



HOLY CROSS COLLEGE (AUTONOMOUS)
Affiliated to Bharathidasan University
Nationally Accredited(3rd Cycle) with 'A' Grade by NAAC
College with Potential for Excellence.
Tiruchirapalli - 620002.

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: BBA

PO No.	Programme Outcomes <i>Upon completion of the BBA. Degree Programme, the graduate will be able to</i>
PO-1	Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context
PO-2	Acquire a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D
PO-3	Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intrapreneurship for their employer organizations
PO-4	Acquire critical business skills and competencies required for effective management in modern business
PO-5	Inculcate a positive attitude towards ethical business decisions and social dimensions

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing and management
PSO-3	Learn how to effectively manage people and build strong relationships
PSO-4	Enhance critical thinking and analytical skills in terms of decision making
PSO-5	Develop entrepreneurial skill to motivate towards start ups

HOLY CROSS COLLEGE (AUTONOMOUS),TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN
(For candidates admitted from June 2018 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/ U18HN1HIN01/ U16FR1FRE01	5	3	100
	II	English	English Paper-I	U15EL1GEN01	6	3	100
	III	Major Core-1	Business Management	U18BB1MCT01	5	5	100
	III	Major Core- 2	Business Environment	U18BB1MCT02	5	5	100
	III	Allied Course-1	Financial Accounting	U18BB1ACT01	4	4	100
	III	Allied Course-2	Business Mathematics & Statistics for Managers	U18BB1ACT02	4	3	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	-	-
			Internship/Field work/Field project 30 hours –Extra credit	U18SP1ECC01	-	2	100
TOTAL					30	25	700

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/ U18HN2HIN02/ U16FR2FRE02	5	3	100
	II	English	English Paper-II	U15EL2GEN02	6	3	100
	III	Major Core-3	Marketing Management	U18BB2MCT03	6	5	100
	III	Major Core-4	Indian Financial System	U18BB2MCT04	5	5	100
	III	Allied Course - 3	Managerial Economics	U18BB2ACT03	4	4	100
			Service Oriented Course		1	-	-
	IV	Skill Based Elective 1	Soft Skill Development	U15RE2SBT01	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	1	100
			Internship/Field work/Field project 30 hours –Extra credit	U18SP2ECC02		2	100
	TOTAL					30	25

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/ U18HN3HIN03/ U16FR3FRE03	5	3	100
	II	English	English Paper-III	U15EL3GEN03	6	3	100
	III	Major Core– 5 (MC)	Operations Research	U18BB3MCT05	5	5	100
	III	Major Core –6 (MC)	Organizational Behaviour	U18BB3MCT06	5	5	100
	III	Allied Optional – 1 (AO)	Business Ethics	U18BB3AOT01	4	3	100
	IV	Skill Based Elective 2 (Industrial Relations)	Sustainable Rural Development and Students Social Responsibility	U18RE2SBTO2	1	1	100
			Industrial Management	U19BB3IRT01	1	1	100
	IV	Skill Based Elective 3	Computer Literacy – Tally	U19BB3SBP03	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	-	
	Internship/Field work/Field project 30 hours –Extra credit		U18SP3ECC03/ U18SP3ECC02		2	100	
TOTAL					30	25	900

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/ U18HN4HIN04/ U16FR4FRE04	5	3	100
	II	English	English Paper-IV	U15EL4GEN04	6	3	100
	III	Major Core– 7 (MC)	Management Accounting	U18BB4MCT07	6	5	100
	III	Allied Optional - 2(AO)	Retail Management	U18BB4AOT02	4	4	100
	III	Allied Optional – 3(AO)	Industrial Law	U18BB4AOT03	4	3	100
	IV	Skill Based Elective 4	Online Course	U19OC4SBT04	2	2	100
	IV	Skill Based Elective 5	Entrepreneurial Development	U18BB4SBP05	2	2	100
			Service Oriented Course		-	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	1	100
		Internship/Field work/Field project 30 hours –Extra credit		U18SP4ECC04/ U18SP4ECC02		2	100
	TOTAL					30	26

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks	
V	III	Major Core – 8 (MC)	Human Resources Management	U18BB5MCT08	6	6	100	
	III	Major Core –9 (MC)	Cost Accounting	U18BB5MCT09	5	5	100	
	III	Major Core– 10(MC)	Production and Operation Management	U18BB5MCT10	5	5	100	
	IV	Major Core – 11 (MC)	Information Technology for Business	U18BB5MCT11	5	5	100	
	IV	Major Elective – 1	Business Law / Banking Theory Law & Practices	U18BB5MET01 U18BB5MET02	4	3	100	
	IV	NME – 1	Disaster Management	U18BB3NMT01	2	2	100	
	IV	EVS	Environmental Studies		2	1	100	
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-	
			Internship/Field work/Field project 30 hours –Extra credit	U18SP5ECC05/ U18SP5ECC02			2	100
	TOTAL					30	29	800

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks	
VI	III	Major Core – 12 (MC)	Financial Management	U18BB6MCT12	5	5	100	
	III	Major Core– 13 (MC)	Strategic Management	U18BB6MCT13	5	5	100	
	III	Major Core– 14 (MC)	International Business	U18BB6ACT14	5	5	100	
	IV	Major Elective 2	Security Analysis and Portfolio Management/ Income Tax Law & Practices	U18BB6MET01 U18BB6MET02	4	4	100	
		Major Elective 3	Total Quality Management/ Company Law	U18BB6MET03 U18BB6MET04	5	5	100	
		Skill-based Elective – 6	Research Methodology	U15DS6SBT06	2	2	100	
		NME – 2	Fundamentals of Event Management	U18BB6NMT02	2	2	100	
		Extension Activities	RESCAPES- Impact study of Project	-	-	1	100	
			Gender Studies	U15WS6GST01	1	1	100	
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	1	100	
			Internship/Field work/Field project 30 hours –Extra credit	U18SP6ECC06/ U18SP6ECC02			2	100
	TOTAL					30	33	1100
	GRAND TOTAL					180	163	5300

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

TAMIL DEPARTMENT

For Candidate admitted from 2015 onwards

First Year - Semester – I

Course Title	முதலாமாண்டு – முதற்பருவம்
Total Hours	90
Hours/Week	6 Hrs Wk
Code	U15TL1TAM01
Course Type	Theory
Credits	3
Marks	100

General Objectives:

- To find out the ways to handle the Tamil language effectively and productively.
- To introduce the tradition and the grammar of Tamil language.
- To encourage the creatively development.
- Creating curiosity to make life according to high moral.
- Helping to create healthy thoughts among themselves.

Course Objectives:

CO No.	Course Objectives
CO-1	தமிழ் இலக்கியப் பரப்பையும், விழுமியங்களையும் அறிமுகப்படுத்துதல்.
CO-2	தமிழ் மொழியின் தொன்மை, தாய்மொழிப்பற்று, தன்னம்பிக்கை சூழல்களை எதிர்கொள்ளும் திறன் முதலியவற்றை அறிந்து கொள்வர்.
CO-3	கவிதையின் வாயிலாக அன்பு உணர்வினை வளர்க்கச் செய்தல்.
CO-4	கலைச்சொற்கள் வாயிலாக பிறமொழிச் சொற்களை ஆராயும் தன்மைப் பெறுவர்.
CO-5	படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.

அலகு:1 செய்யுள்

18Hrs

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

Key Words (Extra Reading)

1. ந. காமராசு கவிதைகள்
2. தமிழன்பன் கவிதைகள்

அலகு:2 செய்யுள்

18Hrs

1. கல்யாணஜி - பேசும்பார் என் கிளி
2. நிர்மலா சுரேஷ் - தைலச்சிமிழும் தச்சன் மகனும்
3. இரா. மீனாட்சி - ஒரு கோதை
4. விஜி - குரங்கு மனிதன்
5. பா. சத்தியமோகன் - எங்கெங்கு காணினும்
6. ஹைகூ கவிதைகள்

key Words (Extra Reading)

1. ந.முத்துக்குமார் கவிதைகள்
2. செனட்ரியூ கவிதைகள்

அலகு:3

18 Hrs

தமிழ் இலக்கிய வரலாறு

தமிழாய்வுத்துறை வெளியீடு 20-ஆம் நூற்றாண்டு (தற்காலம்)

முநல ருமுசனள (நூலுவசய சுநயனபெ)

தமிழ் இலக்கிய வரலாறு -மு.வரதராசன்

அலகு:4

18 Hrs

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு(துறை வெளியீடு)

அலகு:5

18 Hrs

பொதுப்பகுதி - கலைச்சொற்கள்

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	தமிழ் மொழியின் மேன்மை, தாய்மொழிப்பற்று, வாழ்வின் அனைத்து நிலைகளிலும் நிலைத்து நிற்கும் தன்மை, சுய ஒழுக்கம், ஒற்றுமை உணர்வு, நாட்டு வளர்ச்சிக்கான முன்னேற்றப் பாதை போன்றவற்றை திறனாய்வு செய்வர்.	PSO 1	U
CO-2	கவிதையின் வாயிலாக இறைப்பற்று, இயற்கையைப் பாதுகாக்கும் உணர்வு, சமூகம் பெண்ணுக்கு இழைக்கும் அநீதியை எதிர்த்துப் போராடும் மனநிலை முதலியவற்றை மதிப்பிடுவர்.	PSO 2	E
CO-3	தற்காலத் தமிழ் இலக்கியங்களின் வழி மாணவர்கள் தங்கள் படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.	PSO 2	AN
CO-4	பல்வேறு சிறுகதைகளின் வழியாக மனித உரிமைகளை வலியுறுத்தி மனிதநேயத்தை மீட்டெடுக்கும், விழிப்புணர்வினைப் பெறுவர்.	PSO 3	AP
CO-5	துறைச் சார்ந்த கலைச்சொற்களை மாணவர்களுக்கு அறிமுகப்படுத்துவதோடு ஆங்கிலச்சொல்லுக்கு நிகரான தமிழ்ச் சொல்லையும் கற்று இருமொழிப் புலமை பெறுவர்.	PSO 4	U

பாட நூல்கள்

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

(For the candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
SEMESTER – I

Course Title	PART – I LANGUAGE HINDI – I PROSE, SHORT STORY AND GRAMMAR –I
Total Hours	90
Hours/Week	6Hrs/Wk
Code	CODE: U18HN1HIN01
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to understand the importance of human values and patriotism

Course Objectives (CO):

The learner will be able to:

CO No.	Course Objectives
CO -1	Evaluate Self Confidence, Human values
CO- 2	Understand and analyze Gandhian Ideology
CO- 3	Understand Indian Culture, custom
CO- 4	Analyze communal Harmony and Unity in Diversity
CO- 5	Evaluate Friendship

UNIT –I

(18Hours)

1. Aatma Nirbharatha
2. Idgah
3. Sangya

Extra Reading (Key Words): Takur ka kuvam, Bhuti Kaki

UNIT-II

(18Hours)

1. Mahatma Gandhi
2. Vusne KahaTha
3. Sarva Naam

Extra Reading (Key Words): Chandradhar Sharma Guleri, Gandhian Ideology

UNIT-III

(18Hours)

1. Sabhyata KaRahasya
2. Karva Va KaVrat
3. Visheshan

Extra Reading (Key Words): Sabhyata Aur Sanskriti, Yashpal ki Sampoorna khaniyan

UNIT-IV

(18Hours)

1. Bharat EkHai
2. Sharandhata
3. Kriya

Extra Reading (Key Words): Ramante Tatra Deavata, Badala

UNIT-V

(18Hours)

1. Mitrata
2. Vapasi
3. Ling AurVachan

Extra Reading (Key Words): Acharya Ramachandra Shukla,Usha Priyamvadha ki kahaniyan

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Compare human values of present and past generations	E
CO- 2	Test for Gandhian Ideology in the literary works.	U, An
CO- 3	Interpret Indian Culture in a scientific manner	U
CO- 4	Assess casteless and classless India	An
CO- 5	Value the interests of one's friend.	E

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An-Analyze; E- Evaluate; C-Create

Reference Books :

- GadyaSudha: Edt. Dr. M. SaleemBaig; RakaPrakashan; Ilahabad.U.P.
- Hindi GadyaPrabhakar:Edi. Dr.Hiranmay; ShikshaBharathi; KashmiriGate; Delhi.
- KahaniVividha;RajkamalPrakashan; Ilahabad.; NewDelhi.
- Vyakaranpradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan;Illahabad

(For candidates admitted 2016 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SEMESTER I

Course Title	PART I – LANGUAGE - FRENCH PAPER I (GRAMMAR & CIVILISATION (ÉCHO A1 2 ^e édition))
Total Hours	90
Hours/Week	6Hrs/Wk
Code	U16FR1FRE01
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to learn the fundamentals of French Grammar and Cultural aspects of France.

Course Objectives(CO):

The learner will be able to

CO1	remember alphabets, numbers, nationalities and professions; understand the term Francophone, a brief introduction of France and oneself.
CO2	remember and understand verb conjugation and articles and apply the same in first contact
CO3	remember the pronouns placed after prepositions; analyse and evaluate leisure time activities in France and across the world.
CO4	apply past tense in writing personal diaries; comparison and adjectives in sketching travel journals
CO5	understand the usage of articles and inversion in interrogation and analyse the food habit of the French.

Unit 1 Parcours d’initiation ;Vous comprenez (15Hours)

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.

Extra Reading (Key Words) : La carte de la France et La carte du monde francophone

Unit 2 Autravail! (15Hours)

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.

Extra Reading (Key Words) : Fiches de renseignement de ses parents

Unit 3 On s’étend! (15Hours)

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

Extra Reading (Key Words) : Lieux de loisirs que l’étudiant apprécie

Unit 4 Racontez-moi ! ; Bonvoyage!**(30Hours)**

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

Extra Reading (Key Words):La vie des personnalités célèbres

Unit 5 Bonappétit!**(15Hours)**

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.

