



## 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

#### Programme: B.Voc (Banking, Financial Services and Insurance)

PO No.	Programme Outcomes <i>Upon completion of the B.Voc (BFSI) Degree Programme, the graduate will be able to</i>
PO-1	Obtain quality education in the areas of banking, financial services and insurance
PO-2	Become aware of the recent techniques in the areas of banking, financial services and insurance.
PO-3	The concepts and principles used in banking, financial services and insurance.
PO-4	Develop a local, regional, national and international perspective and be competent enough in the area of Trade and Commerce.
PO-5	Create ethically conscious and socially responsible business standards

*\*Use words that show the outcomes will be fulfilled following the completion of the Programme.*

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire judicious mix of skills relating to a banking, financial services and insurance profession
PSO-2	Analyse the recent trends in the field of Banking
PSO-3	Evaluate the performance of securities in the stock markets
PSO-4	Analyse the various insurance policies that are provided by the Insurance companies and gain employability skills
PSO-5	Acquire practical skills to gather information, assess, create and execute new ideas to develop entrepreneurial skills.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

CHOICE BASED CREDIT SYSTEM

UG COURSE PATTERN-SCHOOL OF MANAGEMENT STUDIES

**B.Voc (Banking, Financial Services and Insurance)**

(For Candidates admitted from June 2018 onwards)

Semester	Part	Course	Title of the Course	Code	Hrs/ Wk	Cred its	Marks
<b>I</b>	I	Language	Tamil Paper I/ Hindi Paper I/ French Paper I	U15TL1TAM01/ U15HN1HIN01/ U15FR1FRE01	5	3	100
	II	English	English Paper I	U15EL1GEN01	6	3	100
	III	Major Core – 1	Financial Accounting	U18BV1MCT01	5	5	100
	III	Allied 1	Business Management / Principles of Marketing	U18BV1AOT01/ U18BV1AOT02	5	5	100
	III	Allied 2	Business Mathematics & Statistics for Managers / Business Communication	U18BV1AOT03/ U18BV1AOT04	4	4	100
	III	Allied 3	Business Environment / Introduction to BPO	U18BV1AOT05/ U18BV1AOT06	4	3	100
	IV	Value Education	Ethics I/ Bible studies I/ Catechism I	U15VE2LVE01/ U15VE2LVB01/ U15VE2LVC01	1	-	-
		Internship	Internship in BFSI- I	U18BV1INT01	-	3	100
		<b>Total</b>		<b>30</b>	<b>26</b>	<b>700</b>	
<b>II</b>	I	Language	Tamil Paper II/ Hindi Paper II/ French Paper II	U15TL2TAM02/ U15HN2HIN02/ U15FR2FRE02	5	3	100
	II	English	English Paper II	U15EL2GEN02	6	3	100
	III	Major Core – 2	Fundamentals of Insurance	U18BV2MCT02	5	5	100
	III	Major Core – 3	Theory of Money & Banking	U18BV2MCT03	5	4	100
	III	Allied 4	Indian Financial System	U18BV2ACT07	4	3	100
	IV	SBE – 1	Soft Skill Development	U18RE2SBT01	2	2	100
	IV	SBE – 2	Sustainable Rural Development & Student Social Responsibility	U18RE2SBT02	1	1	100
	V		Service Oriented Course		1		
	IV	Value Education	Ethics I/ Bible studies I/ Catechism I	U15VE2LVE01/ U15VE2LVB01/ U15VE2LVC01	1	1	100
	Internship	Internship in BFSI - II	U18BV2INT02	-	4	100	
		<b>Total</b>		<b>30</b>	<b>26</b>	<b>900</b>	
<b>III</b>	I	Language	Tamil Paper III/ Hindi Paper III/ French Paper III	U15TL3TAM03/ U15HN3HIN03/ U15FR3FRE03	5	3	100
	II	English	English Paper III	U15EL3GEN03	6	3	100

	III	Major Core – 4	Cost Accounting	U18BV3MCT04	6	5	100
	III	Major Core – 5	Banking Theory Law & Practice	U18BV3MCT05	6	5	100
	III	Allied 5	Services Marketing	U18BV3ACT08	3	3	100
	IV	Industrial Relations	Investment Basics	U19BV3IRT01	1	1	100
	IV	SBE – 3	Computer Literacy for BFSI	U19BV3SBT03	2	2	100
	IV	Value Education	Ethics II/ Bible studies II/ Catechism II	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	-	-
		Internship	Internship in BFSI-III	U18BV3INT03	-	5	100
			<b>Total</b>		<b>30</b>	<b>27</b>	<b>800</b>
IV	I	Language	Tamil Paper IV/ Hindi Paper IV/ French Paper IV	U15TL4TAM04/ U15HN4HIN04/ U15FR4FRE04	5	3	100
	II	English	English Paper IV	U15EL4GEN04	6	3	100
	III	Major Core – 6	Management accounting	U18BV4MCT06	5	5	100
	III	Major Core – 7	Financial Services	U18BV4MCT07	5	5	100
	III	Allied 6	Security Analysis & Portfolio Management	U18BV4ACT09	4	3	100
	IV	SBE – 4	Online course	U19OC4SBT04	2	2	100
	IV	SBE – 5	Business software - Tally	U18BV4SBP02	2	2	100
	IV	Value Education	Ethics II/ Bible studies II/ Catechism II	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	1	100
	V		Service Oriented Course			1	100
			Internship	Internship in BFSI-IV	U18BV4INT04	-	6
			<b>Total</b>		<b>30</b>	<b>31</b>	<b>1000</b>
V	III	Major Core – 8	Principles of Auditing	U18BV5MCT08	6	5	100
	III	Major Core – 9	Income Tax Theory Law and Practice	U18BV5MCT09	5	6	100
	III	Major Core – 10	Information Technology In Banking And Insurance	U18BV5MCT10	5	5	100
	III	Major Core – 11	Management of Mutual Fund	U18BV5MCT11	5	6	100
	III	Major Elective – 1	Digital Marketing		4	3	100
	IV	NME – 1	Basic Principles of Accountancy/ Costing & Cost control techniques	U18CO5NMT01 U18CO5NMT02	2	2	100
	IV	Environmental studies	Environmental studies		1	1	100

	IV	Value Education	Ethics III/ Bible studies III/ Catechism III	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-
		Internship	Internship in BFSI-V	U18BV5INT05	-	6	100
			<b>Total</b>		<b>30</b>	<b>34</b>	<b>800</b>
<b>VI</b>	III	Major Core – 12	Marketing Of Banking And Insurance Services	U18BV6MCT12	6	5	100
	III	Major Core – 13	Financial Management	U18BV6MCT13	5	5	100
	III	Major Core – 14	Human Resource Management	U18BV6MCT14	5	5	100
	III	Major Elective – 2	International Financial Management	U18BV6MET02	4	4	100
	III	Major Elective – 3	Fundamentals of E – Commerce		4	5	100
	IV	SBE – 6	Research Methodology	U15DS6SBT06	2	2	100
	IV	NME – 2	Basic Principles of Accountancy/	U18CO6NMT01	2	2	100
			Marketing Practices	U18CO6NMT03			
	IV	Value Education	Ethics III/ Bible studies III/ Catechism III	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-
	IV	Gender studies	Gender studies	U15WS6GST01	1	1	100
	IV	Extension RESCAPES	RESCAPES – Impact study of Project		-	1	100
			Internship	Internship in BFSI -VI	U18BV6INT06	-	6
			<b>Total</b>		<b>30</b>	<b>36</b>	<b>1000</b>
			<b>Total</b>		<b>180</b>	<b>180</b>	<b>5200</b>

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:**

ஊழி தே.	ஊழிசனாந முடிதநஉ வனாநள
ஊழி-1	தமிழ் இலக்கியப் பரப்பையும், விழுமியங்களையும் அறிமுகப்படுத்துதல்.
ஊழி-2	தமிழ் மொழியின் தொன்மை, தாய்மொழிப்பற்று, தன்னம்பிக்கை சூழல்களை எதிர்கொள்ளும் திறன் முதலியவற்றை அறிந்து கொள்வர்.
ஊழி-3	கவிதையின் வாயிலாக அன்பு உணர்வினை வளர்க்கச் செய்தல்.
ஊழி-4	கலைச்சொற்கள் வாயிலாக பிறமொழிச் சொற்களை ஆராயும் தன்மைப் பெறுவர்.
ஊழி-5	படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.

