.

UNIT – I: ESSENTIALS OF CHRISTIAN FAITH

- Salvation – Deliverance from sin (Is 53), Assurance of salvation and New life (II Cor 5:17)
- Sacraments – Baptism (Luke 3: 6-14), Lord's Supper (I Cor 10: 16,17; 11: 23-29)
- Trinity– One in three and three in one. Illustrations from the Bible. (John 14: 16,17)
- Heaven and Eternal life (John 14: 13, 3: 13-21)

UNIT – II: MAARIAGE AND FAMILY LIFE

- Finding the God's Will - Issac (Gen 24)
- Man and woman as Partners – Abraham and Sarah (Gen 16-18,22) Aquila and Priscilla
(Acts 18: 1-3,26)
- Evils to be avoided – Premarital Sex, Extramarital Sex, Homosexuality, Abortion(Heb
13: 4, Psalm 127 : 4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth, Eph 5

UNIT – III: CHRISTIAN HOME

- Parental Responsibilities and bringing up children – Abraham (Gen 22),
- Caring for the Aged (I Sam 2: 31,32)
- Entertainments (I Cor 10: 23)

UNIT – IV: CHRISTIAN ETHICS

- Holiness – Joseph (Gen 39:9)Levi 11: 45, Ecc 12
- Obedience to God - Abraham (Gen 12) ; St. Paul (Acts 9)
- Freedom and Accountability
- Justice and Love
- Choices in Life – Making Decisions(Studies, job, life Partner)
- Model to follow – Who is your model? (John 15: 1-17)

- Social Evils – Dowry, Caste discrimination, Accumulation of wealth
- Freedom of Options, Time Management, Work Ethics (I Peter 2: 11-25)

UNIT – V: ROLE IN CHURCH AND SOCIETY

- Man is the temple of God (I Cor 3: 11-17, 6: 19-20) Individual responsibility in Gospel work
- Church –Body of Christ (I Cor 12: 14-27)
- Unity (John 17: 20-23, Mat 10: 37-39, 16:24-26, Mark 13: 11-13)
- Discipleship (I & II Timothy, Titus)
- Social Responsibilities (Phil 2; 1-11, James 1: 27, 2: 14-17, 4: 17, 5: 14-15)

REFERENCES:

7. Alban Douglass (1982) One Hundred Bible Lessons. Gospel Literature Service, Mumbai.
8. Derek Prince (1993) Foundations for Righteous Living. Derek Prince Ministries-South Pacific, New Zealand.
9. Derek Prince and Ruth Prince (1986) God is a Match maker. Derek Ministries, India.
10. Ron Rhodes(2005) Hand book on Cults. Amazon.com
11. Stanley.R. (1997) With God Again. Blessing Youth Mission, India.
12. Taylor.H. (1993) Tend My Sheep. SPCK, London.