Extra Reading (Key Words): Recette de la crêpe et des tartes

Course outcomes	Cognitive level
Introduce oneself to the class and classify Francophone countries in the world map.	Ap, E
Demonstrate regular verb conjugation	U, Ap
List out pronouns placed after prepositions	R, U
Survey leisure time activities in European countries	An
Develop personal diary	C
Outline the food habits of the French.	An

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur Publication: CLÉ INTERNATIONAL, 2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing House

Je parle français I –Abhay Publications

Le français avec des jeux et des activités - ELI

Langue et la civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002
PG AND RESEARCH DEPARTMENT OF ENGLISH
I YEAR UG – SEMESTER I
PART II – ENGLISH 1 - GENERAL ENGLISH I

HOURS : 6
CREDIT : 3

CODE : U15EL1GEN01
MARKS: 100

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 –GuidedCreative writing

TEXTS

This is the Photograph of me by Margaret Atwood - Poem (**Internal Testing**)

1. *The Mayonnaise Jar*
2. *In Prison* by Jawaharlal Nehru (edited)
3. An extract from Shakespeare's *Othello* Act V Scene II

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 verbsa

Vocabulary-synonyms and antonyms in context

Composition - Guided paragraph

TEXTS

Night of the Scorpion by Nissim Ezekiel - Poem (**Internal Testing**)

1. *The Old Folks at Home* by Alphonse Daudet (edited)
2. *Will you, Daddy?* (Story from Reader's Digest)
3. An 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

Snake by D.H. Lawrence – Poem (**Internal Testing**)

1. *Floating Fantasy* by Vinu Abraham (Prose)
2. *Discovery* by Herman Ould (Play)
3. *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

I have a Dream by Martin Luther King Jr - (**Internal Testing**)

1. *What I have lived for?* by Bernard Russell
2. *Three days to see* by Helen Keller(edited)
3. An extract from Shakespeare’s *The Merchant of Venice Act IV Scene I*

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

Profile of a successful personality (**Internal Testing**)

1. Extract from a profile and an Interview of Indra Krishnamoorthy Nooyi
2. *The Verger* by Somerset Maugham
3. Profile of Bill Gates

PRESCRIBED BOOK:

English for Communication –PoGo publication Trichy

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN
(For candidates admitted from June 2018 onwards)
Only for the first year students i.e., I and II semester school pattern has been followed
I Year I Semester

Course Title	Major Core – 1 Business Management
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U18BB1MCT01
Course Type	Theory
Credits	5
Marks	100

General Objectives: To acquaint the students with the basic elements of management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Discuss the functions and principles of management.
CO-2	Illustrate the various methods of planning.
CO-3	Outline the organizations structures to be followed in management.
CO-4	Analyze the activities followed in staffing and directing.
CO-5	Schedule the controlling in an organization

UNIT I :INTRODUCTION

15 hrs

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

Extra Reading/Keywords: *Management and society*

UNIT II :PLANNING

15 hrs

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

Extra Reading/Keywords: *performance management tools*

UNIT III :ORGANISING

15 hrs

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

Extra Reading/Keywords: *organization structure*

UNIT IV :STAFFING AND DIRECTING**15 hrs**

A. Staffing: Man power Management – Functions - Recruitment - Selection - Tests and Interviews - Training and Development.

B. Directing and Co-ordination: Principles - Elements. Supervision - Leadership

Extra Reading/Keywords: *leading traits*

UNIT V : CONTROLLING**15 hrs**

Controlling: Nature - Control Process - Control Technique

Extra Reading/Keywords: *controlling network analysis*

COURSE OUTCOMES

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, Drucker.	PSO-2	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	PSO-2	Ap
CO-3	Identify the organizations process, departmentation, organization structure and span of control	PSO-2	U
CO-4	Paraphrase of recruitment, selection and training in an organization	PSO-2	U
CO-5	Recognise the skills required to manage and control functions effectively	PSO-2	U

TEXT BOOK:

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

BOOKS FOR REFERENCE:

- 1. DinkarPagare : 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 (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2018 onwards)
Only for the first year students i.e., I and II semester school pattern has been followed
I Year - Semester – I

Course Title	Major Core – 2: BUSINESS ENVIRONMENT
Total Hours	75
Hours/Week	5
Code	U18BB1MCT02
Course Type	Theory
Credits	5
Marks	100

General Objectives: To enable the student to identify the different environments of business and impact of the various environment on the business.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe the concept of business environment and the consumer protection Act.
CO-2	Express the kinds of economic systems and economic environment
CO-3	Extrapolate labour environment and workers participation in management
CO-4	Interpret the technological and socio cultural environment in current business environment
CO-5	Assess privatization, globalization and multinational companies

UNIT – I INTRODUCTION

15Hrs

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

Extra Reading/Keywords: *Business environment, Consumer protection act*

UNIT- II: ECONOMIC ENVIRONMENT

15Hrs

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.

Extra Reading/Keywords: *Economic systems, economic environment*

UNIT-III: LABOUR ENVIRONMENT**15Hrs**

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.

Extra Reading/Keywords: *WPM, Exit policy*

UNIT- IV: TECHNOLOGICAL AND SOCIO CULTURAL ENVIRONMENT. 15Hrs

Technological Environment: Concept of Technology – Appropriate technology- process of innovation – Rates of technology development for selected industries (agriculture, Computer, Pharma) – Bench Marking- TIFAC CORE.

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.

Extra Reading/Keywords: *Technological, socio-cultural, social audit*

UNIT- V: GLOBAL ENVIRONMENT**15Hrs**

Privatization - Defects of Public sectors - Benefits of Privatization and reaction to Privatization - Ways of Privatization. Globalization: Strategies - Importance of Globalization. Multinational Companies: Investments patterns- motives - Benefits - Code of conduct.

Role of Foreign Capital: Private Foreign Capital – Limitations - Dangers

Extra Reading/Keywords: *Privatization, Multinational companies*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate and develop conceptual framework of business environment and the consumer protection Act.	PSO- 1,4	U
CO-2	Analyse the economic environment for strategic decision making and predict its impact in business	PSO- 4	U
CO-3	Retrieve the concept of labour environment and workers participation in management	PSO-3	E
CO-4	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.	PSO-2	U
CO-5	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business	PSO- 1,2	U

References

TEXT BOOK:

- C.B.Gupta : Business Environment, Sultan & Sons
New Delhi, 2009

BOOKS RECOMMENDED:

- Francis Cherunilam : Business Environment, Himalaya Publishing House, New Delhi,2008.
- Aswathappa K. Delhi. : 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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2018 onwards)
Only for the first year students i.e., I and II semester school pattern has been followed
Year –I Semester –I

Course Title	Allied Course – I FINANCIAL ACCOUNTING
Total Hours	60
Hours/Week	4
Code	U18BB1ACT01
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the student to understand the basic knowledge of accounting concepts and preparation of financial statement.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Outline the accounting concepts and provision and reserves
CO-2	State the depreciation and final accounts of sole traders.
CO-3	Illustrate the final accounts of company accounts and sweat equity share.
CO-4	Relate the final accounts of companies.
CO-5	Elucidate the computerized accounting and accounting standards.

UNIT I: ACCOUNTING CONCEPTS AND DEPRECIATION (12 hours)

Accounting concepts and conventions-Capital and Revenue Expenditure-Adjusting and Closing entries - Provision and Reserves.

Extra Reading/Keywords: *Going concern concept, Dual aspects concept*

UNIT II: DEPRECIATION AND FINAL ACCOUNTS OF SOLE TRADERS. (12 hours)

Depreciation- meaning . Methods of depreciation – Straight line method and Written Down Value method (excluding change in methods).

Introduction - Trading and Profit & Loss Account and Balance Sheet.

Extra Reading/Keywords: *Opening Stock, Income, Expense, Assets and Liabilities Scrap value and Residual value*

UNIT III: INTRODUCTION TO COMPANY ACCOUNTS (12 hours)

Definition- types of companies -Issue & Forfeiture of shares and Re-issue of shares. Rights issue, Bonus issue, Buy back of shares and Sweat equity shares – concepts.

Extra Reading/Keywords: *Statutory company, Holding company, Allotment and Application*

UNIT IV: FINAL ACCOUNTS OF COMPANIES**(12 hours)**

Preparation of Profit and Loss Accounts, Appropriation account and Balance sheet.

(Vertical format) (excluding managerial remuneration)

Extra Reading/Keywords:Sources of fund and Application of funds**UNIT V: COMPUTERISED ACCOUNTING AND ACCOUNTING STANDARDS****(12 hours)**

Computerised Accounting: Introduction to Accounting Softwares - Advantages and disadvantages of use of computers in accounting.

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

Extra Reading/Keywords:*Disclosure of Accounting Policies , Valuation of Inventories and Cash Flow Statements***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course Outcomes:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Realize the accounting concepts and conventions used in the business	PSO -2	U
CO-2	Calculate the methods of depreciation and final accounts of Sole Traders.	PSO -4	An
CO-3	Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares	PSO -1	U
CO-4	Preparation of Profit and Loss Accounts of a company	PSO – 4	An
CO-5	Discuss the use of computer in accounting and the Indian Accounting Standards used in business and develop computer accounting skills	PSO – 1	U

References**Text Books:**Reddy & Murthy, 2008.*Financial Accounting*.Chennai, India:Margam Publications.Dalston L. Cecil &Jenitra L. Merwin, (2008).*Principles of Accountancy*,
Learntech Press

Trichy:

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2018 onwards)
Only for the first year students i.e., I and II semester school pattern has been followed
I Year - I Semester

Course Title	Allied Course II BUSINESS MATHEMATICS & STATISTICS FOR MANAGERS
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U18BB1ACT02
Course Type	Theory
Credits	3
Marks	100

General Objectives: To impart the knowledge on Simple Interest, Compound Interest, Differentiation and Integration

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Appreciate the concepts of finance and methods in mathematics and investment decisions
CO-2	Recognize the differentiation and various methods of derivatives function
CO-3	Outline the statistics and the calculation of measures of central tendency.
CO-4	Identify the different methods in measures of Dispersion.
CO-5	Illustrate the correlation variables and test the variable using chi square test.

Unit I :MATHEMATICS OF FINANCE **12Hrs**

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

Extra Reading/Keywords: Interest calculation

Unit II: DIFFERENTIATION **12Hrs**

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

Extra Reading/Keywords: Progression

Unit III :STATISTICS **12Hrs**

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

Extra Reading/Keyword: Descriptivestatistics

Unit IV :MEASURES OF DISPERSION **12Hrs**

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

Extra Reading/Keyword: Descriptivestatistics

Unit V: CORRELATION AND CHI SQUARE**12Hrs**

Correlation – Karl Pearson’s Coefficient of correlation –Rank Coefficient of Correlation.

Chi square test – Test of Goodness of fit – Test of Independence.

Extra Reading/Keyword: Correlation**COURSE OUTCOMES (CO):****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Distinguish the concepts of simple interest , compound interest, true discount and annuities.	PSO-4	U
CO-2	Calculate the derivatives of function.	PSO-4	U, An
CO-3	Illustrate the concepts of statistics, mean , median and mode	PSO-4	R,U
CO-4	Breakdown the measures of Dispersion such as standard deviation and quartile deviation.	PSO-4	An
CO-5	Examine the goodness of fit and correlation.	PSO-4	U, An

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.

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

TAMIL DEPARTMENT

For Candidate admitted from 2015 onwards

First Year - Semester – II

Course Title	முதலாமாண்டு – இரண்டாம் பருவம்
Total Hours	75
Hours/Week	5 Hrs Wk
Code	U15TL2TAM02
Course Type	Theory
Credits	3
Marks	100

General Objectives:

- To harmonize the students in Religious thoughts.
- To Introduce the specialties of Tamil caureates
- To infuse the friendly nature in to the students
- To improvise the good habits among students

Course Objectives:

CO No.	Course Objectives
CO-1	இறைச்சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
CO-2	மதநல்லிணக்கத்தை உருவாக்குதல்.
CO-3	ஆளுமைத்திறனை வளர்த்தல்
CO-4	படைப்பாற்றல் திறனை ஊக்கப்படுத்துதல்.
CO-5	பிழையின்றி எழுதவும் படிக்கவும் மாணவர்களை தயார்ப்படுத்துதல்.

அலகு:1

செய்யுள்

15 Hrs

1. தேவாரம் - சுந்தரர் (திருமழப்பாடி)
2. திருவாசகம் - மாணிக்கவாசகர் (குயில் பத்து)
3. திருமந்திரம் - திருமூலர்
4. திருப்பாவை - ஆண்டாள்
5. நாலாயிர திவ்யப்பிரபந்தம் - குலசேகராழ்வார் (பெருமாள் திருமொழி)

மநல நுழ்சனள (நூலவசய சுநயனபெ)

1. அற்புதத்திருவந்தாதி - காரைக்கால் அம்மையார்
2. திருவாய்மொழி - நம்மாழ்வார்

அலகு:2

செய்யுள்

15 Hrs

1. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
2. இரட்சணிய யாத்திரிகம் (சிலுவைப்பாடு) - எச்.ஏ.கிருட்டிணப்பிள்ளை
3. வேதநாயக சாஸ்திரியார் பாடல்கள் - வேதநாயகசாஸ்திரியார்
4. நபிகள்நாயக மான்மியமஞ்சரி - செய்குதம்பிப்பாவலர்

மநல நுழ்சனள (நூலவசய சுநயனபெ)

1. நந்திக்கலம்பகம்
2. குற்றாலக்குறவஞ்சி –திரிகூடராசப்பக்கவிராயர்

அலகு:3

15 Hrs

தமிழ் இலக்கிய வரலாறு –

பல்லவர்காலம்

நாயக்கர்காலம்

அலகு:4

15 Hrs

படைப்பிலக்கியம் - புதினம்

கல்கி - பார்த்திபன் கனவு

மநல நுழ்சனள (நூலவசய சுநயனபெ)

வில்லோடு வா நிலவே – வைரமுத்து

அலகு:5

15 Hrs

கடிதம் எழுதுதல்

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	பல்லவர்கள் காலத்து சமயப்பணியையும் சமய இலக்கியங்களின் வளர்ச்சியையும் திறனாய்வு செய்வர்.	PSO 1	U
CO-2	பல்வேறு மதங்களும் கற்பிக்கின்ற சமயக் கொள்கை ஒன்றுதான் என்பதனை உணர்த்தி, மதக்காழ்ப்புணர்வை அகற்றி ஒற்றுமையுணர்வை வளர்த்துக் கொள்வார்.	PSO 2	AN
CO-3	அரசர்கள் முதல் உழவர்கள்வரை பலதரப்பட்ட மாந்தர்களின் உயரியச் செயல்களை அறிந்து கொண்டு ஆளுமைமிக்கவர்களாக உருவாகுவர்.	PSO 2	AP
CO-4	நாவல் வாசிப்பதால் படைப்பாற்றல் திறனும் சொற்களஞ்சியப் பெருக்கமும் பெறுவார்.	PSO 3	U
CO-5	விண்ணப்பக் கடிதம் எழுத நேரிட்டால் தானாக முன்வந்து தடையில்லாமல் எழுதுவார்.	PSO 4	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

பார்வை நூல்கள்

செய்யுள்

- தமிழாய்வுத்துறை வெளியீடு

தமிழ் இலக்கிய வரலாறு

- தமிழாய்வுத்துறை வுத்துறை வெளியீடு நாவல்

கல்கி

- பார்த்திபன் கனவு

கடித இலக்கியம்

- பயிற்சி ஏடு

(For the candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
SEMESTER – II

Course Title	PART – I LANGUAGE HINDI – II DRAMA , NOVEL AND GRAMMAR –II
Total Hours	75
Hours/Week	5Hrs/Wk
Code	U18HN2HIN02
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to appreciate and critically evaluate the prescribed literary works.