**அலகு:1 செய்யுள்**

1. பாரதியார் கவிதைகள் - தமிழ் கண்ணன் என் சேவகன்
2. பாரதிதாசன் கவிதைகள் - உலகம் உன்னுடையது
3. உமர்கய்யாம் - உமர்கய்யாம் பாடல்கள்
4. பட்டுக்கோட்டையார் - செய்யும் தொழிலே தெய்வம்
5. ந. பிச்சமுர்த்தி - ஒளியின் அழைப்பு
6. வைரமுத்து - ஐந்து பெரிது ஆறு சிறிது
7. சிற்பி - ஒரு கிராமத்து நதி

18 Hrs

முநல றுழிசனள (நுஓவசய சுநயனபை)

1. ந. காமராசு கவிதைகள்
2. தமிழன்பன் கவிதைகள்

**அலகு:2 செய்யுள்**

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

18 Hrs

முநல றுழிசனள (நுஓவசய சுநயனபை)

1. ந.முத்துக்குமார் கவிதைகள்
2. செனட்ரியூ கவிதைகள்

அலகு:3

18Hrs

தமிழ் இலக்கிய வரலாறு  
தமிழாய்வுத்துறை வெளியீடு 20-ஆம் நூற்றாண்டு (தற்காலம்)  
முநல ருழசனள (நூலவசய சுநயனபை)

தமிழ் இலக்கிய வரலாறு - மு.வரதராசன்

அலகு:4

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு(துறை வெளியீடு)

18Hrs

அலகு:5

பொதுப்பகுதி - கலைச்சொற்கள்

18Hrs

**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.	°ளமு 1	௫
CO-2	கவிதையின் வாயிலாக இறைப்பற்று, இயற்கையைப் பாதுகாக்கும் உணர்வு, சமூகம் பெண்ணுக்கு இழைக்கும் அநீதியை எதிர்த்துப் போராடும் மனநிலை முதலியவற்றை மதிப்பிடுவர்.	°ளமு 2	௫
CO-3	தற்காலத் தமிழ் இலக்கியங்களின் வழி மாணவர்கள் தங்கள் படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.	°ளமு 2	யு
CO-4	பல்வேறு சிறுகதைகளின் வழியாக மனித உரிமைகளை வலியுறுத்தி மனிதநேயத்தை மீட்டெடுக்கும், விழிப்புணர்வினைப் பெறுவர்.	°ளமு 3	யு
CO-5	துறைச் சார்ந்த கலைச்சொற்களை மாணவர்களுக்கு அறிமுகப்படுத்துவதோடு ஆங்கிலச்சொல்லுக்கு நிகரான தமிழ்ச் சொல்லையும் கற்று இருமொழிப் புலமை பெறுவர்.	°ளமு 4	௫

**பாட நூல்கள்**

செய்யுள்

தமிழ் இலக்கிய வரலாறு

சிறுகதைத் தொகுப்பு

கலைச்சொற்கள்

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

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

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

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

Course Objectives (CO):

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
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** **(18 Hours)**

1. Aatma Nirbharatha
2. Idgah
3. Sangya

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

**UNIT- II** **(18 Hours)**

1. Mahatma Gandhi
2. Vusne Kaha Tha
3. Sarva Naam

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

**UNIT- III** **(18 Hours)**

1. Sabhyata Ka Rahasya
2. Karva Va Ka Vrat
3. Visheshan

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

**UNIT- IV****(18 Hours)**

1. Bharat Ek Hai
2. Sharandhata
3. Kriya

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

**UNIT- V****(18 Hours)**

1. Mitrata
2. Vapasi
3. Ling Aur Vachan

*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; Ilaahabad. U.P.
- Hindi GadyaPrabhakar:Edi. Dr.Hiranmay; ShikshaBharathi; Kashmiri Gate; Delhi .
- KahaniVividha;RajkamalPrakashan; Ilaahabad.; New Delhi.
- Vyakaranpradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan ;Ilaahabad



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

Course Title	<b>PART I – LANGUAGE - FRENCH PAPER I</b> (GRAMMAR & CIVILISATION (ÉCHO A1 2 <sup>e</sup> 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**

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

**Unit 1 Parcours d’initiation ; Vous comprenez**

**(15 Hours)**

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 Au travail!**

**(15 Hours)**

La conjugaison des verbes du 1<sup>er</sup> 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 se détend!**

**(15 Hours)**

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 ! ; Bon voyage !**

**(30 Hours)**

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 Bon appétit!**

**(15 Hours)**

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*

<b>Course outcomes</b>	<b>Cognitive level</b>
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** –Guided Creative 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 verbs

**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

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For Candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>MAJOR CORE 1 - FINANCIAL ACCOUNTING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV1MCT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE**

To enable the students to understand and apply the principles of double entry system of book-keeping, in preparation of Final accounts of sole trader, Rectification of errors and to provide basic knowledge of Bills of exchange, Accounts of no profit concerns and Consignment accounts.

**Course Objectives:**

CO No.	Course Objectives
CO-1	Understand the accounting concepts and conventions and prepare final accounts
CO-2	Rectify the errors in accounting
CO-3	Account for bill transactions
CO-4	Prepare accounts of non-profit concerns
CO-5	Prepare accounts of consignment

**UNIT – I INTRODUCTION TO ACCOUNTING AND FINAL ACCOUNTS** **15Hrs**

Accounting Concepts and Conventions – Need for Accounting Standards – Adjustment and Closing Entries – Final Accounts of a sole trader.

**Extra reading/Key words:** *History of Accounting, Accounting principles and Double entry system, Latest developments in the field of Accountancy, Branches of Accounting and different methods of presentation of financial statements*

**UNIT - II RECTIFICATION OF ERRORS** **15 Hrs**

Rectification of Errors: Rectification before and after preparation of trial balance, Suspense account.

**Extra reading/Key words:** *Rectification after the preparation of final accounts*

**UNIT – III BILL OF EXCHANGE** **15 Hrs**

A. Bill of Exchange: Features, Recording transactions relating to bills: Drawing, accepting, retiring, renewing, dishonor and insolvency of acceptor.

**Extra reading/Key words:** *Accommodation bills, Bill, Drawing, endorsing and discounting of bill, renewal of bill, Dishonor of bills and Noting charges.*

**UNIT – IV ACCOUNTS OF NON PROFIT CONCERNS****15 Hrs**

Receipts and Payments Account - Income and Expenditure Account - Balance Sheet.

**Extra reading/Key words:** *Non Profit concerns, Receipts and Payments a/c, Income & Expenditure a/c***UNIT – V CONSIGNMENT****15 Hrs**

A. Consignment Accounts: Valuation of stock, Accounting for losses, Cost price method and Invoice price method.

**Extra reading/Key words :** *Consignment vs joint venture, Conversion of consignment into Joint venture. Consignment, Proforma invoice, Account sales, Del credere commission***Theory - 20%                      Problem: 80%****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	Recognise the basic accounting concept and conventions.	1	U
CO-2	Apply the rules of double entry book keeping for the preparation of final accounts	1	Ap
CO-3	Recognize the different types of errors committed while preparing the books of accounts, the procedure for rectifying the errors committed, rectify the errors and prepare suspense account	1	Ap
CO-4	Pass entries in the books of parties concerned with bills of exchange	1,4	Ap
CO-5	Recognise the procedure for preparing the final accounts of Non Profit concerns , differentiate between receipts and Payments a/c and Income & Expenditure a/c and prepare the final accounts	1,4	Ap
CO-6	Recognise the accounting procedure for valuation of stock, abnormal loss and pass journal entries in the books of parties and prepare the ledger account	1,4	Ap
CO-7	Cultivates accounting skills to manage the profits and losses of any trading organization	5	Ap

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

**\*Kindly see that the Programme Outcomes relate with the given course outcome in your ratified syllabus.**

**PRESCRIBED TEXTS**

- Reddy & Murthy, (20). *Financial Accounting*, Chennai: Margham Publishers.
- Dalston L. Cecil & Jenitra L. Merwin, (2015). *Financial Accounting*, Trichy: Learntech Press.

**BOOKS FOR REFERENCE**

- Reddy & Murthy, *Financial Accounting*, Chennai: Margham Publishers.

- Dalston L. Cecil & Jenitra L. Merwin, *Financial Accounting*, Trichy: Learntech Press.
- Shukla. M.C. & Grewal T.S., *Advanced Accounts*, New Delhi: S .Chand & Co.
- Jain. S.P. & Narang K.L., *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Gupta. R.L. & Radhaswamy M., *Advanced Accounts* New Delhi: Sultan Chand.

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B Voc (Banking, Financial Services and Insurance) First Year I Semester**

<b>Course Title</b>	<b>ALLIED PAPER – I BUSINESS MANAGEMENT</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5Hours/ Wk.</b>
<b>Code</b>	<b>U18BV1AOT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

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

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
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**

**13 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**

**13 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**

**13 hrs**

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

**Extra Reading/Keywords:** *Organization Structure*

**UNIT IV: STAFFING AND DIRECTING**

**13 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**

**13 hrs**

Controlling: Nature - Control Process - Control Technique  
**Extra Reading/Keywords:** *controlling network analysis*

**COURSE OUTCOMES**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, and Drucker.	5	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	5	Ap
CO-3	Identify the organizations process, departmentation, organization structure and span of control	5	U
CO-4	Paraphrase of recruitment, selection and training in an organization	5	U
CO-5	Recognize the optimum control process and control techniques	5	U
CO-6	Enhances the skills of conducting any organisation in an efficient manner	5	Ap

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

**TEXT BOOK:**

➤ C. B. Gupta: Principles of Management, Sultan Chand And Sons, New Delhi,

**BOOKS FOR REFERENCE:**

1. DinkarPagare: Principles of Management, Sultan Chandand Sons, New Delhi,2017
2. Steven B Robins, Principles and Practice of management
3. Fred Luthans, Organizational Behavior; McGraw Hill,New York, 2016
- 3.Louis A. Allen Management and Organization; McGrawHill, Tokyo, 2014.
- 4.Koontz and O'Donnel , Principles of Management

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>Allied 1 – PRINCIPLES OF MARKETING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV1AOT02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to understand and analyze the various concepts of marketing and give awareness on the modern trends in marketing.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the marketing concepts, functions and the basic approaches to marketing.
CO-2	Understand and recall the Product planning, product policy and the market segmentation.
CO-3	Understand and summarise the pricing objectives and the various methods of pricing and recalls and explain the various promotion mix and qualities of a good salesman and the process of personal selling.
CO-4	Analyse and evaluate the various channels of Distribution.
CO-5	Understand the various Modern Marketing concepts.