Course Objectives (CO):

The learner will be able to:

CONo.	Course Objectives
CO -1	Critically evaluate moral values in the drama
CO- 2	Critically appreciate and evaluate the novel in an ethical perspective.
CO- 3	Understand and apply tense and case
CO- 4	remember and apply adverbs and prepositions
CO- 5	comprehend the usage of conjunctions and interjections

UNIT –I

(15Hours)

- 1.Ashad ka ekdhin
- 2.Gaban
- 3.Kaal

Extra Reading (Key Words): Mohan Rakesh, Laharon Ke Rajahams

UNIT-II

(15Hours)

- 1.Ashad ka ekdhin
- 2.Gaban
- 3.Karak

Extra Reading (Key Words): Premchand, Nirmala

UNIT-III

(15Hours)

- 1.Ashad ka ekdhin
- 2.Gaban
- 3.Kriya Visheshan

Extra Reading (Key Words): Seva Sadhan, Aadhe Adhure

UNIT-IV

(15Hours)

- 1.Ashad ka ekdhin
- 2.Gaban
- 3.Sambandha Bodhak

Extra Reading (Key Words): Andhere Bandh Kamare, Mispal

UNIT-V

(15Hours)

- 1.Ashad ka ekdhin
- 2.Gaban
- 3.Yojak(Samuchaya Bhodak) Aur Dhyodak (VismyadhiBhodak)

Extra Reading (Key Words): Poos Ki Raat, Shatranj Ke Khiladi

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Appraise moral values in the Society	E
CO- 2	Distinguish necessity and luxury	E
CO- 3	To make use of present, past and future tense and build stories.	U, Ap
CO- 4	Utilize adverbs and prepositions in a text.	R, Ap
CO- 5	Rephrase using conjunctions and interjections.	U

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An-Analyze; E- Evaluate; C-Create

Reference Books :

- Ashadka ek dhin : Mohan Rakesh;Rajpal andSons,Delhi.
- Nirmala: Premchand;Sri Jwalaji Books Educational Enterprises,NewDelhi.
- Vyakaran pradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan;Illahabad.
- Manak Hindi Vyakaran: ChandraBhan ‘Rahi’;SreyaPrakashan,Illahabad

(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SEMESTER II

Course Title	PART I – LANGUAGE - FRENCH PAPER II (GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1 2^e édition)
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR2FRE02
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to learn French Grammar and Cultural aspects of France.

Course Objectives (CO):

The learner will be able to

CO1	understand pronominal verbs and apply the same in narrating one's own everyday activities.
CO2	remember prepositions and understand climate in France and dwelling place.
CO3	apply past tenses in a biography and analyse relationships and family structure in France
CO4	understand object pronouns and evaluate savoir-vivre in France.
CO5	understand the usage of relative pronouns and secondary tenses and remember SOS and - evaluate French style

Unit 1 Quelle journée!

(15Hours)

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.

Extra Reading (Key Words): lettre amicale, compléter un dialogue

Unit 2 Qu'on est bien ici!

(12Hours)

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)

Extra Reading (Key Words): des affiches et des panneaux

Unit3 Souvenez-vous ? (12Hours) 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.

Extra Reading (Key Words): la biographie d'une personne importante

Unit 4 On s'appelle ? (12Hours)

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.

Extra Reading (Key Words): le savoir vivre en Inde

Unit 5 Un bon conseil ! ; Parlez-moi devous! (24Hours)

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.

Extra Reading (Key Words): SOS en Inde, les marques internationales des vêtements.

Course outcomes:	Cognitive level
Make use of pronominal verbs to sketch one's routine.	U, Ap
Illustrate habitat in France.	An
Utilize a biography to identify past tenses.	E
Compare family structure in France and in India.	E
Apprise savoir-vivre in class room.	Ap, An
Examine « Style » in a French context.	An
Relate SOS in India and in France.	E

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing

House Je parle français II - Abhay Publications

Le français avec des jeux et des activités – ELI

Langue et la civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002
PG AND RESEARCH DEPARTMENT OF ENGLISH
I YEAR UG – SEMESTER II
PART II – ENGLISH 2 - GENERAL ENGLISH II

HOURS : 6
CREDIT : 3

CODE : U15EL2GEN02
MARKS: 100

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. *The Far and the Near* by Thomas Wolfe (Short Story)
2. *The Owl who was a God* by James Thurber (Short Story)
3. *Wings of Fire – Chapter I* by Dr. A.P.J. Abdul Kalam (Prose)

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. *The Robe of Peace* by O' Henry (Short Story)
2. An extract from *Androcles and the Lion* by George Bernard Shaw (Play)

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. *Six Thinking Hats* by Edward de Bono (Prose)

2. *A Cup of Tea* by Katherine Mansfield (Short Story)

3. 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. *Easy Ways to Avoid an Argument* by Sam Horn (Prose)

2. *Pygmalion* by George Bernard Shaw (Play)

3. *My Heart Leaps up when I behold* by William Wordsworth (Poem)

4. *The Flower* by Alfred Lord Tennyson (Poem)

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.

TEXTS

1. *On Saying Please* by A.G. Gardiner (Prose)

2. *A Time of Green* by Anna Stillaman (Play)

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2018 onwards)

Only for the first year students i.e., I and II semester school pattern has been followed

I Year II Semester

Course Title	Major Core – III MARKETING MANAGEMENT
Total Hours	90
Hours/Week	6 Hrs/ Wk
Code	U18BB2MCT03
Course Type	Theory
Credits	5
Marks	100

General Objectives: To enable the students to appreciate the concept of modern marketing and the recent trends

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Indicate the notion of traditional and modern marketing
CO-2	Identify the product policy and market segmentation.
CO-3	Categorize the different pricing and promotional mix in the marketing.
CO-4	Relate the advertising and personal selling techniques.
CO-5	Evaluate the various services rendered by the channels of distribution

UNIT – I :INTRODUCTION TO MARKETING

18Hrs

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.

Extra Reading/Keywords : *Marketing, consumer behaviour*

UNIT – II: PRODUCT POLICY AND MARKET SEGMENTATION

18Hrs

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

Extra Reading/Keywords : *Product, market segmentation*

UNIT – III :PRICING AND PROMOTION MIX**18Hrs**

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

Extra Reading/Keywords : *Pricing, promotion*

UNIT – IV : ADVERTISING AND PERSONAL SELLING**18Hrs**

Advertising - Objectives - Importance - Advertisement Copy - Different media - Selection of media – Role of Advertising Standards Council India.

Personal Selling - Features - Functions - Selection of salesmen and training - Controlling.

Extra Reading/Keywords : *Advertising, personal selling*

UNIT – V : MARKETING CHANNELS AND MARKETING RESEARC. **18Hrs**

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.

Extra Reading/Keywords : *Marketing channels, Social media*

Course Outcomes (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Marketing , marketing of agricultural, industrial and consumer goods and Consumer Behaviour.	PSO-2	U
CO-2	Infer the product mix, branding, packaging,Product Life Cycle and market Segmentation.	PSO-2	U
CO-3	Give examples of pricing, promotion mix and sales promotion.	PSO-2	U
CO-4	Appraise the advertising , personal selling techniques and role of Advertising Standards Council India.	PSO-2	An
CO-5	Contrast the services rendered by the channels of distribution and develop service marketing skills	PSO-2	An

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.Chjand&Co.Ltd,NewDelhi, 2009
- Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice-Hall of India, New Delhi,2006
- William M. Pride & :Marketing, Boston: Houghton-Mifflin. Ferrell.O.C.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2018 onwards)

I Year II Semester

Course Title	Major Core – IV INDIAN FINANCIAL SYSTEM
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U18BB2MCTO4
Course Type	Theory
Credits	3
Marks	100

General Objectives: To expose the students to various concepts in Indian Financial System

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the functions and structure of the Indian Financial System
CO-2	Recall the functions of the various kinds of financial institutions
CO-3	State the functions of the Money market.
CO-4	Understand the functioning of the Capital market in India.
CO-5	Identify the functions and types of the regulatory authorities in India

UNIT – I FINANCIAL SYSTEM

12HRS

Introduction – Functions of a financial system – Structure of the Indian Financial System - Relationship between financial system and the economy. Financial Services in India- Types of services: Merchant Banking, Venture Capital, Leasing, and Factoring.

Extra reading /Key words : Savings. Investment. Banking sector

UNIT – II FINANCIAL INSTITUTIONS

12HRS

Development Financial Institutions: IFCI, SIDBI, EXIM BANK, NABARD - Functions.

Banking and Non-Banking Institutions: Scheduled Commercial banks – Types.

Co operative banks. Investment banks.

Non-banking Finance Companies: Growth , Types

Extra reading /Key words : Industrial Development. Development Banks. NBFC.

UNIT – III FINANCIAL MARKETS**12HRS**

A:The Money market: Functions, Significance. Indian Money market. Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers, Certificate of Deposit, Repo instruments etc.

B: The Capital market: Functions – Primary Capital market and Secondary Capital market. The Primary Capital market – IPO, FPO, - Public issue, Rights issue Private placement. IDR, Book building issue. Issue Management

Extra reading /Key words : Notice money. Participants in money market.

UNIT – IV FINANCIAL MARKETS (Continued)**12 HRS**

The Secondary Capital market: Meaning, Functions.

Stock Markets in India. – BSE, NSE - Stock Market Indices.

Depositories- NSDL, CDSL. Internet trading - .

Commodities Market in India. Foreign Exchange market.

Extra reading /Key words : Merchant banking services. NSDL & CDSL

UNIT – V FINANCIAL SYSTEM REGULATION**12HRS**

The Securities and Exchange Board of India: Management, Powers and Functions of SEBI, Regulation and Supervision of Securities market – Investor Protection measures.

The Reserve Bank of India: Objectives, Organisation, Functions &

Role of RBI in the development of the Indian Financial System. Credit Rating.

Extra reading /Key words : Powers of SEBI. Credit Rating agencies in India.

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	State the functions of the Indian Financial system	PSO-2	R
CO-2	Recognise the structure of the Financial system in India	PSO-2	U
CO-3	Examine the functions of the various kinds of financial institutions	PSO-2	An
CO-4	Explain the functions of the Money market in India.	PSO-2	E
CO-5	Recall the different types of Money market financial instruments	PSO-2	U
CO-6	Examine the importance of Capital market in India	PSO-2	An
CO-7	Recognise the types of capital market	PSO-2	U

CO-8	Explain the functions SEBI as the regulatory authority	PSO-2	E
CO-9	Examine the role of RBI as the regulatory authority	PSO-2	An
CO-10	Explain the importance of Credit Rating of financial instruments to result in skill and analyzing ability	PSO-2	U,An

References

Text Books:

- Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi, 2014
- Gordon E & Natarajan K. Indian Financial Systems, Himalaya Publishing House, New Delhi, 2015

Reference Books:

- Bharati V Pathak, Indian Financial System, Pearson Publications, 2014.
- Machiraju H R , Indian Financial System, Vikas Publishing House, New Delhi 2010
- Khan M Y, Indian Financial System, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2015.
- Santhanam B., Financial Services, Margham Publications, Chennai, 2011
- Gurusamy S., Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
 (For candidates admitted from June 2015 onwards)

First Year - Semester – II

Course Title	Allied Course 3: Managerial Economics
Total Hours	52
Hours/Week	60Hrs
Code	U18BB2ACT03
Course Type	Theory
Credits	4
Marks	100

General Objectives:

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

Course Objectives:

CO No.	Course Objectives
CO-1	Understand the basic concepts in managerial economics.
CO-2	Apprehend the demand analysis and its determinants
CO-3	Commemorate on production analysis, factors and characteristics.
CO-4	Remember and analyze the supply and cost analysis
CO-5	Appreciate on the price and output decisions in various market forms.

UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS

13Hrs

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)

Extra Reading/Keywords: *Economic theories in management.*

UNIT II: DEMAND ANALYSIS

13Hrs

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.

Extra Reading/Keywords: *Individual demand and market demand.*

UNIT III: PRODUCTION ANALYSIS

13Hrs

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.

Extra Reading/Keywords: *Scale of Production*

UNIT IV: SUPPLY AND COST ANALYSIS

13Hrs

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.

Extra Reading/Keywords: *Exceptions to the law of supply*

UNIT V: PRICE AND OUTPUT DECISIONS IN VARIOUS MARKET FORMS

13Hrs

Role of time 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.

Extra Reading/Keywords: *Duopoly.*

Note: Texts given in the Extra Reading, Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic concepts in managerial economics.	PSO 1	U
CO-2	Compute the demand determinants and forecast demand with its methods.	PSO 2	R
CO-3	Analyze the decisions made in the firm using production analysis techniques.	PSO 2	U
CO-4	Explain the supply and cost analysis.	PSO 3	R
CO-5	Describe the price output determination under perfect competition	PSO 4	U
CO-6	Differentiate among the various forms of market in the economy to improve decision making skills	PSO 4	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

References

PRESCRIBED TEXT BOOK

John Kennedy M. (2009), *Micro Economics*, Himalaya Publishing House, Mumbai.

BOOKS FOR REFERENCE

- Ahuja, H.L.(1996),Principles of MicroEconomics – A New Look at Economic Theory, S.Chand and Company LTD, New Delhi.
- Bright Singh, D. (1984),Micro Economics,(4th Edition)Emerald Publishers ,Madras.
- Chopra, P.N. (1997),Pricing Distribution and Welfare, Kalyani Publishers,Delhi.
- Jhingan M.L,(1986),Micro Economic Theory, Konark Publishers PVT, Ltd, New Delhi.
- Joshi ,J.M.and Rajendra Joshi.(1997), Micro Economic Theory, Himalaya Publishing House, Delhi.
- Koutsoyiannis,(1975), Modern Micro Economics,The Macmillan Press ,London.

- Sundharam, K.P.M .and E.N. Sundharam,(1996),Micro Economics, S.Chand and Sons, Educational Publishers, New Delhi.

(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

Course Title	SKILL –BASED ELECTIVE 1: SOFT SKILL DEVELOPMENT
Total Hours	30
Hours/Week	2
Code	U15RE2 SBT01
Course Type	Theory
Credits	2
Marks	100

General Objective:

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

Course Outcomes:

The student will be able to

1. Understand the importance of self-awareness, values and leadership skills in capacity building
2. Understand and analyze the factors affecting interpersonal skills
3. Understand and evaluate the concepts of vision, mission and goals for corporate skills
4. Understand, apply and analyze the importance of body language, time management and stress management
5. Understand the concept and need for self-development plan

UNIT I:

6hrs

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.

Extra reading / Key Words: *Biographies of any 2 Indian leaders*

UNIT II:

6hrs

Interpersonal skills

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

Extra reading / Key Words: *Tips for building relationship*

UNIT III:

6hrs

Corporate skills

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

Extra reading / Key Words: *Group dynamics and communication skills*

UNITIV:**6hrs****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.

Extra reading / Key Words: *Polite conversations and dialogue skills*

UNITV:**6 hrs****Self Development Plan**

Concept and Need for Self Development Plan – Preparing Self Development Plan 9 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.