**UNIT – I INTRODUCTION TO MARKETING**

**15 Hrs**

Marketing - Definition - Scope - Traditional and Modern concept - Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Importance and functions of marketing - Basic approaches to marketing - Marketing of agricultural, industrial and consumer goods.

**Extra Reading / Keywords:** *Market Classification, Marketing Evolution*

**UNIT – II PRODUCT POLICY AND MARKET SEGMENTATION**

**15 Hrs**

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 Innovation, Market Segmentation Philosophies*

**UNIT – III PRICING AND PROMOTION MIX**

**15 Hrs**

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

Importance - Advertisement Copy - Different media - Selection of media. Personal selling – Qualities of a good salesman – Personal selling Process.

**Extra Reading / Keywords:** *Price Determination, Promotional mix factors*

**UNIT – IV MARKETING CHANNELS**

**15 Hrs**

Channels of Distribution - Channel Functions - Factors influencing Channel Decisions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct& Indirect Marketing Channels

**Extra Reading / Keywords:** *Wholesaler Classification, Retailer types*

**UNIT V - MODERN MARKETING**

**15 Hrs**

Marketing of Services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing - Tele-marketing - Online marketing - Social media marketing

**Extra Reading / Keywords:** *Brand Ambassadors*

**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	Define the marketing concepts and list out the functions of marketing.	1	U
CO-2	Explain the product planning and policies and demonstrate the market segmentation.	5	U
CO-3	Interpret the various pricing policies followed by the organizations.	1	An
CO-4	Selection of media for Advertisement and also analyze the role of salesman in promotion	5	An
CO-5	Compare the various channels of distribution	1	An
CO-6	Recalls the various concepts of Modern Marketing.	5	U
CO-7	Enhances marketing skills	1	Ap

**PRESCRIBED TEXTS:**

- Rajan Nair, (latest edition). *Marketing*, New Delhi: Sultan Chand and Sons.

**BOOKS FOR REFERENCE:**

- Philip Kotler, (2014). *Marketing Management*, New York: Prentice Hall, Englewood Cliffs.
- William M. Pride & Ferrell. O.C., *Marketing*, Boston: Houghton-Mifflin.
- Kotler Philip& Armstrong Gary, *Principles of Marketing*, New Delhi: Prentice-Hall of India.
- Pillai & Bhagavathi (latest edition) *Marketing Management*, New Delhi: Sultan Chand and Sons.

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**  
**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>Allied Course II BUSINESS MATHEMATICS &amp; STATISTICS FOR MANAGERS</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs/ Wk</b>
<b>Code</b>	<b>U18BV1AOT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

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

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
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:** Descriptive statistics

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

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

**Extra Reading/Keyword:** Descriptive statistics**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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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.

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>Allied 2 – Business Communication</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hr / Wk</b>
<b>Code</b>	<b>U18BV1AOT04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To understand the basics of Business Communication

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	To understand the concepts of Business Communication and it's barriers.
CO-2	To apply grammar for better business communication.
CO-3	To understand and practice effective oral and written communication skills.
CO-4	To enable the proper application of different kinds of Business Letters
CO-5	Comprehend and critically apply effective Professional writing.

**UNIT- I : INTRODUCTION**

**12 hours**

What is communication - What is Business Communication – Its importance – Objectives – Types – Business Communication Media - Barriers of Business Communication

**Extra Reading/Key Words :** *Communication Vs. Business Communication, Business Idioms*

**UNIT- II : PRINCIPLES OF AIDS TO COMMUNICATION**

**12 hours**

Principles of Effective Communication – Aids to Communication - The Grammatical Background – Sentence Building – Common Errors – Capitalization and Punctuation Guidelines.

**Extra Reading/ Key Words:** *Web Language*

**UNIT- III: TYPES OF COMMUNICATION**

**12 hrs**

Introduction to Oral Communication - Listening - Speaking - Interviews -Group Discussion – Presentation

**Extra Reading/ Keywords:** *FAQs in Interviews and Group Discussions*

**UNIT- IV: LETTER TO EDITORS**

**12 hrs**

Importance of Commercial Correspondence - Essential Qualities - Layout of a Business Letter Enquires and Replies - Orders - Complaints and Claims - Correspondence relating to banks

**Extra Reading/ Keywords:** *The use of technology in correspondence*

**UNIT -V: RESUME WRITING****12 hrs**

Writing Resumes - Application letters - References and Testimonial - Correspondence through Email and social networks

**Extra Reading/ Keywords:** *Creativity in Resumes***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	To introduce the learners to basics of Business Communication and also train them in the nuances of formal and informal language	5	U
CO-2	To hone the grammatical knowledge and skills of the learners so they become effective communicators	5	U
CO-3	To make the learners active listeners and speakers so they perform better at Group Discussions and at Interviews	1	Ap
CO-4	To develop the written skills in the learners with emphasis on correspondence in the various business scenarios	5	Ap
CO-5	To develop the ability to present self through resume in the most effective way	5	Ap
CO-6	Enhances Teaching Skills	1	Ap

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

**References****Text Books:**

Student Manual

**Reference Books:**

1. Modern Commercial Correspondence- Hume and Builecy
2. Modern Business Correspondence-Gastride
3. Business English- Rajender Paul &Korehalli
4. Business Communication- N.Janakiraman
5. Business Communication- NamitaGopal

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>Allied – 3 BUSINESS ENVIRONMENT</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U18BV1AOT05</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

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

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
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**

**13Hrs**

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**

**13Hrs**

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**

**13Hrs**

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 labor standards.

**Extra Reading/Keywords:** *WPM, Exit policy*

**UNIT- IV: TECHNOLOGICAL AND SOCIO CULTURAL**

**13Hrs**

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**

**13Hrs**

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:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate and develop conceptual framework of business environment and the consumer protection Act.	1	U
CO-2	Analyze the economic environment for strategic decision making and predict its impact in business	5	U
CO-3	Retrieve the concept of labour environment and workers participation in management	5	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.	1	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	3	U
CO-6	Enhances Employability Skills	3	Ap

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

**References**

**TEXT BOOK:**

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

**BOOKS RECOMMENDED:**

- Aswathappa K. *Essentials of Business Environment*; Himalaya Publishing House, New Delhi.
- Francis Cherunilam *Business Environment*, Himalaya Publishing House, New Delhi, 2010.
- Michael: *Business Environment*, Vikas, Publishing House, Delhi, 2015

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – I**

<b>Course Title</b>	<b>Allied 3 - Introduction to BPO</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs/Week</b>
<b>Code</b>	<b>U18BV1AOT06</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To understand the basics of BPO and the BPO industry

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand the Basics of Business Process Outsourcing
CO-2	Understand the different stages to BPO
CO-3	Have an overview of the different models of BPO
CO-4	Understand the different types of BPO
CO-5	Understand the life cycle of a BPO deal

**UNIT I: INTRODUCTION TO BPO**

**12Hrs**

Basics of Business Process Outsourcing - History of BPO-Evolution of BPO-Global Trends and Triggers The Future of BPO- Changes & Challenges - Basics – What is a BPO-Benefits of BPO – Growth Drivers - BPO Industry-Employment Opportunities – Employee Structure – SkillSet Required –Compensation Levels – The Future of the BPO Employee

**Extra Reading / Keywords:** *Changing Dynamics in Indian BPO Industry*

**UNIT II: STAGES TO BPO**

**12Hrs**

The Business Imperative for Transformation - The Transformation Journey- Standardization- Harmonization- Centralization - Shared Services: The Continuum of Shared Service Models – The benefits of Shared Services - Outsourcing- Business Triggers – Early movers – The Business case

**Extra Reading / Keywords:***Automation in BPO Industry*

**UNIT III: MODELS OF BPO**

**12Hrs**

BPO -Models and Types of Vendors - Transaction Processing BPO- Elements of Back–Office Services - Contact Centre BPO – Types of Call Centres – Technology –Components and working of a Call Centre - Offshoring - Offshore BPO – Evolution Destinations – Challenges of Off shoring – BPO Companies in India. Other BPO Destinations

**Extra Reading / Keywords:** *Future Technology in call centre*

**UNIT IV: TYPES OF BPO****12Hrs**

Financial Services –Insurance - Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO –HR Outsourcing Trends – Career in HR BPO

Emerging BPO Domains – Media and Entertainment BPO – Publishing BPO.

**Extra Reading / Keywords:** *Social media and BPO*

**UNIT – V: Life Cycle of a BPO deal****12Hrs**

The Business Case- Insourcing vs. Outsourcing – RFP- Evaluation and Choice of Partner- Contracting- Change Management- Migration/Transition/Knowledge Transfer/Re-engineering/Go -Live/Metrics & Governance- Innovation and Continuous Improvement

**Extra Reading / Keywords:** *Business Process Re-engineering (BPR)*

**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	Overview of history and evolution Business Process Outsourcing along with global trends and triggers of the BPO industry.	1	R,U
CO-2	Knowledge of the different stages leading to BPO	5	U
CO-3	An introduction to back office and the working of call centers	5	U
CO-4	An exposure to Finance, Insurance and Human Resource BPO	4	U, Ap
CO-5	Deeper understanding of the different facets in the life cycle of a BPO deal	5	U
CO-6	Enhances Employability Skills	5	Ap

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

**References**

**Text Books:** Student manual

**Reference Books:**

- Bingham, J. Mastering data processing. Macmillan Publishing House.
- Clifton, HD. System analysis for business data processing. India: Prentice Hall Publication.
- Kulkarni, Sarika. Business process outsourcing. Delhi: Jaico Publishing House.
- Shikapur, Deepak. BPO Digest. Ameya Inspiring Books.

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
ஊழு-1	இறைச்சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
ஊழு-2	மதநல்லிணக்கத்தை உருவாக்குதல்.
ஊழு-3	ஆளுமைத்திறனை வளர்த்தல்
ஊழு-4	படைப்பாற்றல் திறனை ஊக்கப்படுத்துதல்.
ஊழு-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 றுழசனள (நுஓவசய சுநயனபெ)**

1. அற்புத்திருவந்தாதி - காரைக்கால் அம்மையார்
2. திருவாய்மொழி - நம்மாழ்வார்

**அலகு:2 செய்யுள்**

15 Hrs

6. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
7. இரட்சணிய யாத்திரிகம் (சிலுவைப்பாடு) - எச்.ஏ.கிருட்டிணப்பிள்ளை
8. வேதநாயக சாஸ்திரியார் பாடல்கள் - வேதநாயகசாஸ்திரியார்
9. நபிகள்நாயக மான்மியமஞ்சரி - செய்குதம்பிப்பாவலர்

**மநல றுழசனள (நுஓவசய சுநயனபெ)**

1. நந்திக்கலம்பகம்
2. குற்றாலக்குறவஞ்சி –திரிகூடராசப்பக்கவிராயர்

அலகு:3

15 Hrs

தமிழ் இலக்கிய வரலாறு –

பல்லவர்காலம்

நாயக்கர்காலம்

அலகு:4

15Hrs

படைப்பிலக்கியம் - புதினம்

கல்கி - பார்த்திபன் கனவு

மநல றுழ்சனள (நுஔவசய சநயனபெ)

விலலுஔ வா நிலவே – வைரமுத்து

அலகு:5

15 Hrs

கடிதம் எழுதுதல்

ழேவந: வநஔவள பளளநஔ ஔை வாந நுஔவசய சநயனபெ .:முநல றுழ்சனள அரளவ ஔந வநளவநள ழுஔெல வாசழரபா யுளளபெஔநவெ யனெ ளுநஔஔெசள.

ஊழரசளந முரவஔஔஅநள:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	பல்லவர்கள் காலத்து சமயப்பணியையும் சமய இலக்கியங்களின் வளர்ச்சியையும் திறனாய்வு செய்வர்.	SO 1	U
CO-2	பல்வேறு மதங்களும் கற்பிக்கின்ற சமயக் கொள்கை ஒன்றுதான் என்பதனை உணர்த்தி, மதக்காழ்ப்புணர்வை அகற்றி ஒற்றுமையுணர்வை வளர்த்துக் கொள்வர்.	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 பெறுவர்.	PSO 3	U
CO-5	விண்ணப்பக் கடிதம் எழுத நேரிட்டால் தானாக முன்வந்து தடையில்லாமல் எழுதுவர்.	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**

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

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

Course Objectives (CO):

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
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** **(15 Hours)**

1. Ashad ka ek dhin
2. Gaban
3. Kaal

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

**UNIT- II** **(15 Hours)**

1. Ashad ka ek dhin
2. Gaban
3. Karak

*Extra Reading (Key Words ):* Premchand, Nirmala

**UNIT- III** **(15 Hours)**

1. Ashad ka ek dhin
2. Gaban
3. Kriya Visheshan

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

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

1. Ashad ka ek dhin
2. Gaban
3. Sambandha Bodhak

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

**UNIT- V****(15 Hours)**

1. Ashad ka ek dhin
2. Gaban
3. Yojak(Samuchaya Bhodak) Aur Dhyodak (Vismyadhi Bhodak)

*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 and Sons,Delhi.
- Nirmala: Premchand;Sri Jwalaji Books Educational Enterprises,New Delhi.
- 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	<b>PART I – LANGUAGE - FRENCH PAPER II</b> (GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1 2 <sup>e</sup> 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**

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

**Unit 1 Quelle journée ! (15 Hours)**

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 ! (12 Hours)**

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

**Unit 3 Souvenez-vous ? (12 Hours)**



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 ?**

**(12 Hours)**

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 de vous !**

**(24 Hours)**

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.

<b>Course outcomes:</b>	<b>Cognitive level</b>
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 I**

**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)

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**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – II**

<b>Course Title</b>	<b>MAJOR CORE – 2 FUNDAMENTALS OF INSURANCE</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV2MCT02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To expose the students by providing an overview of Insurance Market in India.

**COURSE OBJECTIVES:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Explain the basic principles of Life insurance, Life Insurance contract and functioning of a Life insurance organisation
CO-2	Summarises the the basic principles of Life insurance, Life Insurance contract and functioning of a Life insurance organisation.
CO-3	Explain the various product classification in marine insurance
CO-4	Classifies the characteristics and usefulness of various fire and miscellaneous insurance policies.
CO-5	Outlines the claim and settlement procedures of general insurance contract and health insurance.

**Unit I Introduction**

**(15 hours)**

Introduction – Functions of Insurance – Definitions – Nature and principles of Insurance – Kinds – Types. Role and importance of Insurance – Individual, Business & Society.

**Extra Reading/Keywords:** *risk management, savings*

**Unit II Life Insurance**

**(15 hours)**

Introduction – Features of Life insurance contract - Classification of policies – Term & Endowment – Annuities – Differences between Annuity contract & Life Insurance policies - Classification of Annuity. Investment of funds – Need, source & problems in Investment of funds.

**Extra Reading/Keywords:** *hedging, Endorsements*

**Unit III Marine Insurance**

**(15 hours)**

Definition – Nature – Cargo Insurance – Freight Insurance – Liability Insurance – Documents of Marine insurance – elements of Marine insurance contract – Marine insurance policies – Total & Partial Loss.

**Extra Reading/Keywords:** *Credit worthiness, Physical hazards, Banker's Indemnity insurance*

**Unit IV Fire & Miscellaneous Insurance****(15 hours)**

A. **Fire Insurance:** Definition – Nature of fire insurance contract – Kinds of policies – Policy conditions – System & principles of rate fixation – Tariff rates – Methods of reinsurance.

B. **Miscellaneous Insurance:** Motor insurance – Kinds – Procedure for insurance; Burglary insurance – Definitions – Underwriting; Personal accident – Coverage – Features- Classification of occupations – Personal accident & specified diseases insurance.

**Extra Reading/Keywords:** *Baggage insurance, social security*

**Unit V Insurance Legislation****(15 hours)**

A. **Insurance Act, 1938** – Wide scope – Capital – Deposits – Registration – Returns – Licensing – Investment – Loan – Investigation – Duties & powers of controller of insurance.

**B. Insurance Regulatory and Development Authority Act, 1999.**

**Extra Reading/Keywords:** *Unexpired risk reserve, Dispute Resolution Mechanism*

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the term insurance, its functions and its types.	1	U
CO-2	Examine the various types of life insurance policies	4	U
CO-3	Explain the elements of marine insurance	4	U
CO-4	Classify the different types of fire insurance and the term rate fixation	4	U
CO-5	Explain the various legislative authority of insurance businesses.	4	U
CO-6	Enhances Employability Skills in Insurance Companies	5	Ap

**Recommended Texts**

1. Insurance Principles & Practice, M.N.Mishra & S.B.Mishra, S.Chand Publication.

**BOOKS FOR REFERENCE:**

1. Understanding general insurance, P.C James

2. Mediclaim and health insurance, Kshitij Patukale, ocean books pvt ltd.

(For Candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – II**

<b>Course Title</b>	<b>MAJOR CORE – 3 THEORY OF MONEY &amp; BANKING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV2MCT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To expose the students to understand the various concepts of money and banking structure.