Extra reading / Key Words: *Case study*

Note: Extra reading/Key words are only for internal

Testing(Seminar/Assignment) Course Course Outcome:

1. explain the importance of self awareness, values and leadership skills in capacitybuilding
2. analyze the factors affecting interpersonal skills
3. evaluate the concepts of vision, mission and goals for corporate skills
4. apply and analyze the importance of body language, time management and stress management
5. summarize the concept and need for self development plan

REFERENCES:

Alex K.(2012) Soft Skills – Know Yourself & Know the World, S. Chand & Company Ltd., New Delhi Meena K. Ayothi V. (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). Communication soft skills for Professional Excellence, 1st Ed., Grace Publishers, Rathan Reddy B.(2005). Team Development and Leadership, Jaico Publishing House, Mumbai.

(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
CREDIT: 1
MARKS: 100

CODE: U15VE2LVC01

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), 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) 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
CREDIT : 1
MARKS : 100

CODE: U15VE2LVB01

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,Micah5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat3:1-17,14:1-12)
- 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,John2:1-12)
- Parables (Luke6:46-49,8:4-15,10:25-37,15:1-32)
- Preaching
 - Sermon on the mount (Mat5-7)
 - 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,Mark14:32-42)
- Rich and Poor (Luke 16: 19-31,21:1-4)
- Women Liberation (John4:1-30,8:1-4)
- Women in the New Testament
- Martha & Maria (Luke 10: 38- 42, John 11:1-46)

UNIT – III: CHURCH – BIRTH AND GROWTH

- EarlyChurch
- Birth (Acts2:1-41)
- Unity and sharing (Acts2:42-47,4:1-37,5:1-11)
- Witnessing life (Acts 3:1-26,5:12-42,8:26-40,16:20-34)
- Comparison between early Church and presentChurch.

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,Acts2:1-41,12:1-17)
- St.Andrew (Mat 4:18-20,John1:35-42,6:1-14)
- St.Stephen (Acts6,7)
- St.Paul (Acts 8,9,14,17,26 and28)

UNIT – V: MISSIONARIES AND EVANGELISTS

- St.Thomas (John 20:24-31) & Missionary to India\Pandithar RamaBai
- WilliamCarrie
- Dr.Ida Scuddar& St. Britto (Oriyur)
- AmyCarcheal
- 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

For Candidate admitted from 2015 onwards

Second Year - Semester – III

Course Title	இரண்டாமாண்டு – மூன்றாம் பருவம்
Total Hours	90
Hours/Week	6 Hrs Wk
Code	U15TL3TAM03
Course Type	Theory
Credits	3
Marks	100

General Objectives:

வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் சிறப்பினை எடுத்துரைத்தல்

- To explain the greatness of the values such as dharma, knowing the meaning of life attaining pleasure and household life.
- To create the awareness about social life.
- To strengthen the religious ideologies.

Course Objectives:

CO No.	Course Objectives
CO-1	வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றினை எடுத்துரைத்தல்
CO-2	சமயங்கள் உணர்த்தும் அறக்கருத்துக்களை அறிந்து கொள்ளச்செய்தல்.
CO-3	சோழர்கால காப்பிய இலக்கியங்கள் மற்றும் இலக்கண நூல்களை வகைப்படுத்துதல்.
CO-4	நாடகம் நடிப்பதன் வாயிலாக மாணவர்களின் திறன்களை வளர்த்தல்.
CO-5	தமிழக கோயில்களின் கலைநுட்பங்களையும், பண்பாட்டுச் சிறப்புகளையும் விவரித்தல்

அலகு:1 செய்யுள்

18 Hrs

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

key Words (Extra Reading)

சீவகசிந்தாமணி

அலகு:2 செய்யுள்

18 Hrs

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

அலகு:3

18 Hrs

தமிழ் இலக்கிய வரலாறு சோழர் காலம்

அலகு:4

18Hrs

நாடகம்

சத்திய வேள்வி – அய்க்கண்

key Words (Extra Reading)

யாருக்கும் வெட்கமில்லை - சோ

அலகு:5

18 Hrs

கோயிற்கலை

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	the life with the nature of the people may be learned through epics and to learn	PSO 1	U
CO-2	to learn the values taught by religion	PSO 2	AN
CO-3	to remember the king choola's period epics, literature and grammar books	PSO 2	R
CO-4	to enhance the acting habit in the epics	PSO 3	U
CO-5	to make students to evaluate the art, culture and other aspects of the temples in tamil.	PSO 4	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

பாட நூல்கள்

1. செய்யுள் - தமிழாய்வுத்துறை வுத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வுத்துறை வெளியீடு
3. நாடகம்
அய்க்கண் - சத்திய வேள்வி
4. கோயிற்கலை - தமிழ்நாட்டிலுள்ள ஆலயங்களைக் கலை நுணுக்கத்துடன் காணுதல்

(For the candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
SEMESTER – III

Course Title	PART – I LANGUAGE HINDI- III-MEDIEVAL–MODERN POETRY AND HISTORY OF HINDI LITERATURE-1 (Veergadha Kal Aur Bakthi Kal)
Total Hours	90
Hours/Week	6Hrs/Wk
Code	CODE: U18HN3HIN03
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to appreciate and critically evaluate Spirituality in Hindi Literature.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO -1	remember, understand and evaluate the Poetry of the masters.
CO- 2	understand and analyse the history of Hindi literature in the literary works.
CO- 3	understand and analyse the cause and consequence on revolution in literature.
CO- 4	Evaluate various streams of Bhakthi kaal.
CO- 5	appreciate and analyse the works of Bihari.

UNIT – I

(18 Hours)

1. Kabir Das
2. Todathi pathar
3. Veergatha Kal

(Pravarithiyan, Kavi, Rachanayean)

Extra Reading (Key Words): *PrithviRaj Rasoo, Jago phir ek bhar*

UNIT- II

(18 Hours)

1. Thulasi Das
2. Anal Kireet
3. BhaktiKal – Gnanashrayi Sakha

Extra Reading (Key Words): *Kabir, Ramdhari Singh Dinakr*

UNIT- III**(18 Hours)**

1. Rahim Ke Dohe
2. Jhoote Patte
3. BhaktiKal – Prem Margi Sakha

Extra Reading (Key Words): *Rahim***UNIT- IV****(18 Hours)**

1. Raskhan
2. Aavo phir se gaaon basayen
3. BhaktiKal –Ram Bhakti Sakha

Extra Reading (Key Words):**UNIT- V****(18 Hours)**

1. Bihari Ke Dohe
2. Sipahi
3. BhaktiKal – Krishna Bhakthi Sakha

Extra Reading (Key Words): *Bihari satsai*

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

Course Outcomes:**The learner will be able to:**

CO No.	Course Outcomes	Cognitive Level
CO -1	Recite the poems of Kabir Das	R, U, E
CO- 2	Distinguish necessity and luxury Place Bhakthi kaal in Hindi Literature	U, An
CO- 3	Debate on pros and cons of a revolution	U, An
CO- 4	Summarize the four streams of Bhakthi kaal	E
CO- 5	Examine the powerful words of Bihari	An

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

Prescribed Books

- History Of Hindi Literature ; Acharya Ramachandra Shukla, Delhi.
- Kavya Surabh: Pub.Dakshina Bharat Hindi Prachar Sabha , Cheenai.

Reference Books :

- Nai Sadhi Mein Kabir- Edi. Dr. M. Firoz Khan- Krishang Publication, Delhi.
- Dharmaveer Bharathi Ki Kavitha – Dr.Vibha shukla.;Aastha associates, Illahabad.

(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SEMESTER III

Course Title	PART I – LANGUAGE - FRENCH PAPER III (LANGUAGE & CIVILISATION (ÉCHO A2 2^e édition)
Total Hours	90
Hours/Week	6 Hrs/Wk
Code	U16FR3FRE03
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to understand the French cultural aspects and apply the grammar learnt in appropriate situations.

Course Objectives (CO):

The learner will be able to

CO 1	understand the French education system and evaluate the same across the world.
CO 2	understand the usage of pronouns that denote quantity and place and apply them in answers; analyse extracts from magazines and work conditions in France.
CO 3	remember the rules of construction and usage of subjunctive mode and apply the same in sentences; evaluate French politics.
CO 4	understand gerund, adverbs, relative pronouns and evaluate press and media in France.
CO 5	remember the usage of tenses and analyse the benefits of learning a foreign language.

Unit 1 Vivement demain !

(18 Hours)

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

Extra Reading (Key Words): le système éducatif en France.

Unit 2 Tu as du boulot ?

(18 Hours)

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 – l'économie en France - le travail en dix points

Extra Reading (Key Words): l'organigramme d'une entreprise.

Unit 3 Qu'en pensez-vous?

(18 Hours)

L'emploi du subjonctif , l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements – la région 'Poitou- Charentes' - la vie politique

Extra Reading (Key Words): étude comparée de la politique en France et en Inde

Unit 4 C'est tout un programme !

(18 Hours)

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)

Extra Reading (Key Words): TV5 Monde, les journaux français.

Unit 5 On se retrouve

(18 Hours)

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.

Extra Reading (Key Words): Paris, la capital de la mode!

Course outcomes	Cognitive level
Contrast French education system to that of India.	E
Examine press and work conditions in India	An
Label subjunctive mode and its usages	U, Ap
Interpret politics in France	E
Categorize French media and press	E
Simplify "FLE"	An

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,
2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Intermediate level – Goodwill Publishing

House Je parle français III – Abhay Publications

Le français avec des jeux et des activités –

ELI Langue et la civilisation – I – Mauger

Bleu

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002
PG AND RESEARCH DEPARTMENT OF ENGLISH
I YEAR UG – SEMESTER I
PART II – ENGLISH 3 - GENERAL ENGLISH III

HOURS : 6
CREDIT : 3

CODE : U15EL3GEN03
MARKS: 100

GROWING WITH VALUES

Objectives:

1. To acquaint students with fine pieces of literature thereby enhancing their communicative skills.
2. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes
3. To create interest among students for self-learning
4. To create a general awareness among students regarding the importance of humanistic values in the modern world.
5. To acquire proficiency in oral and written language.

UNIT I – Love, Faith and Hope

Listening for comprehension and general significance

Speaking about one's fear and hope

Reading for specific and global comprehension.

Writing – creative writing

Grammar – reporting speeches

Vocabulary – shades of meaning, Idioms and phrases (10)

Composition – Writing Paragraphs

TEXTS

“Hope” by Emily Dickinson (**Internal Testing**)

1. An extract from the Nobel Lecture by Mother Teresa

2. Angels Never Say “Hello!” by Dottie Walters

3. The Treasure by Alice Grey (Taken from Plant the seed by Timothy Kendrick)

UNIT II – Perseverance

Listening- for distinguishing / convert / summarize/(interview)

Speaking- a role play on the theme of perseverance (enactment of fables/ folk tales based on the theme)

Reading – read the passage (from encyclopedia) and draw a flowchart / tree diagram [main idea]

Writing- parallel writing

Grammar – **descriptive discourse – degrees of comparison (describing person, city, places, things, weather climate)**

Vocabulary – antonyms, idioms and phrases (10)

Composition – Creative writing

TEXTS

Mother to Son by Langston Hughes (**Internal Testing**)

1. The Perseverance of a Spider.

2. Two Gentlemen of Verona by A.J Cronin

3. Faith of determination and perseverance (about Walt Disney)

UNIT III – Tolerance/Benevolence/Compassion

Listening- for developing / relating (speech)

Speaking- *simulate any personality related to humanity*

Reading – scan the passage (life of ...) and write down key phrases to sum up [figurative languages]

Writing- case study / letter writing (personal)

Grammar –writing reports of events and processes (voices)

Vocabulary – Suffixes, idioms and phrases

Composition – imaginative writing

TEXTS:

Portrait of Gandhiji by Will Durant (1st Para) (**Internal Testing**)

1. ***Gitanjali (Poem No. 11) Leave this chanting – Rabindranath Tagore***
2. The Selfish Giant – Oscar Wilde
3. The Price of a Miracle in *Rainbows follow rain* by Dan Clark

UNIT IV – Essential Life Skills/ Resilience

Listening- for deducing/ illustrating / subdivide to make notes (newspaper article)

Speaking- *interviewing (gap activity) / picture description*

Reading – *in-depth reading to classify/ categorize [point of view]* **Writing-** *Situational writing*

Grammar – analysis of sentences – simple, compound, complex

Vocabulary – compound words, idioms and phrases

Composition – essay writing (proverb as title)

TEXTS:

The story of Rosa Parks (**Internal Testing**)

1. ***Life of Nelson Mandela***
2. It's cool to be kechi by Juliet Hindell
3. 'Home they brought Her warrior dead' by Alfred Lord Tennyson

UNIT V – The Art of Living

Listening- for comparing and contrasting (personality/lives of two people)

Speaking- reporting from the magazine / newspaper

Reading - *read the passage to draw inference / parallel reading [making connections]*

Writing- creative writing

Grammar –'If' clause

Vocabulary – coinage, idioms and phrases

Composition – creative writing/imaginative writing

TEXTS:

“A Psalm of Life” by H.W. Longfellow (**Internal Testing**)

1. ***The Power of Limitless living - by Robin Sharma.***
2. The Art of Understanding Other People by Clarence Hall
3. “Leisure” by William Henry Davies

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 U16FR1FRE01	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 U16BB1AOT02	4	3	100
	IV	EVS	Environmental Studies	U15RE1SBT01	2	1	100
	IV	Value Education	Catechism/ Ethics/ Bible Studies	U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1	1	-	-
	VI		Service Oriented Course		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 U16FR2FRE02	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	U15BB2MET01	4	4	100
	III	Allied-3	Business Mathematics & Statistics for Managers Business Communication Computer Application in Business Business	U16BB2ACT03 U16BB2AOT03 U16CA2AOT03 U16CO2AOT03	4	3	100

			Organization				
	IV	Skill-based Elective-1	Soft Skill Development	U15RE2EST01	2	2	100
	IV	Skill-based Elective-2	Sustainable Rural Development and Student Social Responsibility	U15RE2SBT02	2	2	100
	IV	Value Education	Catechism/ Ethics/ Bible Studies	U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1	1	1	100
	VI		Service Oriented Course		-	-	-
			TOTAL		30	24	800

Semester	Part	Course	Title of the Course	Code	Hr s/w k	Credit s	Mark s
	I	Language	Tamil Paper-III/ Hindi Paper –III/	U15TL3TAM03 U15HN3HIN03	6	3	100
Semester III	Part	Course	French Paper-III	U15FR3FRE03			
	II	English	English Paper-III	U15EL3GEN03	6s/w	3	100
	III	Major Core-	Quantitative	U15BB3MCT03	5k	5	100
IV	I	3 Language	Tamil Paper-IV/ Hindi Paper-IV/	U15TL4TAM04 U15HN4HIN04	5	3	100
	III	Major Core-4	French Paper-IV/ French Paper - IV	U15FR4FRE04 U16FR4FRE04	5	5	100
	III	All English	English Paper-IV	U15EL4GEN04	4 6	3 3	1000
	III	Major Core-5	Technology and Business	U15BB4MCT05	6	5	100
	IV	Skill-based	Business Ethics	U15 BB3SBT03	2	2	100
	III	Major Core	Marketing	U15BB4MCT06	4	4	100
	IV	Value Education	Catechism/ Ethics/ Bible Studies	U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2	1	-	-
	IV III	Gender-5	Gender Studies	U15BB4MCT05	1 4	1 3	1000
	IV	Value Education	Catechism / Ethics/ Bible Studies	U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2	1	1	100
	VI	Education	Service Oriented Course		-	-	-
	VI		Service Oriented Course		30	22 1	7000
			TOTAL		30	24	800

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credit s	Mark s
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	Security Analysis &Portfolio Management	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	Catechism/ Ethics/ Bible Studies	U15VE6LVC03 U15VE6LVE03 U15VE6LVBO3	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	U16BB6MCP12	6	5	100
	III	Major Core-13	International Business	U15BB6MCT13	6	5	100
	III	Major Elective-4	Total Quality Management	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 Education	Catechism Ethics Bible Studies	U15VE6LVC03 U15VE6LVE03 U15VE6LVBO3	1	-	-
	IV	Extension Activities	RESCAPES - Impact Study Project	U08RE5ETF02	-	1	100
			TOTAL		30	27	800
			Grand Total		180	141	4400

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

TAMIL DEPARTMENT

For Candidate admitted from 2015 onwards

Second Year - Semester – III

Course Title	இரண்டாமாண்டு – மூன்றாம் பருவம்
Total Hours	90
Hours/Week	6 Hrs Wk
Code	U15TL3TAM03
Course Type	Theory
Credits	3
Marks	100

General Objectives:

வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் சிறப்பினை எடுத்துரைத்தல்

- To explain the greatness of the values such as dharma, knowing the meaning of life attaining pleasure and household life.
- To create the awareness about social life.
- To strengthen the religious ideologies.

Course Objectives:

CO No.	Course Objectives
CO-1	வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் சிறப்பினை எடுத்துரைத்தல்
CO-2	சமயங்கள் உணர்த்தும் அறக்கருத்துக்களை அறிந்து கொள்ளச்செய்தல்.
CO-3	சோழர்கால காப்பிய இலக்கியங்கள் மற்றும் இலக்கண நூல்களை வகைப்படுத்துதல்.
CO-4	நாடகம் நடிப்பதன் வாயிலாக மாணவர்களின் திறன்களை வளர்த்தல்.
CO-5	தமிழக கோயில்களின் கலைநுட்பங்களையும், பண்பாட்டுச் சிறப்புகளையும் விவரித்தல்

அலகு:1 செய்யுள்

4. சிலப்பதிகாரம் - கடலாடு காதை
5. மணிமேகலை – உலகவறவி புக்க காதை
6. கம்பராமாயணம் - கங்கைப் படலம்

18 Hrs

key Words (Extra Reading)

சீவகசிந்தாமணி

அலகு:2 செய்யுள் **18 Hrs**
 4. இரட்சணிய யாத்திரிகம் - மரணப்படலம்
 5. சீராப்புராணம் - ஒட்டகை பேசிய படலம்

அலகு:3 **18 Hrs**
 தமிழ் இலக்கிய வரலாறு
 சோழர் காலம்

அலகு:4 **18Hrs**
 நாடகம்
 சத்திய வேள்வி – அய்க்கண்

key Words (Extra Reading)

யாருக்கும் வெட்கமில்லை - சோ

அலகு:5 **18 Hrs**
 கோயிற்கலை

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	the life with the nature of the people may be learned through epics and to learn	PSO 1	U
CO-2	to learn the values taught by religion	PSO 2	AN
CO-3	to remember the king choola's period epics, literature and grammar books	PSO 2	R
CO-4	to enhance the acting habit in the epics	PSO 3	U
CO-5	to make students to evaluate the art, culture and other aspects of the temples in tamil.	PSO 4	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

பாட நூல்கள்

- | | |
|-------------------------|--|
| 1. செய்யுள் | - தமிழாய்வுத்துறை வுத்துறை வெளியீடு |
| 2. தமிழ் இலக்கிய வரலாறு | - தமிழாய்வுத்துறை வுத்துறை வெளியீடு |
| 3. நாடகம் அய்க்கண் | - சத்திய வேள்வி |
| 4. கோயிற்கலை | - தமிழ்நாட்டிலுள்ள ஆலயங்களைக் கலை நுணுக்கத்துடன் |

(For the candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
SEMESTER – III

Course Title	PART – I LANGUAGE HINDI- III-MEDIEVAL–MODERN POETRY AND HISTORY OF HINDI LITERATURE-1 (Veergadha Kal Aur Bakthi Kal)
Total Hours	90
Hours/Week	6Hrs/Wk
Code	CODE: U18HN3HIN03
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to appreciate and critically evaluate Spirituality in Hindi Literature.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO -1	remember, understand and evaluate the Poetry of the masters.
CO- 2	understand and analyse the history of Hindi literature in the literary works.
CO- 3	understand and analyse the cause and consequence on revolution in literature.
CO- 4	Evaluate various streams of Bhakthi kaal.
CO- 5	appreciate and analyse the works of Bihari.

UNIT – I

(18 Hours)

4. Kabir Das
5. Todathi pathar
6. Veergatha Kal

(Pravarithiyan, Kavi, Rachanayean)

Extra Reading (Key Words): *PrithviRaj Rasoo, Jago phir ek bhar*

UNIT- II

(18 Hours)

4. Thulasi Das
5. Anal Kireet
6. BhaktiKal – Gnanashrayi Sakha

Extra Reading (Key Words): *Kabir, Ramdhari Singh Dinakr*

UNIT- III**(18 Hours)**

4. Rahim Ke Dohe
5. Jhoote Patte
6. BhaktiKal – Prem Margi Sakha

Extra Reading (Key Words): *Rahim***UNIT- IV****(18 Hours)**

4. Raskhan
5. Aavo phir se gaaon basayen
6. BhaktiKal –Ram Bhakti Sakha

Extra Reading (Key Words):**UNIT- V****(18 Hours)**

4. Bihari Ke Dohe
5. Sipahi
6. BhaktiKal – Krishna Bhakthi Sakha

Extra Reading (Key Words): *Bihari satsai*

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

Course Outcomes:**The learner will be able to:**

CO No.	Course Outcomes	Cognitive Level
CO -1	Recite the poems of Kabir Das	R, U, E
CO- 2	Distinguish necessity and luxury Place Bhakthi kaal in Hindi Literature	U, An
CO- 3	Debate on pros and cons of a revolution	U, An
CO- 4	Summarize the four streams of Bhakthi kaal	E
CO- 5	Examine the powerful words of Bihari	An

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

Prescribed Books

- History Of Hindi Literature ; Acharya Ramachandra Shukla, Delhi.
- Kavya Surabh: Pub.Dakshina Bharat Hindi Prachar Sabha , Cheenai.

Reference Books :

- Nai Sadhi Mein Kabir- Edi. Dr. M. Firoz Khan- Krishang Publication, Delhi.
- Dharmaveer Bharathi Ki Kavitha – Dr.Vibha shukla.;Aastha associates, Illahabad.

(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SEMESTER III

Course Title	PART I – LANGUAGE - FRENCH PAPER III (LANGUAGE & CIVILISATION (ÉCHO A2 2^e édition)
Total Hours	90
Hours/Week	6 Hrs/Wk
Code	U16FR3FRE03
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to understand the French cultural aspects and apply the grammar learnt in appropriate situations.

Course Objectives (CO):

The learner will be able to

CO 1	understand the French education system and evaluate the same across the world.
CO 2	understand the usage of pronouns that denote quantity and place and apply them in answers; analyse extracts from magazines and work conditions in France.
CO 3	remember the rules of construction and usage of subjunctive mode and apply the same in sentences; evaluate French politics.
CO 4	understand gerund, adverbs, relative pronouns and evaluate press and media in France.
CO 5	remember the usage of tenses and analyse the benefits of learning a foreign language.

Unit 1 Vivement demain !

(18 Hours)

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

Extra Reading (Key Words): le système éducatif en France.

Unit 2 Tu as du boulot ?

(18 Hours)

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 – l'économie en France - le travail en dix points

Extra Reading (Key Words): l'organigramme d'une entreprise.

Unit 3 Qu'en pensez-vous?

(18 Hours)

L'emploi du subjonctif , l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements – la région 'Poitou- Charentes' - la vie politique

Extra Reading (Key Words): étude comparée de la politique en France et en Inde

Unit 4 C'est tout un programme !

(18 Hours)

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)

Extra Reading (Key Words): TV5 Monde, les journaux français.

Unit 5 On se retrouve

(18 Hours)

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.

Extra Reading (Key Words): Paris, la capital de la mode!

Course outcomes	Cognitive level
Contrast French education system to that of India.	E
Examine press and work conditions in India	An
Label subjunctive mode and its usages	U, Ap
Interpret politics in France	E
Categorize French media and press	E
Simplify "FLE"	An

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,

2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Intermediate level – Goodwill Publishing

House Je parle français III – Abhay Publications

Le français avec des jeux et des activités –

ELI Langue et la civilisation – I – Mauger

Bleu

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002
PG AND RESEARCH DEPARTMENT OF ENGLISH
I YEAR UG – SEMESTER I
PART II – ENGLISH 3 - GENERAL ENGLISH III

HOURS : 6
CREDIT : 3

CODE : U15EL3GEN03
MARKS: 100

GROWING WITH VALUES

Objectives:

6. To acquaint students with fine pieces of literature thereby enhancing their communicative skills.
7. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes
8. To create interest among students for self-learning
9. To create a general awareness among students regarding the importance of humanistic values in the modern world.
10. To acquire proficiency in oral and written language.

UNIT I – Love, Faith and Hope

Listening for comprehension and general significance

Speaking about one's fear and hope

Reading for specific and global comprehension.

Writing – creative writing

Grammar – reporting speeches

Vocabulary – shades of meaning, Idioms and phrases (10)

Composition – Writing Paragraphs

TEXTS

“Hope” by Emily Dickinson (**Internal Testing**)

4. An extract from the Nobel Lecture by Mother Teresa

5. Angels Never Say “Hello!” by Dottie Walters

6. The Treasure by Alice Grey (Taken from Plant the seed by Timothy Kendrick)

UNIT II – Perseverance

Listening- for distinguishing / convert / summarize/(interview)

Speaking- a role play on the theme of perseverance (enactment of fables/ folk tales based on the theme)

Reading – read the passage (from encyclopedia) and draw a flowchart / tree diagram [main idea]

Writing- parallel writing

Grammar – **descriptive discourse – degrees of comparison (describing person, city, places, things, weather climate)**

Vocabulary – antonyms, idioms and phrases (10)

Composition – Creative writing

TEXTS

Mother to Son by Langston Hughes (**Internal Testing**)

4. The Perseverance of a Spider.

5. Two Gentlemen of Verona by A.J Cronin

6. Faith of determination and perseverance (about Walt Disney)

UNIT III – Tolerance/Benevolence/Compassion

Listening- for developing / relating (speech)

Speaking- *simulate any personality related to humanity*

Reading – scan the passage (life of ...) and write down key phrases to sum up [figurative languages]

Writing- case study / letter writing (personal)

Grammar –writing reports of events and processes (voices)

Vocabulary – Suffixes, idioms and phrases

Composition – imaginative writing

TEXTS:

Portrait of Gandhiji by Will Durant (1st Para) (**Internal Testing**)

4. *Gitanjali (Poem No. 11) Leave this chanting – Rabindranath Tagore*
5. The Selfish Giant – Oscar Wilde
6. The Price of a Miracle in *Rainbows follow rain* by Dan Clark

UNIT IV – Essential Life Skills/ Resilience

Listening- for deducing/ illustrating / subdivide to make notes (newspaper article)

Speaking- *interviewing (gap activity) / picture description*

Reading – *in-depth reading to classify/ categorize [point of view]* **Writing-** *Situational writing*

Grammar – analysis of sentences – simple, compound, complex

Vocabulary – compound words, idioms and phrases

Composition – essay writing (proverb as title)

TEXTS:

The story of Rosa Parks (**Internal Testing**)

4. *Life of Nelson Mandela*
5. It's cool to be kechi by Juliet Hindell
6. 'Home they brought Her warrior dead' by Alfred Lord Tennyson

UNIT V – The Art of Living

Listening- for comparing and contrasting (personality/lives of two people)

Speaking- reporting from the magazine / newspaper

Reading - *read the passage to draw inference / parallel reading [making connections]*

Writing- creative writing

Grammar –'If' clause

Vocabulary – coinage, idioms and phrases

Composition – creative writing/imaginative writing

TEXTS:

"A Psalm of Life" by H.W. Longfellow (**Internal Testing**)

4. *The Power of Limitless living - by Robin Sharma.*
5. The Art of Understanding Other People by Clarence Hall
6. "Leisure" by William Henry Davies

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

II Year III Semester

Course Title	Major Core 3 QUANTITATIVE TECHNIQUES
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U15BB3MCT03
Course Type	Theory
Credits	5
Marks	100

General Objectives: 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.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Prepare the problems relating to operation research and formulating LPP.
CO-2	Illustrate different kinds of transportation.
CO-3	Compute the inventory management in EOQ.
CO-4	Classify the replacement decision and policies to change the money value
CO-5	Interpret the scheduling in networks and queuing theory.

Unit - I: INTRODUCTION

15Hrs

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

Extra Reading/Keyword: Linear programming problems

Unit - II: TRANSPORTATION

15Hrs

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

Extra Reading/Keyword: Transportation methods

Unit - III: INVENTORY MANAGEMENT

15Hrs

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

Extra Reading/Keyword : Economic order quantity

Unit - IV:REPLACEMENT**15Hrs**

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

Extra Reading/Key word: Replacement policies

Unit - V: NETWORK**15Hrs**

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

Extra Reading/Keyword: Networking Techniques

COURSE OUTCOMES:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Calculate the LPP method, graphical method and simplex method	PSO-4	An
CO-2	Experiment the north-west corner rule, least cost method, VAM method and assignment problems	PSO-4	An
CO-3	Differentiate the levels of EOQ with shortages	PSO-4	An
CO-4	Outline the replacement decisions and policies	PSO-4	An
CO-5	Illustrate the CPM, PERT and queuing theory to increase decision making skills	PSO-4	An

TEXT BOOK:

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

BOOKS RECOMMENDED:

- HamdyA.Taha : Operations Research
- Prem Kumar Gupta,D.S.Hira :Operations Research, S.chand& company Ltd., New Delhi2010

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
Year –II Semester – III

Course Title	Major Core 4 COST ACCOUNTING
Total Hours	75
Hours/Week	5
Code	U15BB3MCT04
Course Type	Theory
Credits	5
Marks	100

General Objectives: To enable the student to understand the basic principles of cost accounting and preparation of various cost accounts.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe the concepts of costing and cost sheet, tenders and quotations
CO-2	Estimate the various method of material pricing
CO-3	Examine the labour cost and different methods of overheads cost.
CO-4	Prepare the contract and Process costing
CO-5	Appreciate the Service costing and reconciliation of cost & financial accounting.