**COURSE OBJECTIVES:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Explain the term money and its types in the developing economy.
CO-2	Summarises the concept of central banking and investment policies
CO-3	Explain the Classification of commercial Banks
CO-4	Classifies the various financial markets, including issues arising from bank regulation
CO-5	Outlines functions and importance of the various banking system in India

**UNIT I: Introduction**

**(15 hours)**

Introduction to Money – Kinds, Functions and Significance – Demand for and Supply of Money – Monetary Standards – Gold Standard – Bimetallism and Paper Currency Systems – Paper Money – Money Market.

**Extra Reading/Keywords:** *reflux theory, Monetary Approach*

**UNIT II: Central Banking(15 hours)**

Central Banking – Evolution – Definition – Concepts – Functions – Qualitative Methods of Credit Control.

**Extra Reading/Keywords:** *price stability Prudential Regulation*

**UNIT III: Commercial Banking**

**(15 hours)**

Commercial Banking – Classification of Banks – Functions – Creation of Credit – Balance Sheet – Investment Policies – Bank Assets – Banking Structure – Clearing Houses.

**Extra Reading/Keywords:** *e-banking, RTGS, EFT*

**UNIT IV: Foreign Exchanges**

**(15 hours)**

Foreign Exchanges – Exchange Market and Rates of Exchange – Exchange Control.

**Extra Reading/Keywords:** *FERA FEMA*

**UNIT V: Indian banking****(15 hours)**

Indian Banking – Reserve Bank of India – Organization – Management - Functions – NABARD – State Bank of India – Exchange Banks – Commercial Banks - Indigenous Banks – Co-operative Banks.

**Extra Reading/Keywords:** *financial stability, monitoring authority*

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the term money and its functions	2	U
CO-2	Examine the functions and the role of the central bank in India.	2	U
CO-3	Explain the functions of the commercial banks.	2	U
CO-4	Classify the different types of exchange foreign market.	3	U
CO-5	Explain the functions and importance of the various banking system in India.	2	U
CO-6	Enhances Employability skills in Banking sector	2	Ap

**Recommended Texts**

1. K.P.M. Sundharam, Money, Banking & International Trade - Sultan Chand & Sons - New Delhi.

**BOOKS FOR REFERENCE:**

1. S.V. Vasudevan, Theory of Banking - S.Chand & Company Ltd., - New Delhi.
2. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

**For Candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002**  
**School of Management Studies**

**B.Voc (Banking, Financial Services and Insurance) First Year - Semester – II**

<b>Course Title</b>	<b>ALLIED – 4 INDIAN FINANCIAL SYSTEM</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs / Wk</b>
<b>Code</b>	<b>U18BV2ACT07</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To expose the students to various concepts in Indian Financial System

**COURSE OBJECTIVES:**

<b>CO No.</b>	<b>Course Objectives</b>
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	Remember the functions of the finance markets.
CO-4	Recall the different types of financial instruments.
CO-5	Recognize the functions and importance of the regulatory authorities

**UNIT-I FINANCIAL SYSTEM**

**(12 Hours)**

Introduction – Functions of a financial system – Structure of the Indian Financial System - Relationship between financial system and the economy.

**Extra reading /Key words :** *Financial institutions in India.*

**UNIT –II FINANCIAL INSTITUTIONS**

**(12 Hours)**

Development Financial Institutions: Evolution –IDBI, SIDBI, EXIM BANK, NABARD - Functions.

Banking - Scheduled Commercial banks – Functions.

Non-banking Finance Companies: Functions

Investment banks – Cooperative banks: Functions

**Extra reading /Key words:** *Life Insurance companies in India.*

**UNIT – III FINANCIAL MARKETS**

**(12 Hours)**

The Money market: Functions, Significance. Indian Money market. Role of RBI in the development of Money market in India. DFHI & STCI.

The Capital market: Functions – Primary Capital market and Secondary Capital market.

The Primary Capital market – IPO, FPO, Book building, Public issue, Rights issue, IDR, Private placement.

The Secondary Capital market: De- mutualisation of Stock Exchanges. Functions, Development of Stock Market in India. Listing of securities – Stock Exchanges in India - BSE, NSE, OTCEI - Stock Market Index –. Commodities Market in India. Foreign Exchange. Internet trading.

**Extra reading /Key words:** *Capital market's impact on Indian economy.*



**UNIT – IV FINANCIAL INSTRUMENTS****(12 Hours)**

Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers, Certificate of Deposit, Repo instruments etc.

Capital Market instruments: Shares, Debentures, Bonds, Derivatives.GDR, ADR, etc., New Instruments.

**Extra reading /Key words :***Current developments in Money market and Capital market*

**UNIT – V FINANCIAL REGULATION****(12 Hours)**

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, Organization, Functions & Role of RBI in the development of the Indian Financial System.

**Extra reading /Key words :***Problems of Non-Performing Assets and other challenges for regulators.*

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the functions and structure of the Indian Financial System	1	U
CO-2	Examine the functions of the various kinds of financial institutions	1	U
CO-3	Explain the functions of the finance markets.	3	An
CO-4	Classify the different types of financial instruments	3	An
CO-5	Explain the functions and importance of the regulatory authorities	3	U
CO-6	Enhances Employability Skills in financial sector	5	Ap

**PRESCRIBED TEXT:**

- Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi, 2010

**BOOKS FOR REFERENCE:**

- Bharati V Pathak, Indian Financial System, Pearson Publications, 2013.
- Machiraju H R , Indian Financial System, Vias Publishing House, New Delhi 2010
- Khan M Y, Indian Financial System, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.
- Santhanam B., Financial Services, Margham Publications, Chennai, 2011
- Gurusamy S., Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.
- Gordon E & Natarajan K. Financial Markets & Services, Himalaya Publishing House, New Delhi, 2012.

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

**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:**

**6 hrs**

**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 :**

**6 hrs**

**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:****6 hrs****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*

**UNIT IV:****6 hrs****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*

**UNIT V:****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 capacity building
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, 1<sup>st</sup> Ed., Grace Publishers, Rathana Reddy B.(2005). Team Development and Leadership, Jaico Publishing House, Mumbai.

(For candidates admitted from 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2**  
**B.A./ B.Sc./B.Com./BCA & BBA, DEGREE EXAMINATION**  
**SEMESTER II / III**

Course Title	<b>SKILL – BASED ELECTIVE 2: SUSTAINABLE RURAL DEVELOPMENT AND STUDENT SOCIAL RESPONSIBILITY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U18RE2SBT02/ U18RE3SBT02</b>
<b>Course Type</b>	Theory
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

The Student will be able to understand the concept of natural resources and resource mapping of villages and strengthen their leadership qualities, keeping in mind their responsibilities towards society.

**Course Objectives:**

**The student will be able to:**

1. understand the functioning of NGO's and SHG's
2. educate themselves about the different farming methods.
3. practice alternative agricultural methods
4. understand the need for social responsibility through NCC.
5. understand the Leadership and Man Management

**Unit – I**

**6hrs**

Village – Survey of natural resources and resource mapping of villages , village level Participating Approach (VLP) – Role of NGO'S and SHG'S – Impact of the Green Revolution.

**Extra reading/Key word:** *resource mapping tools*

**Unit –II**

**6hrs**

Alternative agriculture models – Traditional Farming – Organic Farming – Zero budget farming – Precision Farming ,Terrace Farming and Kitchen garden.

**Extra reading / Key word:** *Practices in India*

**Unit – III**

**6hrs**

Elements in Alternative Agriculture models ,Vermi compost, Azolla, Amirthakarasal ,Mulligai Puchiviratti and neem products

**Extra reading/Key word:** *Government policy for Alternative Agriculture farming.*

**Unit IV-**

**6hrs**

Aims of NCC , MOTTO , Cardinal Principles, Equivalent Rank (Army, Navy ,Airforce)

**Extra reading/Key word:** *Benefits of being an NCC cadet.*

**Unit -V****6hrs**

Leadership and Man Management – duties of citizen, leadership Training – Types, qualities – Discipline, Duty, Moral – Man Management, Civil Defense – Aims, Types, Services, Problems  
**Extra reading/Key word:** *Defense recruitment modes.*

**Note: Extra Reading/ keywords are only for Internal Testing (Seminar/ Assignments)**

**Course Outcome:**

1. Explain the functioning of NGO's and SHG's
2. Summarize themselves about the different farming methods.
3. Explain the alternative agricultural methods
4. Point out the need for social responsibility through NCC.
5. Evaluate the Leadership and Man Management

**REFERENCES:**

1. Packages of organic practices from Tamil Nadu Center for Indian Knowledge System(CIKS)
2. Tracey, S. and Anne, B. (2008). Sustainable development linking economy, society, environment. OECD insights.
3. [www.fao.org.in](http://www.fao.org.in)

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

**HRS / WK : 1**  
**CREDIT : 1**

**CODE: U15VE2LVC01**  
**MARKS : 100**

**OBJECTIVES:**

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

**UNIT – I: CREATION AND COVENANT**

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation through covenants

(Pentateuch) -Our response to God's covenant -Reason for its success and failure -The relationship of God with Israel -Image of God in Old Testament-God and me

**UNIT – II: GOD OF THE PROPHETS**

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

**UNIT – III: GOD OF WISDOM**

God experience through wisdom Literature, its origin and growth

**UNIT – IV: SYNOPTIC GOSPELS**

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

**UNIT – V: LUKE'S GOSPEL**

Study of Luke's Gospel in detail – speciality 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. Vaazhvin Vazhiyil – St. John's Gospel- Fr. Eronimus
4. God's Word nourishes A catholic approach to the Scriptures Dr. Silvano Renu Rita, O.C.V. STD and Dr. Mascarenhas Fio S.J. D.mim. Catholic Bible I
5. Documents of Vatican II – St. Paul's Publications, Bombay 1966.

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

**HRS / WK :1**  
**CREDITS : 1**

**CODE:U15VE2LVE01**  
**MARKS : 100**

**OBJECTIVES:**

- To enable the students to understand and appreciate all Religions and Culture
- To help the students to become
- To aware of the negative forces of religions.

**UNIT – I: RELIGION**

God – Faith, Religion, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, Communion (come-union) – Socialization

**UNIT – II: DIFFERENT RELIGIONS**

Basic characteristics and basic thoughts of different religions: Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

**UNIT – III: UNITY OF RELIGION**

Unity of Vision and Purpose- Respect for Other Religions, 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 context 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.C.A-DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**BIBLE STUDIES – I: NEW TESTAMENT**

**HRS / WK : 1**

**CREDIT : 1**

**CODE: U15VE2LVBO1**

**MARKS : 100**

**OBJECTIVE:**

- To enable the students to develop the passion for the Word of God – Jesus and inculcate 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-
- Messianic Prophecies (Isaiah 9:6,40:3,53:1-12,61:1-3,Micah 5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat 3:1-17,14:1-12)
- The Birth, Passion, Death and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1 :18-21)

**UNIT – II: MINISTRY OF JESUS**

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

**UNIT – III: CHURCH – BIRTH AND GROWTH**

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



- Comparison between early Church and present Church.

#### **UNIT – IV: DISCIPLES AND APOSTLES**

- Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1: 13-14)
- St. Peter (Luke 22:1-7,Acts 2:1-41,12:1-17)
- St. Andrew (Mat 4:18-20,John 1:35-42,6:1-14)
- St. Stephen (Acts 6,7)
- St. Paul (Acts 8,9,14,17,26 and 28)
- St. Thomas (John 20:24-31)

#### **UNIT – V: ST. PAUL’S LETTERS AND THE MESSAGE**

- I & II Corinthians
- Galatians
- Ephesians
- Philippians
- I & II Timothy
- Titus

#### **REFERENCES:**

1. Holy Bible
2. 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**

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

**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:**

<b>CO No.</b>	<b>Course Objectives</b>
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 வத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வத்துறை வெளியீடு
3. நாடகம்  
அய்க்கண் - சத்திய வேள்வி
4. கோயிற்கலை - தமிழ்நாட்டிலுள்ள ஆலயங்களைக் கலை நுணுக்கத்துடன் காணுதல்

(For the candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**SEMESTER – III**

<b>Course Title</b>	<b>Part – I Language Hindi Paper-III Poetry, Predics, History Of Hindi Literature</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6Hrs/Wk</b>
<b>Code</b>	<b>CODE: U15HN3HIN03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to appreciate and critically evaluate the evolution of Hindi literature through the prescribed literary works

**Course Objectives (CO):**

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	Remember, understand and evaluate the poetry of the masters
CO- 2	Understand and analyze the history of Hindi literature in the literary works.
CO- 3	Understand and analyze the history of Hindi literature in the literary works.
CO- 4	Apply the rules of Poetry and create poems
CO- 5	Appreciate and analyze the life of poets with that of their works.

**Unit 1** **(18 Hours)**

Shubhagaman, Man,Tere Ghar Ke Dwar Bahuth Hain

Memory poem: Kabir das ke dohe-6, Thulasidas ke dohe – 6, Rahim ke dohe - 6

*Extra Reading (Key Words ):* Ayyodhya singh Upadyaya Hariyaoudh, Kabir das

**Unit 2** **(18 Hours)**

History of Hindi literature: Veergatha kaal

*Extra Reading (Key Words ):* Prithvi raj Raso, Chandrabhardaiee

**Unit 3** **(18 Hours)**

History of Hindi literature: Bakthi kaal

*Extra Reading (Key Words ):* Gyan margi Shakha, Premmargi Shakha

**Unit 4** **(18 Hours)**

Poetics :

- a. Ras – shringar, karun, hasya, veer
- b. Alankar – anupras, yamak, upama, roopak
- c. Chand – choupayee, baravai

Kavi parichaya:

Ayodiya Singh Upadyaya Harioudh, Maithili Sharan Gupt, Siyaram Sharan Gupt, Kabir, Thulasidas

Extra Reading (Key Words ): Harivamshrai Bachan, Sumitra nandan Panth

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	Critically analyze poetry works.	R, U, E
CO- 2	Analyze Hindi Literature.	U, An
CO- 3	Compare the Hindi Literary works.	U, An
CO- 4	Create Poems.	Ap, C
CO- 5	Study the poetry works with the poet's life	An

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

Books Prescribed :

- Naveen Padhya Rathnakar – D.B.H.P. Sabha Publishers, Chennai-17
- Pracheen Padhya Sangrah – D.B.H.P. Sabha Publishers, Chennai-17
- Hindi Sahitya Ka Sanshitpta Itihas – Rajnath Sharma, Agrwal Publication, Uttar Prakash
- Kavya Pradeep – Ram Bahori Shukla, Hindi Bhavan, Illahabad.  
(For candidates admitted 2016 onwards)

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

Course	<b>PART I – LANGUAGE - FRENCH PAPER III</b> (LANGUAGE & CIVILISATION (ÉCHO A2 2 <sup>e</sup> 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**

<b>CO 1</b>	understand the French education system and evaluate the same across the world.
<b>CO 2</b>	understand the usage of pronouns that denote quantity and place and apply them in answers; analyse extracts from magazines and work conditions in France.
<b>CO 3</b>	remember the rules of construction and usage of subjunctive mode and apply the same in sentences; evaluate French politics.
<b>CO 4</b>	understand gerund, adverbs, relative pronouns and evaluate press and media in France.
<b>CO 5</b>	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 trente ans – 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
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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 III**  
**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 (1<sup>st</sup> 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

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<b>Course Title</b>	<b>MAJOR CORE – 4 COST ACCOUNTING</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs / Wk</b>
<b>Code</b>	<b>U18BV3MCT04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE**

To enable the students to understand the basic principles of Cost Accounting & to develop skills in the preparation of Cost Accounts.

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember, understand and evaluate the accounting procedure in preparation of cost sheet, tender & quotation.
CO-2	Understand the various methods of pricing of materials.
CO-3	Understand the meaning of labour turn over & apply the knowledge to compute labour cost & methods of wage payment and recall the meaning of overhead, allocation, apportionment, absorption & compute machine hour rate.
CO-4	Apply the knowledge for preparation of accounts related to specific order & operation cost.
CO-5	Apply the knowledge for preparation of accounts related to specific order & operation cost.
CO-6	Recall the meaning of service costing in view of transport costing & understand the accounting concepts of reconciliation statement.

**UNIT – I INTRODUCTION**

**15 Hrs**

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

**Extra reading /Key words** : *Cost Concepts*

**UNIT – II MATERIAL COST**

**15 Hrs**

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

**Extra reading /Key words** : *Pricing of Material*

**UNIT – III LABOUR AND OVERHEADS COST**

**15 Hrs**

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

B. Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Machine Hour Rate.

**Extra reading /Key words** : *Incentives*

**UNIT – IV CONTRACT COSTING AND PROCESS COSTING** **15 Hrs**

A. Contract Costing - Cost Plus Contracts.

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

**Extra reading /Key words** :*Notional Profit, Scrap wastage*

**UNIT – V RECONCILIATION OF COST & FINANCIAL ACCOUNTING**

**15 Hrs**

Reconciliation of cost and financial accounts: Need for reconciliation – causes for disagreement in profits – Preparation of reconciliation statement.

**Extra reading /Key words:** *Memorandum reconciliation statement.*

**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	Classify the cost and demonstrate evaluate the accounting procedure in preparation of cost sheet, tender & quotation	2	Ap
CO-2	Interprets the various methods of pricing of materials	3	R, U
CO-3	Develop knowledge to compute labour cost & Identify methods of wage payment and Construct machine hour rate.	4	R, U, Ap
CO-4	Distinguish specific order & operation costing and prepares contract account and process account.	4	R, U, Ap
CO-5	Explain the concepts related to transport costing and summarize the accounting procedure for reconciliation statement.	2	Ap
CO-6	Enhances accounting skills relevant to production units	2	Ap

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

**Theory - 20%                  Problems - 80%**

**PRESCRIBED TEXT:**

➤ Reddy & Hari Prasad Reddy, (2008), *Cost Accounting*, Chennai: Margham Publications.