UNIT I: INTRODUCTION

15hrs

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

Extra Reading/keywords: *Prime Cost, Works Cost, Cost of Production and Cost of sales.*

UNIT II MATERIAL COST

15hrs

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.

Extra Reading/keywords: *EOQ, ABC analysis, JIT.*

UNIT III: LABOUR AND OVERHEADS

15hrs

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

Extra Reading/keywords: *Straight piece rate, Taylor's differential piece rate system and Halsey premium plan.*

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

Extra Reading/keywords: *Apportionment of overheads, Absorption of overheads, Machine Hour Rate*

UNIT IV: CONTRACT COSTING AND PROCESS COSTING**15hrs**

Contract Costing - Cost Plus Contracts - Escalation Clause.

Extra Reading/keywords: *Work certified, Work Uncertified and Work in Process*

Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).

Extra Reading/keywords: *Scrap, Normal Loss, Abnormal loss and Gain***UNIT V:SERVICE COSTING & RECONCILIATION OF COST & FINANCIAL ACCOUNTING****15Hrs**

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

Extra Reading/keywords: *Standing, Maintenance and Running Charges and Reconciliation statements.***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course Outcomes:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Formulate the Cost Sheet for the purpose of estimating profit and loss .	PSO -2	U
CO-2	Demonstrate how companies effectively handle material cost that may result in analyzing skills	PSO -4	R,An
CO-3	Analyze the mode of wages paid to the labour and allocation of overheads	PSO -4	U, An
CO-4	Assessing the normal loss, abnormal loss and gain through process costing	PSO – 4	An
CO-5	Explain the standing and maintenance and running charges in transport	PSO – 4	U,R

References**Text Books:**Reddy & Hari Prasad Reddy : Cost Accounting, Margham Publications, Chennai.**Reference Books:**Jain S.P.&Narang K.L. : Cost Accounting; Kalyani, New Delhi.

- > Horngren, Charles, Foster and Datar : Cost Accounting-A Managerial Emphasis; Prentice- Hall of India, New Delhi.
- > Khan M.Y and Jain P.K : Management Accounting; Tata McGraw Hill.
- > Maheshwari S.N. : Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi.
- > Arora M.N. : Cost Accounting-Principles and Practice; Vikas, New Delhi.
- > Pillai&Bhagawati : Cost Accounting, Sultan Chand, New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
II Year - Semester – III

Course Title	Allied 4 INFORMATION TECHNOLOGY IN BUSINESS
Total Hours	60
Hours/Week	4
Code	U15BB3AOT04
Course Type	Theory & Practical
Credits	3
Marks	100

General Objectives: To make the students familiar with the use of IT and the various facets of IT.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Generalize the role and emerging trends in IT
CO-2	operate on various operating systems in IT
CO-3	compute excel sheets and to learn their functionalities
CO-4	Prepare PowerPoint for practical use of application
CO-5	cognize e-business activities

UNIT – I - INTRODUCTION TO INFORMATION TECHNOLOGY 12HRS

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.

Extra Reading/keywords: *Current technologies in use*

UNIT – II - OPERATING SYSTEMS 12 HRS

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.

Extra Reading/keywords: *Ms Office applications*

UNIT – III -MS-EXCEL 12HRS

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 point documents.

Extra Reading/keywords: *Functions of MS Excel*

UNIT – IV- MS-POWERPOINT

12 HRS

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.

Extra Reading/keywords: *Creation of PowerPoint*

UNIT – V - APPLICATIONS OF E-COMMERCE

12 HRS

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 Act 2000.

Extra Reading/keywords: *Trends in E-commerce*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describe the new applications in information technology	PSO1	AP
CO-2	Summarize the different operating systems that may result in employability	PSO2	U ,C
CO-3	Practice and work on formulas and functions in Excel sheets	PSO4	C
CO-4	Prepare Microsoft Power Point 2007 using master slides	PSO4	C
CO-5	Apply the use of E – commerce in information technology	PSO2	AP

References

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.

- SrinivasaVallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
- Alexix Leon and Mathew Leon, (2005), Introduction to Computers with Ms Office 2000, TMH, New Delhi.
- Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House PvtLtd,New Delhi.
- Hand book of Cyber laws , V.Sharma, Macmillan IndiaLimited, 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 Ms Word
- 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
- 15. Case study on Cyber Laws.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
DEPARTMENT OF BUSINESS ADMINISTRATION
II YEAR SEMESTER III

Course Title	SKILL BASED ELECTIVE – 3 BUSINESS ETHICS
Total Hours	30
Hours/Week	2
Code	U15BB3SBT03
Course Type	Theory
Credits	2
Marks	100

General Objectives: To the students to understand the business ethics in corporate.

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 Graw Hill.
- 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, Crest Pub.2001.
- Marianne M. Jennings, Cases in Business Ethics, Delhi: Cengage Learning India.
- Balachandran & Chandrasekaran, Corporate Governance & Social Responsibility, Prentice Hall, 2010.
- Manna S & Chakraborti S, Values and Ethics in Business and Profession, PHI, 2010.
- Murthy, CSV, Business Ethics- Text and Cases, Himalaya Publishing house, Mumbai,

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

TAMIL DEPARTMENT

For Candidate admitted from 2015 onwards

Second Year - Semester – IV

Course Title	இரண்டாமாண்டு –நான்காம் பருவம்
Total Hours	75
Hours/Week	5 Hrs Wk
Code	U15TL4TAM04
Course Type	Theory
Credits	3
Marks	100

General Objectives:

வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை எடுத்துரைத்தல்

- Make the student to understand the cultural and tradition of Tamilians.
- Student will learn understand the religions knowledge to Sustain
- Understand the depth of Tamil Literature & Culture.
- Know about the structure of the family, manners is disciplines.
- Know about the right of equality.

Course Objectives:

CO No.	Course Objectives
CO-1	அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை உணர்த்துதல்.
CO-2	இலக்கியங்களின் வாயிலாக வாழ்க்கைத் தத்துவத்தினை அறியச் செய்தல்.
CO-3	தமிழ் இலக்கிய வரலாற்றின் வாயிலாகத் தமிழரின் பண்பாடு, கலாச்சாரத்தை அறியச் செய்தல்.
CO-4	மனிதநேய சிந்தனைகளை உருவாக்குதல்.
CO-5	மொழிப்பெயர்ப்புத்திறனை வளர்த்தல்.

அலகு:1 செய்யுள்

15 Hrs

1. குறுந்தொகை

1. கொங்கு தேர் வாழ்க்கை அஞ்சிறைத் தும்பி - இறையனார்
2. யாரும் இல்லை தானே கள்வன் - கபிலர்
3. வேம்பின் பைங்காய்என் தோழி தரினே – மிளைக்கந்தன்
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

15 Hrs

அகநானூறு

- 1.வானம் வாய்ப்பக் கவினிக் கானம் - சீத்தலைச் சாத்தனார்
2. எம்வெங் காம மியைவதாயின் - மாமுலனார்

5.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

6. பதிற்றுப்பத்து - ஐந்தாம் பத்து

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

7. திருக்குறள்

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

அலகு:3

15 Hrs

தமிழ் இலக்கிய வரலாறு

சங்ககாலம் - சங்கம் மருவியகாலம்

எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு:4

15 Hrs

வாழ்க்கை வரலாறு

அன்னை தெரசா - பா. தீனதயாளன்

key Words (Extra Reading)

அக்னி சிறகுகள் - அப்துல் கலாம்

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Attitude to consider the living beings of the world as relations	PSO 1	U
CO-2	the life style of traditional Tamils may be known with the help of literature	PSO 2	AN
CO-3	to be inspired by the traditional culture and values and be value oriented	PSO 2	R
CO-4	to feel the dedicated service of mother Theresa and to practice the same	PSO 3	U
CO-5	to enhance skills on translation	PSO 4	C

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

பாட நூல்கள்

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

(For the candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
SEMESTER – IV

Course Title	PART – I LANGUAGE HINDI -IV FUNCTIONAL HINDI & TRANSLATION
Total Hours	75
Hours/Week	5Hrs/Wk
Code	CODE: U15HN4HIN04
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to Learn the Language Skills.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO -1	apply technical translation in Functional Hindi
CO- 2	understand and evaluate global marketing
CO- 3	create general essays
CO- 4	apply the formats and create office orders
CO- 5	apply translation techniques in a text.

UNIT – I **(15 Hours)**

1. Personal Letters
2. Technical Terms
3. Translation Ex-1
4. General Essay - Pollution

Extra Reading (Key Words): *Jal Pradhooshan, Vayu Pradhooshan*

UNIT- II **(15 Hours)**

1. Commercial Letters
2. Technical Terms
3. Translation Ex-4
4. General Essay - Globalisation

Extra Reading (Key Words): *Vyavasayikata*

UNIT- III **(15 Hours)**

1. Office Memorandum
2. Technical Phrases
3. Translation Ex-6
4. General Essay – Self Employment

Extra Reading (Key Words): *Kisan*

UNIT- IV: **(15 Hours)**

1. Office Order
2. Technical Phrases
3. Translation Ex-13
4. General Essay – India – Unity in Diversity

Extra Reading (Key Words): *Hamara Bharat*

UNIT- V

(15 Hours)

1. **Circular**
2. Reminder
3. TranslationEx-15
4. General Essay – My Favourite Author

Extra Reading (Key Words): *Jayashankar Prasad, Premchand*

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Utilize technical terms in translating a text.	Ap
CO- 2	Mark the global brands and their countries.	U, E
CO- 3	Develop an essay on any social issue.	E, C
CO- 4	Formulate an office order for the university	Ap, C
CO- 5	Make use of translation techniques in a text.	Ap

**CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze;
E- Evaluate; C- Create**

Prescribed Books

- Vyavaharik Hindi,by Dr. Mahendra Mittal,Shabari Sansthan, Delhi.
- Aalekhan Aur Tippan: Prof.Viraj, M.A; Raj Pal And Sons;Kashmiri Gate,Delhi.
- Anuvad Abhyas : Bholanath Tiwari; Lokbharathi Prakashan; New Delhi.

Reference Books :

- Raj Bhasha Hindi Aur Vuska Swaroop- Shanthi kumar Syal; Parampara Prakasha, Delhi.
- Vyaharopayogi evam kam kaji Hindi – Ananth Kedharea .;Sahityayan Prakashan; Kanpur.

(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SEMESTER IV

Course Title	PART I – LANGUAGE - FRENCH PAPER IV (LANGUAGE & CULTURE (ÉCHO A2 2 ^e édition))
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR2FRE02
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to analyse and evaluate French cultural aspects and use the accumulated vocabulary and grammatical aspects in creative writing.

Course Objectives (CO):

The learner will be able to

CO1	Apply pronouns and create texts; appreciate and analyse French cuisine and festivals
CO2	critically evaluate the art forms of 20 th century and apply conditional present tense in a text
CO3	remember savoir-faire in France and apply reported speech in story writing
CO4	analyse the consequences of immigration, sports and adventures; apply passive voice in a text
CO5	understand the usage of possessive pronouns and analyse the rhythm of life in France

Unit 1 C'est la fête !

(18 Hours)

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

Extra Reading (Key Words) : étude comparée des fêtes françaises et indiennes.

Unit 2 Vous plaisez !

(18 Hours)

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.

Extra Reading (Key Words) : Histoire du monde au début du 20^e siècle.

Unit 3 On s'entend bien !

(18 Hours)

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.

Extra Reading (Key Words): les taboos

Unit 4 À vos risqué et périls !

(18 Hours)

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.

Extra Reading (Key Words): les sportifs français

Unit 5 La vie est dure

(18 Hours)

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.

Extra Reading (Key Words): entretien d’une personne.

Course outcomes	Cognitive level
Design a text using pronouns	C
Discover a French recipe	An
Narrate an anecdote	C
Critically evaluate modern art forms	E
Infer reported speech and passive voice in a story	C
Explain the influence of immigration on sports	An
Examine the rhythm of life in France	An

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,
2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Intermediate level - Goodwill Publishing

House Je parle français III – Abhay Publications

Le français avec des jeux et des activités -

ELI Langue et la civilisation – I – Mauger

Bleu

Note : Texts given in the Extra Reading (Key Words) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002
PG AND RESEARCH DEPARTMENT OF ENGLISH
I YEAR UG – SEMESTER I
PART II – ENGLISH 4 - GENERAL ENGLISH IV

HOURS : 6
CREDIT : 3

CODE : U15EL4GEN04
MARKS: 100

EMPLOYABILITY SKILLS

OBJECTIVES:

1. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes.
2. To acquire proficiency in oral and written language.
3. To train the students for employability skills such as team skills, communication skills and presentation skills.
4. To acquire values related to personal integrity and excellence in work propagated in the literary works.
5. To create interest among students for self-learning.

UNIT I – Personal integrity –Honesty, dependability, adaptability and loyalty.

Listening to identify a person's attitude, values, situation and the decision made.

Speaking about one's action, expressing opinions, character analysis.

Reading for comprehension (inferring a character's method of managing a situation, adaptability and the like).

Writing recommendations.

Grammar – use of appropriate adjectives and adverbs in contexts and reporting speeches

Vocabulary – differentiating shades of meaning, use of idioms and phrases in sentences

Composition – Your thoughts are the architects of your destiny – David O' Mckay

Honesty is the first chapter in the book of wisdom – Thomas Jefferson

TEXTS

1. *"How far is the river"* by Ruskin Bond
2. *The Pie and the Tart* by Hugh Chesterman.
3. ***An excerpt from Shakespeare's "Julius Caesar" Act III Scene II Lines 13 - 33- Antony's speech***

UNIT II – Key to success – Self-esteem, perfection and excellence

Listening to differentiate duty from obligation.

Speaking – ***Discussing one's knowledge about different subjects, learning skills, thirst for knowledge, learning from experiences.***

Reading for comprehension exhibiting higher perception of life's experiences.

Writing paragraphs with cause and reason, analyzing motives behind people's actions and behavior.

Grammar – use of cohesive devices

Vocabulary – figures of speech – simile, metaphor.

Composition –

1. ***Excellence is not a destination, it is a continuous journey that never ends – Brian Tracy***
2. To be perfect is to change often – Winston Churchill

TEXTS

1. Our urgent need for self-esteem by Nathaniel Brandon.
2. Five senses by Judith Wright
3. Three questions by Leo Tolstoy

UNIT III – Team skills

Listening to speaker's ideas, opinions, and suggestions and analyzing their character.

Speaking –Discussing, questioning, interacting, respecting, sharing and participating.

Reading for comprehension – absorbing the attitude of the people.

Writing – personal essays and report writing

Grammar – use of inverted structures
Vocabulary –New words in current usage.

- Composition* –1. ***“Talent wins games, but teamwork and intelligence wins championships.”***
2. “It takes two flints to make a fire.”

TEXTS

1. “The Little Black Boy” by William Blake
2. How to get cooperation by Dale Carnegie.

UNIT IV – Communication skills for interpersonal relationship

Listening to specific information and guessing.

Speaking –***Facing interview and situational speeches (Master of ceremony, felicitation and the like).***

Reading for comprehension to identify the methods of persuasion.

Writing formal letters and invitations.

Grammar – Transformation of sentences.

Vocabulary – Words related to technical registers.

- Composition* –1. ***“Communication is an art form that is crafted throughout our lives.”***
2. Birds of same feather flock together.

TEXTS

1. The Refund by Fritz Karinthy

UNIT V –Presentation skills

Listening to commands, information, announcements, and discussions in a meeting.

Speaking –role play in panel discussion, mock parliament and public speaking.

Reading for comprehension.

Writing ***agenda, minutes, memo, notice, circular, project proposal.***

Grammar – use of simple, compound, complex, imperative sentences and punctuations.

Vocabulary – Business terms.

Composition – writing a project.

TEXTS

1. ***An excerpt from Abraham Lincoln's speech in Gettysburg.***

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
Year –II Semester – IV

Course Title	Major Core – 5 PRODUCTION AND OPERATIONS MANAGEMENT
Total Hours	90
Hours/Week	6
Code	U17BB4MCT05
Course Type	Theory
Credits	5
Marks	100

General Objectives: 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.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Recall the meaning of production with its functions.
CO-2	Categorize the various plant layout designs and its procedures.
CO-3	Outline different types of capacity planning
CO-4	monstrate the levels of production planning and control.
CO-5	Recognize the process in logistics and maintenance management.

UNIT – I INTRODUCTION

18Hrs

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.

Extra Reading/keywords: *Production systems*

UNIT – II PLANT LAYOUT DESIGN

18Hrs

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.

Extra Reading/keywords: *Layout*

UNIT –III CAPACITY PLANNING**18Hrs**

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.

Extra Reading/keywords: *Capacity planning decision*

UNIT – IV PRODUCTION PLANNING AND CONTROL**18Hrs**

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 chain management

Extra Reading/keywords: *Production Planning Methods*

UNIT – V LOGISTICS AND MAINTENANCE MANAGEMENT**18Hrs**

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

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

Extra Reading/keywords: *Supply chain management*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Know the concepts of production and its various functions to forecast the demand.	PSO -2	U
CO-2	Identify the different plant layout designs and its procedures used by the organisation.	PSO -4	R
CO-3	Realize various types and measurements of capacity requirement planning	PSO -1	U
CO-4	Explicate the factors, system and levels of production planning and control in production	PSO – 4	R
CO-5	Recognize the progress of supply chain management and logistics process.	PSO – 1	An

References

- **Text Books:** Shridhari Bhat.K : Production and Operations Management Himalaya Publishing House, New Delhi, 2006
-
- **Reference Books:** Buffa E.S. : Modern Production and Operations Management TMH publishing House, New Delhi, 2004
- Panneerselvam : Production and Operations Management, PHI Publications, New Delhi, 2004
- Aswathappa : Production and Operations Management Himalaya Publishing house, New Delhi, 2002

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

II Year Semester – IV

Course Title	Major Core – 6 - MARKETING
Total Hours	60
Hours/Week	4
Code	U15BB4MCT06
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the students to appreciate the concept of modern marketing and the recent trends

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe the notion of traditional and modern marketing
CO-2	Recognize the product policy and market segmentation
CO-3	Categorize the different pricing and promotional mix in the marketing
CO-4	Relate the advertising and personal selling techniques.
CO-5	Evaluate the various services rendered by the channels of distribution

UNIT – I: INTRODUCTION TO MARKETING

12Hrs

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.

Extra Reading/keywords: *Marketing, consumer behavior*

UNIT – II: PRODUCT POLICY AND MARKET SEGMENTATION

12Hrs

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

Extra Reading/keywords: *Product, market segmentation*

UNIT – III : PRICING AND PROMOTION MIX

12Hrs

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

Extra Reading/keywords: *Pricing, promotion*

UNIT – IV : ADVERTISING AND PERSONAL SELLING**12Hrs**

Advertising - Objectives - Importance - Advertisement Copy - Different media - Selection of media – Role of Advertising Standards Council India.

Personal Selling - Features - Functions - Selection of salesmen and training - Controlling.

Extra Reading/keywords: *Advertising, personal selling*

UNIT – V : MARKETING CHANNELS AND MARKETING RESEARCH**12Hrs**

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.

Extra Reading/keywords: *Marketing channels, Social media*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Relate the concept of traditional and modern marketing with its approaches	PSO-2	R
CO-2	Examine the product policy in different brands	PSO-2	An
CO-3	Compare market segmentation in different companies	PSO-2	An
CO-4	Contrast the different pricing and promotional mix in the marketing	PSO-2	E
CO-5	Compare the advertising and personal selling techniques	PSO-2	E
CO-6	Develop marketing skills that may bring employability	PSO-2	E

References**Text Books:**

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

Reference Books:

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

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
Year –II Semester – III

Course Title	<i>Major Elective 2</i> FINANCIAL MANAGEMENT
Total Hours	69
Hours/Week	4
Code	U15BB4MET02
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the students to have an in-depth understanding of the theory and practice of finance and its application to business situations.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Relate the functions of finance manager and concepts of risk return analysis and time value of money.
CO-2	Recall the concepts of Cost of capital
CO-3	Express the theories of capital structure
CO-4	Classify the significance and methods of working capital management .
CO-5	Discover the methods of capital budgeting and dividend theories

UNIT I: INTRODUCTION

12 Hrs

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

Extra Reading/keywords: *Global Depositary Receipts (GDR), ADR, ECB*

UNIT II: COST OF CAPITAL

12 Hrs

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

Extra Reading/keywords: *Incremental cost of capital, Debt Financing*

UNIT III: CAPITAL STRUCTURE

12 Hrs

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

Extra Reading/keywords: *Ownership Structure, Arbitrage*

UNIT IV: WORKING CAPITAL MANAGEMENT**12 Hrs**

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

Extra Reading/keywords: *Days working capital DCF analysis*

UNIT V: CAPITAL BUDGETING AND DIVIDEND DECISIONS**12 Hrs**

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

Extra Reading/keywords: *Bird-in – the hand investors*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the concept of financial management and functions of financial managers	PSO -2	U
CO-2	Calculate the Cost of Debt, Cost of Equity, Cost of Preference Share capital, Retained Earnings, WACC	PSO -4	An
CO-3	Analyze make up of a firms capitalization.	PSO -1	An
CO-4	Estimate the total current or circulating assets involved in company operations	PSO – 4	An
CO-5	Differentiate between technical and strategic investment decisions	PSO – 1	R

References**Text Books:**

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

Reference Books:

- Jain S.P.&Narang K.L. : Cost Accounting; Kalyani, New Delhi.
- 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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
II Year - Semester – IV

Course Title	Allied 5 - INDUSTRIAL LAW
Total Hours	60
Hours/Week	4
Code	U15BB4AOT05
Course Type	Theory
Credits	3
Marks	100

General Objectives: To enable the students to understand the basic Principles of Industrial Law and to develop an awareness on Labour welfare legislations.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Recognise the laws regarding safety, health, welfare measures and unfair labour Practices.
CO-2	Explain the employees liability for compensation regarding occupational disease and accident.
CO-3	Analyse the laws under minimum wages act and maternity benefit act.
CO-4	Recognise the laws regarding registration of unions their rights and duties of a registered trade union.
CO-5	Outline the labour welfare measures under various Acts

UNIT – ITHE FACTORIES ACT AND INDUSTRIAL DISPUTES ACT 12hrs

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.

Extra Reading/keywords: *Workman Committee and Lay-off*

UNIT - II: WORKMEN’S COMPENSATION ACT, 1923 12hrs

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

Extra Reading/keywords: *Commissioner, Disablement*

UNIT - III: MINIMUM WAGES ACT AND MATERNITY BENEFIT ACT 12hrs

The Minimum Wages Act, 1948- Fixation of minimum rates of wages - working hours - determination of wages - claims. The Payment of Wages Amendment Act-2017

The Maternity Benefit Act, 1961- Object - Scope. Amendment – 2017

Extra Reading/keywords: *Adolescent and Creche facility*

UNIT - IV: TRADE UNIONS ACT, 1926

12hrs

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

Extra Reading/keywords: *registered office, registered Trade Union and trade dispute*

UNIT - V: LABOUR WELFARE LEGISLATIONS

12hrs

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.

Extra Reading/keywords:*confinement, contribution and employment injury*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate an understanding of the nature of the laws regarding safety, health, welfare measures apart from other provisions.	PSO -1,4	U
CO-2	Identify the employees liability for compensation to the workmen for injury or accident	PSO -4	U
CO-3	Clarify the benefits regarding minimum wages act and maternity act.	PSO - 2	U
CO-4	Recall the laws regarding registration of unions their rights and duties of a registered trade union.	PSO -1,2	U
CO-5	Examining the different laws and measures that results in high analyzing skills	PSO -1,2	An

References

TEXT BOOK:

N.D.Kapoor : Handbook of Industrial Law.SultanChand&Sons.New Delhi.2004

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. Bagrial A.K. : Company Law; Vikas Publishing House, New Delhi
- 7. H.Samuel : Industrial Law, Vikhas Publications New Delhi. 2002
- 8. Arun Monappa : Industrial Relations; Tata McGraw Hill Publishing Company Ltd.

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 sanctity.

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.Diya 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), 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 CyberCrimes.
- To make them aware of the propertyrights.
- To make them understand and appreciate the role of media, in facing the challengeson various lifeissues.

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, andtwitter

REFERENCES:

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

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:U12VE4LVB02

CREDIT :1

MARKS : 100

OBJECTIVE:

- Understanding the desires of God through Prophetic revelation and becoming sensitiveto the heart beat ofGod.

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 (Gen12-18);
- Joseph (Gen 37-40); Moses (Exo4-5);
- Joshua (Joshua1-8)

UNIT – II: JUDGES AND KINGS

- **JUDGES:** Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges13-16)
- **KINGS:** David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11, Proverbs1-5,31)

UNIT – III: WOMEN IN THE BIBLE

- Women in the OldTestament
- Eve (Gen3)
- Ruth (Ruth1-4)
- Hannah (I Sam1:1-28)
- Esther (Esther1-6)

UNIT – IV: MINOR PROPHETS

- Brief Life History and teachingsof
- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

UNIT – V: MAJOR PROPHETS:

- Brief Life History and teachings of
- Isaiah (Is1,6,11,36-38,40-42,44,50,53,61)
- Jeremiah (Jer1-3,7-12,18-19,23)

- Ezechial (chapters 1,2,3,5,8,12visions)
- Daniel (Daniel1-6)

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
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
III Year V Semester

Course Title	Major Core 7 HUMAN RESOURCE MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U15BB5MCT07
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the students to understand the concepts of Human Resources Management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Paraphrase the role and functions of HRM
CO-2	Express the significance of HRP
CO-3	Summarize the source of recruitment and selection
CO-4	Analyze the development of employees through training and development
CO-5	Identify the administration in compensation planning

UNIT – I INTRODUCTION:

15 HRS

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.

Extra Reading/keywords::*Scope of HRM in India*

UNIT – II HR- PLANNING:

15 HRS

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.

Extra Reading/keywords::*Manpower planning*

UNIT – III RECRUITMENT AND SELECTION:

15 HRS

Recruitment and Selection - Sources of Human Resources.

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

Extra Reading/keywords:*Activities in HRM*

UNIT – IV TRAINING AND DEVELOPMENT: 15 HRS

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.

Extra Reading/keywords:*Imparting and development*

UNIT – V:COMPENSATION PLANNING 15 HRS

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

Extra Reading/keywords:*Remuneration*

COURSE OUTCOME

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	Ap
CO-4	Demonstrate the kinds of Training and development.	PSO-2	Ap
CO-5	Recognise the grievance handling system and WASA	PSO-2	U

TEXT BOOK:

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

BOOKS RECOMMENDED:

1. K. Aswathappa : 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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
III Year - Semester – V

Course Title	Major Core -8 RETAIL MANAGEMENT
Total Hours	5
Hours/Week	75
Code	U15BB5MCT08
Course Type	Theory
Credits	4
Marks	100

General Objectives:To enable the students to understand the various concepts in Retailing

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Identify the significance and issues related to retailing
CO-2	Discuss the retail activities through traditional retail formats
CO-3	Compare the new modes of retailing through modern retail formats
CO-4	Recognize how strategic planning is done in selection of retail location
CO-5	Discover the marketing strategies involved in retailing

UNIT I : INTRODUCTION TO RETAILING

15Hrs

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

Extra Reading/keywords:*Breaking Bulk, Global retailing*

UNIT II: TRADITIONAL RETAIL FORMATS

15Hrs

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

Extra Reading/keywords:*Buying behavior and system*

UNIT III : MODERN RETAIL FORMATS

15Hrs

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.

Extra Reading/keywords:*E-tailing and Omni channel retailing*

UNIT IV : RETAIL STRATEGY PLANNING

15Hrs

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

Extra Reading/keywords:*mass merchandise, Planogram*

UNIT V : RETAIL MARKETING STRATEGY

15Hrs

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

Extra Reading/keywords:*Relationship retailing*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and know the basic concepts in retailing	PSO1	U
CO-2	Describe and understand the Traditional retail formats	PSO2	U
CO-3	Compare how modern retail formats can take over traditional retail formats	PSO4	E
CO-4	Assess how strategic planning can enable a better retailing	PSO3	U
CO-5	Analyze the marketing strategies in retailing that brings market skills in place	PSO2	U

TEXT BOOK:

- > SwapnaPradhan : 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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III Year - Semester – V

Course Title	Major Core 9 - BUSINESS LAW
Total Hours	75
Hours/Week	5
Code	U15BB5MCT09
Course Type	Theory
Credits	4
Marks	100

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

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Recognize the basic aspects of contract and its attributes
CO-2	Commemorate discharge and remedies of breach in a contract
CO-3	Comprehend the contract of agency and its types
CO-4	List out the terms and conditions on sale of goods act
CO-5	Recall the negotiable instruments act and companies act

UNIT – I NATURE OF LAW OF CONTRACT:

15Hrs

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

Extra Reading/keywords: *Indian contract act 1872*

UNIT II: DISCHARGE AND REMEDIES FOR BREACH:

15Hrs

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

Extra Reading/keywords: *termination and reputation*

UNIT III: CONTRACT OF AGENCY

15Hrs

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

Extra Reading/keywords: *delegation and extent of agents authority*

UNIT IV: SALE OF GOODS ACT:**15Hrs**

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.