**BOOKS FOR REFERENCE:**

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

<b>Course Title</b>	<b>MAJOR CORE 5– BANKING THEORY LAW AND PRACTICE</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs / Wk</b>
<b>Code</b>	<b>U18BV3MCT05</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To provide an understanding of banking law and practices and basic knowledge on the recent trends in banking

**COURSE OBJECTIVES:**

The learner will be able to

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Explain the concepts of commercial banks, RBI its organization, functions, credit creation and control.
CO-2	Summaries banker and customer relationship of various bank account operations and transactions as per banking regulation Act 1949
CO-3	Discuss in detail about the Negotiable Instrument Act, endorsements, paying banker and collecting banker as per bank rules
CO-4	Enumerate the procedure and policies adopted by banks to provide loans and advances for customers
CO-5	Describe the recent trends in e banking and Indian Financial network

**UNIT-I INTRODUCTION TO BANKING**

**15 Hrs**

Commercial Banks - Functions - Credit creation - Reserve Bank of India - Organization and functions - Methods of credit control. Business of Banking Companies- Control over Management- Prohibition of certain activities in relation to banking companies

**Extra reading /Key words** : *Financial intermediation, informational asymmetries*

**UNIT - II BANKER AND CUSTOMER RELATIONSHIP**

**15 Hrs**

Banker and Customer relationship - Special features - Different types of accounts - Opening and closing of accounts - Forms used in the operation of bank account - Cheque book, Pass book, Mistakes in the pass book - Special types of account holders.

**Extra reading /Key words** : *Relationship banking strategy, bank marketing*

**UNIT- III NEGOTIABLE INSTRUMENTS**

**15 Hrs**

Negotiable instruments - Definition - Cheque - Features - Holder and holder in due course - Payment in due course. Crossing - Different types. Endorsements - Different kinds. Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker. Collecting banker - Statutory protection.

**Extra reading /Key words** : *Securitization, Remittance services*

**UNIT - IV LOANS AND ADVANCES**

**15 Hrs**

Loans and advances - Principles of good lending - Credit worthiness of borrowers - Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation - Advances against different types of securities - Goods, Documents of title to goods, Life Insurance Policies, FDR, Government Securities.

**Extra reading /Key words** : *Loan syndication, banc assurance*

**UNIT - V RECENT TRENDS IN BANKING****15 Hrs**

E-Banking – Internet Banking – Telephone Banking – Mobile Banking – ATMs – Cash Machine – Electronic Money - Electronic Fund Transfer System (EFT) – RTGS, NEFT, MICR, KYC norms, clearing house. Indian Financial Network – Customer Grievances Redressal and Ombudsman.

**Extra reading /Key words** : *Core banking, control mechanism*

**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	Identify the functions of the Commercial & Reserve Bank of India.	2	U
CO-2	Examine the various kinds of banker and customer relationship	2	U
CO-3	Explain the features of Negotiable instruments and the role of paying banker and collecting banker as per bank rules	3	U
CO-4	Classify the different Modes of securing advances	2	U
CO-5	State the recent trends in e-banking	2	U
CO-6	Develops the knowledge of handling bank transactions	5	Ap

**PRESCRIBED TEXT:**

Sundaram &amp; Varshney P.N.

: Banking Theory Law and Practice;  
Sultan Chand Sons; New Delhi.**BOOKS FOR REFERENCE:**

- Tannan M.L : Banking-Law and Practice in India;  
Indian Law House, New Delhi.
- Gordon & Natarajan : Banking Theory Law and Practice;  
Himalayas Publishing House, New Delhi.'

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.**

**B.Voc (Banking, Financial Services and Insurance)**

**(For Candidates admitted from June 2018 onwards)**

**Second Year - Semester – III**

<b>Course Title</b>	<b>ALLIED 5 - SERVICES MARKETING</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>3 Hrs / Wk</b>
<b>Code</b>	<b>U18BV3ACT08</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To enable the students to apply the principles of Marketing in the area of services and understand the dimensions of service quality and identify the gap.

**COURSE OBJECTIVES:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the services marketing concepts, classify the services and distinguish between goods and services.
CO-2	Recall the 4 P's of Product and understand the components of services marketing mix.
CO-3	Understand and apply the Dimensions and measurement of service quality and analyses the Challenges and Barriers to international marketing of service.
CO-4	Analyses and evaluate the marketing practices of banking, insurance, tourism and hotel industries.

CO-5	Analyses and evaluate the marketing practices in hospitals and education institutions.
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### UNIT – I INTRODUCTION

12 Hrs

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

**Extra reading /Key words** : *Tangible services, Intangible services, Heterogeneity*

### UNIT – II SERVICES MARKETING MIX

12 Hrs

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

**Extra reading /Key words** : *Customer contact, Service factory, Forecasting demand*

### UNIT – III MANAGING SERVICES QUALITY AND GLOBALISATION OF SERVICES

12 Hrs

A. Managing service quality: Consumer Behaviour - Factors Influencing Consumer Behaviour - Dimensions and measurement of service quality - Gap analysis - Guidelines for managing service competition

B. Globalization of services - Challenges to global service marketers - Typical international services - Barriers to international marketing of service

**Extra reading /Key words** : *Consumer Behaviour, Quality circle, protectionism*

### UNIT-IV MARKETING PRACTICES OF BANKING, INSURANCE, TOURISM AND HOTEL INDUSTRIES

12 Hrs

Marketing of services: Banking & Insurance services - Users - Benefits – Formation of marketing mix for banking and insurance products. Tourism - Marketing mix for tourism. Hotel - Market segmentation for hotels - Marketing mix for hotels.

**Extra reading /Key words** : *Banking & Insurance, Tourism and Hotel services.*

### UNIT-V MARKETING PRACTICES OF HOSPITALS AND EDUCATION INSTITUTIONS

12 Hrs

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

**Extra reading /Key words** : *Health care, Literacy, Marketing mix for adult*

**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	Define the services marketing and list out the reasons for its growth and explain its role in an economy.	1	U
CO-2	Explain the role of People, process and physical evidence in services marketing.	5	U
CO-3	Discuss the guidelines for managing service competition.	1	U
CO-4	Interpret the challenges to global service marketers.	5	U
CO-5	Discuss the marketing mix if various services like banking, tourism and hotels.	1	U
CO-6	Recalls the marketing practices of Hospitals and the education sector.	1	U
CO-7	Enhances Teaching Skills& employability skills in service sectors	5	Ap

#### PRESCRIBED TEXTS:

➤ VasanthiVenugopal, (2016). *Services Marketing*, New Delhi:Himalaya Publishing House.

**BOOKS FOR REFERENCE:**

➤ Dr. S. Shajahan, (2014). *Service marketing*, New Delhi: Himalaya publishing House

➤ Rao (2011). *Services Marketing* , New Delhi: Prentice Hall.

➤ Shankar, Ravi, (2014). *Service Marketing- The Indian Experience*, New Delhi: South Asia Publication.



**B.Voc (Banking, Financial Services and Insurance)**

(For Candidates admitted from June 2018 onwards)

**SECOND YEAR – III SEMESTER**

<b>Course Title</b>	<b>Industrial Relations - Investment Basics</b>
<b>Total Hours</b>	<b>15</b>
<b>Hours/Week</b>	<b>1</b>
<b>Code</b>	<b>U19CO3IRT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

**Unit I - Bank Deposit Accounts**

Introduction to Bank Deposits, Types of Deposit Accounts, Strategies of mobilizing deposits, Common guidelines of opening and operating accounts, deposit related services, Deposit services offered to Non-Resident Indians, Deposit Insurance

**Unit II - Mutual Funds**

Concept and structure of mutual funds in India; AMC; New fund offer's & procedure for investing in NFO; Investors rights and obligations.

**Unit III - Mutual Fund Products**

Concept of open ended and close ended fund; Types of funds - equity, index, diversified large cap funds, midcap fund, sec or fund and other equity schemes; Concept of entry and exit load Expense ratio

**Unit IV - Gold ETF's**

Introduction of exchange traded funds, Market making by authorized Participants; Creation Units; Portfolio deposits and cash Component.

**Unit V - Debt Funds**

Salient features of debt fund; Concept of interest rate and credit risk; Pricing of debt instrument. Liquid Funds Salient features of liquid fund; Floating rate scheme and portfolio churning in liquid funds.

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Compare investments in various bank deposits	1	U
CO-2	Outline Mutual funds and New fund offers	1	U
CO-3	Relate midcap and large cap funds	3	U
CO-4	Plan portfolio with gold ETFs and other investment avenues	3	Ap
CO-5	Infer investments in liquid funds	5	U

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

**B.Voc (Banking, Financial Services and Insurance)**

**(For Candidates admitted from June 2018 onwards)**

**SECOND YEAR – III SEMESTER**

<b>Course Title</b>	<b>SBE – 3 Computer Literacy for BFSI</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U19BV3SBT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

**Course Objectives:**

**The student will be able to**

CO 1	Apply the office packages to gain a better understanding of the computer.
CO 2	understand the functions of smart devices and online transactions
CO 3	Analyse the purpose of social networking and cyber security in the e-world
CO 4	Prepare Documents and presentation
CO 5	Solve using formulas

**Unit I: Office Packages:**

**(6hrs)**

**MS- Word: Creation** of Documents (letters, Bio- data, etc).Creation of Tables, Formatting Tables (Time table, Calendar, etc).Working with Mail Merge (Circular letters).