Extra Reading/keywords: *actionable claim*

UNIT V : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT: 15Hrs

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

Extra Reading/keywords: *endorsement*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the companies act 1956.	PSO-1,2	An

References**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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III Year V Semester

Course Title	Major Core – 10 ORGANISATIONAL BEHAVIOUR
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U15BB5MCT10
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the students with the knowledge of organizational behaviour.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Analyze Individual and Organizational Behaviour
CO-2	Relate the Personality and Perception
CO-3	Appraise the motivation ,Interpersonal and Group Behaviour
CO-4	Interpret the Power and Authority
CO-5	Demonstrate the Organizational Change

UNIT I : INTRODUCTION

15 Hrs

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

Extra Reading/keywords:*Ethical Behaviour*

Unit II : PERSONALITY AND PERCEPTION

15 Hrs

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

Extra Reading/keywords:*Perceptual constancy*

Unit III: MOTIVATION & GROUP BEHAVIOUR

15 Hrs

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

Extra Reading/keywords:*Contemporary motivation theories*

Unit IV: POWER & AUTHORITY

15 Hrs

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

Extra Reading/keywords:*Performance Counseling*

Unit-V : ORGANISATIONAL CHANGES AND INNOVATIONS : 13 Hrs

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

Extra Reading/keywords:*Transformational Leadership*

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Discover the models of organizational behavior, Individual Behavior and Mintzberg managerial role	PSO-5	Ap
CO-2	Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning.	PSO-5	Ap
CO-3	Relate the theories of motivation such as Maslow, Herzberg, Mcgregor, Interpersonal behavior, Group Behaviour and Group Dynamics	PSO-5	Ap
CO-4	Examine the Leadership Styles, Power, Women as a leader and Communication to bring in leadership skills	PSO-5	An
CO-5	Outline the organisational change, resistance to change and organizational development	PSO-5	An

TEXT BOOK:

> K.Ashwathappa :OrganisationalBehaviour

BOOKS FOR REFERENCE:

- > Fred Luthans : OrganisationalBehaviour, Tata McGraw – Hill Publishing Company, New Delhi,
- > Prasad L.M. : Organisational Theory &Behaviour – S.Chand Company, New Delhi, 2006

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III Year - Semester – V

Course Title	MAJOR CORE - 3 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U15BB5MET03
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To introduce the students to the concepts of investment and various tools of investment analysis

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Summarize the concept, objectives of investment and investment process.
CO-2	Outline the structure of money market and capital market in India
CO-3	Identify the fundamental analysis regarding investment.
CO-4	Discuss the techniques and methods of movement of price of shares.
CO-5	Recall the building of portfolio of shares.

UNIT- I : INTRODUCTION

(15 hours)

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

Extra Reading/keywords:Risk, Return and liquidity

UNIT – II :FINANCIAL MARKETS IN INDIA

(15 hours)

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 – Bombay Stock Exchange, National Stock Exchange – Objectives– Advantages– OTCEI -Online Trading .

Extra Reading/keywords: Treasury bills, Commercial Paper and Floatation, Demat.

UNIT- III: FUNDAMENTAL ANALYSIS**(15 hours)**

Approaches to Security Analysis – Fundamental Analysis - Economic analysis- Factors. Industry analysis- Classification of Industry- Life cycle of an Industry. Company analysis – Company financial statements – Ratio analysis - Advantages & Limitation of Ratio Analysis - Book value – Market value of shares.

Extra Reading/keywords:Buy and Hold, Liquidity, Profitability and Activity ratio

UNIT-IV: TECHNICAL ANALYSIS**(15 hours)**

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 –Other important Chart patterns adopted in Technical Analysis – Head and Shoulders – Moving Averages Method – Oscillator – Triangles – Elliot Wave Theory – Short Selling – Odd Lot Trading

Extra Reading/keywords:Saucer and Head and Shoulder

UNIT – V: PORTFOLIO MANAGEMENT**(15 hours)**

Port folio 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 .

Extra Reading/keywords:Capital Growth and Risk Minimization

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate the significance of investment programme in market environment	PSO 1,2	U
CO-2	Relate how different markets function in India .	PSO 2	U
CO-3	Infer the importance of fundamental analysis in evaluating security.	PSO 1,2	An
CO-4	Analyse the application of various methods of technical analysis	PSO 4	An
CO-5	State the role of portfolio in making investment decisions	PSO 5	U

References**Text Books:**

Punithavathy Pandian : Security Analysis and Portfolio Management, Vikas Publication

Reference Books:

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.OF HOURS: 2

NO.OF CREDITS: 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 rationing – 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.OF HOURS :2
NO.OF CREDITS: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

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)
III Year - Semester – VI

Course Title	MAJOR CORE - 11 STRATEGIC MANAGEMENT
Total Hours	90
Hours/Week	6 Hrs/Wk
Code	U15BB6MCT11
Course Type	Theory
Credits	5
Marks	100

General Objectives:

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

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe the various concepts of strategic management
CO-2	Summarize the environmental and resource analysis
CO-3	Comprehend and analyse the strategic formulation and its structure
CO-4	Recognize the strategic implementation process in an organization
CO-5	Apply and analyse the strategic leadership and control techniques

Unit 1:INTRODUCTION:

18hrs

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.

Extra Reading/keywords: concepts of strategy

Unit 2: ENVIRONMENTAL & RESOURCE ANALYSIS

18hrs

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.

Extra Reading/keywords:: industry analysis

Unit 3 : STRATEGIC FORMULATION**18hrs**

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.

Extra Reading/keywords: diversification, turnover, bankruptcy

Unit 4 : STRATEGIC IMPLEMENTATION**18hrs**

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.

Extra Reading/keywords: optimum action plan

Unit 5. STRATEGIC LEADERSHIP AND CONTROL**18hrs**

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 control system.

Extra Reading/keywords: VRIO analysis

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

References**Text Books:**

Strategic Management & Business Policy :AzarKhazmi, Tata McGraw Hill, New Delhi

Reference Books:

R.M. Srivastava: Management Policy & Strategic Management, Himalaya Publishing House, New Delhi,2000.

John A Pearce &Richard B Robinson : Strategic Management Formulation, Implementation & Control, Mc-Graw Hill, New York.

Greek W.P. and Jauch L.R.: Business policy and strategy management, Mc-Graw Hill, New York

Fred R.David : Strategic Management,Prentice Hall of India, New Delhi,2005.

V S P Rao and V.Harikrishn : Strategic Management, Excel Books, New Delhi,2006

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III Year Semester – VI

Course Title	Major Core 12: ENTREPRENUERIAL DEVELOPMENT
Total Hours	90
Hours/Week	6
Code	U16BB6MCP12
Course Type	Theory & Practical
Credits	5
Marks	100

General Objectives: To enable the student to understand the concept of entrepreneurship, business opportunities and to formulate the project report to become an entrepreneur.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Identify the idea of entrepreneurship
CO-2	Extrapolate the project identification and project report
CO-3	Contrast small enterprises and institutional support to entrepreneurs
CO-4	Identify the government policies and incentives to the small enterprises
CO-5	Analyze total quality management in small enterprises

UNIT – I :INTRODUCTION:

18Hrs

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 - Government initiative on startups policy.

Extra Reading/keywords: *Entrepreneurship, Women Entrepreneurs*

UNIT -II:PROJECT IDENTIFICATION AND SELECTION:

18Hrs

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.

Extra Reading/keywords: *Project identification, project appraisal*

**UNIT- III:SMALL ENTREPRISES AND INSTITUTIONAL SUPPORT 18Hrs
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 to Entrepreneurs.

Extra Reading/keywords: *Small scale industries, Institutional support*

UNIT- IV: GOVERNMENT POLICY AND INCENTIVES: 18Hrs

Government policy for small scale enterprises :- Role of Ministry MSME - 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.

Extra Reading/keywords:*Government policies, sickness in SSI*

UNIT- V: TOTAL QUALITY MANAGEMENT FOR SMALL ENTERPRISES: 18Hrs

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

Extra Reading/keywords:*Total quality management, EX-IM in SSI*

(THEORY & PRACTICALS)

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand and describe business opportunities and an in-depth understanding of Entrepreneurship	PSO-5	U
CO-2	Recognize the knowledge about key process to bring new products and services to market	PSO-5	R
CO-3	Design new plan, organize and execute a project report for new venture	PSO-5	An
CO-4	Identify the government policies and incentives to the small enterprises	PSO-5	R
CO-5	Explore the new entrepreneurial opportunities for employability	PSO-5	E

References

Text Books:

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

Reference Books:

- 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, MayurVihar, Delhi -110

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III - Semester – VI

Course Title	Major Core – 12 : INTERNATIONAL BUSINESS
Total Hours	90
Hours/Week	6
Code	U15BB6MCT13
Course Type	Theory
Credits	5
Marks	100

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

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe the different conceptual theories in international business
CO-2	Discuss the scope and barriers in international marketing
CO-3	Explain the Trade policies in India
CO-4	Analyze the role of various financial institutions
CO-5	Relate international trading through forex market

UNIT – I: INTROUCTION

18hrs

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 .

Extra Reading/keywords: *Multinational enterprises and international business theories*

UNIT – II: INTERNATIONAL MARKETING

18hrs

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

Extra Reading/keywords: *Marketing barriers*

UNIT -III : EXIM POLICY

18hrs

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

Extra Reading/keywords: *Trading Policies*

UNIT – IV: IMF & WORLD BANK**18hrs**

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

Extra Reading/keywords: *Governing institutions*

UNIT – V: FOREX MARKET**18hrs**

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

Extra Reading/keywords: *Forex trading*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the scope and theories of international business	PSO1	U
CO-2	Identify how marketing practices takes place in international business	PSO2	E
CO-3	Analyze and remember how import and export regulations takes place through EXIM policy	PSO4	An
CO-4	Assess how IMF and World Bank acts as a Financial Advisory institution	PSO4	E
CO-5	State the activities of forex in international business activities	PSO4	An

Text Book:

- 1. Francis Cherunilam : International Business

BOOKS 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), TIRUCHIRAPPALLI –620 002
DEPARTMENT OF BUSINESS ADMINISTRATION
(For candidates admitted from June 2015 onwards)

III Year- Semester – VI

Course Title	MAJOR ELECTIVE - 4 TOTAL QUALITY MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U15BB6MET04
Course Type	Theory
Credits	5
Marks	100

General Objectives:

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

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Describe and paraphrase the concept of Quality
CO-2	Identify and infers Quality Management
CO-3	Interpret TQM philosophies
CO-4	Outline how Organizing is done for TQM
CO-5	Summarize the Implementation of TQM in Service

UNIT – I Introduction to quality

15 Hrs

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.

Extra Reading/keywords: Quality Awards

UNIT-II : Managing quality

15Hrs

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 – Six sigma.

Extra Reading/keywords: Process decision programme chart PDPC

UNIT-III : TQM Philosophies

15 Hrs

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

Extra Reading/keywords: Lean Management, Quality function Development

UNIT-IV : Organising for TQM:**15Hrs**

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)

Extra Reading/keywords: Creative methodology in TQM

UNIT-V : Total Quality Management in Services:**15 Hrs**

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.

Extra Reading/keywords: Business Process Re engineering , Terminology used in Japanese Management practices.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U
CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

References**Text Books:**

K.ShridharaBhat :Total Quality Management ,Himalaya Publishing House

Reference Books:

Suresh Dalela, Saurabh : ISO 9000 A manual for TQM – Shailendra Nigam
TQM,Excel Books

James R.Evans, James W.Dean. Jr : Total Quality Management, Organisation and philosophy

Joel E.Ross : Total Quality Management
S.D.Bagade. : Total Quality Management, Himalaya Publishing House

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

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

CODE : U15BB6NMT02
MARKS: 100

COURSE OBJECTIVE:

- To develop an understanding of the process of Disaster Management.
- To understand the mitigation programmes of Disaster Management.
- To develop an understanding of the Disaster Management poling and legislation.

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 and Sons, 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, Rachna publications, 1973.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.

B.B.A. SEMESTER VI

SKILL BASED ELECTIVE V

BUSINESS SOFTWARE

NO.OF HRS :2

NO.OF CREDITS: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. & Nadhani K.K : Implementing Tally, BPB Publication, New Delhi, 2005.
- Vishnu Priya Singh, : Quick Learn Tally, Computech Publication Pvt. Ltd., New Delhi.
- Srinivasa Valaban : 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.

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPPALLI-2 SEMESTER VI

Course Title	SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY
Total Hours	30
Hours/Week	2
Code	U15DS6SBT06
Course Type	(Theory cum Project)
Credits	2
Marks	100

General Objective:

Students get introduced to concept of research and to carry out research projects.

Course Objective:

The student will be able to

1. understand the different types of research.
2. analyze the research objectives and frames the hypothesis
3. understand the structure of dissertation.
4. evaluate their research work.

Unit I

6Hrs

Introduction to research: Concept of research – types of research – introduction to research literature base – collection of research information from different sources; maintenance of information.

Extra reading / Key Words: *Primary data, Secondary data collection*

Unit II

6Hrs

Research focusing: identifying research area – drawing objectives\ hypothesis – designing the work – data collection – analysis.

Extra reading / Key Words: *Test of Hypothesis and Levels of significance.*

Unit III

6Hrs

Preparation of dissertation: Structure of dissertation – editing – bibliography.

Extra reading / Key Words: *Summarizing any Two research article.*

Unit IV Project work

12Hrs

Note: 1.Extra reading/Key words are only for internal testing(Seminar/Assignment)

2.The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. The students can carry out their projects individually or in groups.

REFERENCES:

Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited

Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India

Lal, B.(2002) Research Methodology, ABD Publishers. India

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
B.A./B.Sc./B.Com/BBA./B.C.A - DEGREE COURSES
LIFE ORIENTED EDUCATION
CATECHISM – III: LITURGY AND CHRISTIAN LIFE

HRS / Wk : 1

CODE:U15VE6LVC03

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 enable the students to become living witnesses 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. – The 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 –Laws of the Church 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 of 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.
3. Documents of Vatican II – St. Paul's Publications, Bombay 1966.

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

HRS / Wk : 1

CODE: U15VE6LVE03

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To help the students acquire skills, knowledge and talents to lead a meaningful life.
- To make the students learn skills of nurturing family and children.
- To make the students aware of emotional intelligence and choose their career.

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: PARENTHOOD

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”, Vaigarai Pathipagam.
4. Grose. D.N. (2000), “A text book on Value Education”, Dominant Publishers.

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

HRS / Wk : 1

CODE: U15VE6LVBO3

CREDIT : 1

MARKS : 100

OBJECTIVE:

- To prepare the students to practice Christian principles in family, church and society as 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 - 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), Eli (I Sam 2: 24-36,3: 11- 18), Mary, Mother of Jesus (Luke 2: 51,52)
- Caring for the Aged (I Sam 2: 31,32)

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

UNIT – V: MISSIONARIES DOWN THE LANE

- William Carrie (Calcutta)
- Pandithar Rama Bai (Karnataka)
- Amy Carcheal (Dohnavur)
- Dr. Ida Scudder (Vellore)
- Devasagayam (Nagercoil)
- St. John De Britto (Oriyur)
- Graham Staines & Family (Odisha)
- St. Mother Teresa (Calcutta)

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.