**MS – Excel:** Creation of Worksheet (Mark Sheet, Pay Slip, PF Contribution list, etc). Excel Function (Date, Time, Statistical, Mathematical, Financial Functions). Creating charts (Line, Pie, bar, etc).

**MS- Power Point:** Creation of Presentations (Duplicate and New slides, Layouts, View, Slide show, etc.). Working with objects (Movie, Sound, Word, Excel, etc..) Working with Transition and Animation effects (Text, Object, and Pictures)

**Extra Reading/Key words:** *Units of Data Storage.*

**Unit II: Smart Devices and Online Transactions:**

**(6hrs)**

**Smart phone** – Types: Tablet PC, Smart TV, Smart Camera, Smart Watch and Smart Oven.Operating system for Smart phones- Apple iOS, Android, Windows 10, Blackberry, Synbian and Bada. Benefits of Smart Phones.

**E-Commerce and M-Commerce:** Components of E-Commerce- history, types, and benefits of each (B2B, B2C,

C2B, C2C). Business to Government E-Commerce. M-Commerce-History, customers point of view and the provider point of view. Applications of M-Commerce- Mobile ticketing, mobile money transfer, mobile banking, mobile marketing and advertising. Payment methods in M-Commerce- Premium rate telephone numbers, direct mobile dealing, Macro, Micro payment services and mobile wallets.

**Extra Reading/Key words:** *Google play for Android Phones.*

### Unit III: Social Networking and Cyber Security

(6hrs)

**Social Networking Sites:** Characteristics of Social Networking Website- Examples of Social Networking Services (Facebook, SnapChat, Instagram, Whatsapp, Pinterest, Tumblr, LinkedIn, Twitter, Quora and Patreon). Advantages and Disadvantages of Social Network.

**Cyber law:** Evolution and Historical events in cyber law. Case studies- Article taken from Media. Building blocks of cyber law( Netizens, Cyber space and Technology). Cyber Crime, Electronic and Digital devices, Intellectual Property, Data Protection and Privacy. Merits and Demerits of Cyber crime.

**Extra Reading/Key words:** *How to stay out of trouble from Social Network.*

### Unit IV: Practical Experiments - MS Word &MS- Power Point

(6hrs)

- Creating Mail merged documents in MS WORD
- Creating a Power Point Slide show with clip art, image files and animation

### Unit V: Practical Experiments - MS Excel

(6hrs)

- Calculation using Basic Formulas – Sum, Average, Minimum, Maximum
- Calculating Depreciation - Straight Line, Declining Balance, Variable Declaring Balance Methods
- Preparing Various Charts & diagrams – Bar, Surface, Chart, Line, Pie
- Pivot table preparation

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Create Tables, work sheet and presentation	3	U
CO-2	Apply E-Commerce and M-Commerce	2	U
CO-3	Understand the Characteristics of Social Networking Website, Evolution and Historical events in cyber law	3	R
CO-4	Create Documents with regard to business communication and presentation of data	3	Ap
CO-5	Solve using basic, financial formulas and use of pivot table	3	Ap
CO-6	Enhances employability skills	5	Ap

### Books for Reference:

1. Mastering Ms-Office by Bittu Kumar
2. [https://www.webopedia.com/DidYouKnow/Hardware\\_Software/mobile-operating-systems-mobile-os-explained.html](https://www.webopedia.com/DidYouKnow/Hardware_Software/mobile-operating-systems-mobile-os-explained.html)
3. <https://makeawebsitehub.com/social-media-sites/>
4. [https://www.tutorialspoint.com/information\\_security\\_cyber\\_law/information\\_security\\_cyber\\_law\\_tutorial.pdf](https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf)
5. [https://www.tutorialspoint.com/information\\_security\\_cyber\\_law/information\\_security\\_cyber\\_law\\_tutorial.pdf](https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf)
6. <https://www.irjet.net/archives/V4/i6/IRJET-V4I6303.pdf>

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

**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

## 2. நற்றிணை

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழி
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

அலகு:5

15 Hrs

பொது - மொழிப்பெயர்ப்பு

**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 வெளியீடு

(For the candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**SEMESTER – IV**

<b>Course Title</b>	<b>Part – I Language</b> <b>Hindi Paper-IV Functional Hindi &amp; Translation</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5Hrs/Wk</b>
<b>Code</b>	<b>CODE: U15HN4HIN04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to apply translation techniques and evaluate contemporary Hindi Literature.

**Course Objectives (CO):**

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	Apply technical translation in Functional Hindi
CO- 2	Understand and analyze the contemporary Hindi literature in the literary works
CO- 3	Evaluate and create general essays
CO- 4	Apply the formats and create formal and informal letters
CO- 5	Apply translation techniques

**Unit 1** **(15 Hours)**

Functional Hindi

*Extra Reading (Key Words ):* Technical Terminology

**Unit 2** **(15 Hours)**

History of Hindi literature : adhunic kaal

*Extra Reading (Key Words ):* Prayogavad, Pragativad

**Unit 3** **(15 Hours)**

General essays:

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

*Extra Reading (Key Words ):* Computer, Dr. Ambedkar

**Unit 4** **(15 Hours)**

Letter writing

*Extra Reading (Key Words ):* Official Letter, Personal letter

**Unit 5** **(15 Hours)**

Anuvad abhyas - III

*Extra Reading (Key Words ):* Translation, Technical Terms

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:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO -1	Translate technical terms	Ap
CO- 2	Evaluate Contemporary issues in par with the literary works.	U, An
CO- 3	Instill creative writing	E, C
CO- 4	Communicate in formal situation	Ap, C
CO- 5	Understand the basic principles of translation	Ap

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

Books Prescribed :

- General Essays - D.B.H.P. Sabha Publishers, Chennai-17
- Abinava Patra Lekhan - D.B.H.P. Sabha Publishers, Chennai-17
- Anuvad Abhyas – III - D.B.H.P. Sabha Publishers, Chennai-17



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

Course Title	<b>PART I – LANGUAGE - FRENCH PAPER IV</b> (LANGUAGE & CULTURE (ÉCHO A2 2 <sup>e</sup> édition)
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR4FRE04
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**

<b>CO1</b>	Apply pronouns and create texts; appreciate and analyse French cuisine and festivals
<b>CO2</b>	critically evaluate the art forms of 20 <sup>th</sup> century and apply conditional present tense in a text
<b>CO3</b>	remember savoir-faire in France and apply reported speech in story writing
<b>CO4</b>	analyse the consequences of immigration, sports and adventures; apply passive voice in a text
<b>CO5</b>	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<sup>e</sup> siècle – le plaisir de jeux de mots.

*Extra Reading (Key Words):* Histoire du monde au début du 20<sup>e</sup> 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 risques 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.

<b>Course outcomes</b>	<b>Cognitive level</b>
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 IV**  
**PART II – ENGLISH 4 - GENERAL ENGLISH IV**  
**HOURS : 6** **CODE : U15EL4GEN04**  
**CREDIT : 3** **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.

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HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

**B.Voc (Banking, Financial Services and Insurance)**

**(For Candidates admitted from June 2018 onwards)**

**Second Year - Semester – IV**

<b>Course Title</b>	<b>MAJOR CORE 6 – MANAGEMENT ACCOUNTING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV4MCT06</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to understand the various tools of financial analysis and to interpret financial data

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand management accounting and various tools of financial analysis; and Analyse profitability and financial status of a business based on ratios calculated
CO-2	Understand the preparation of Funds flow statement and Cash flow statement and analyse the results
CO-3	Apply marginal costing technique in managerial decision making problems and evaluate different proposals
CO-4	Understand different types of budgets and analyse budgets
CO-5	Analyse material, labour and overhead variances

**UNIT – I INTRODUCTION (20 hours)**

Management Accounting - Scope - Relationship between Cost, Financial and Management Accounting - Analysis of financial statements - Tools for analysis - Comparative Statements - Common Size Statements and Trend Analysis.

**Extra reading/ Key words:** *Role of Professional bodies for Management Accountancy in India, UK and USA:* <http://icmai.in>, <https://www.cimaglobal.com/>, <https://www.cimaglobal.com/Our-locations/USA>

**UNIT – II RATIO ANALYSIS (18 hours)**

Ratio Analysis - Ratios for Liquidity, Solvency and Profitability.

**Extra reading/ Key words:** *Role of Professional bodies for Management Accountancy in India, UK and USA:* <http://icmai.in>, <https://www.cimaglobal.com/>, <https://www.cimaglobal.com/Our-locations/USA>

**UNIT – III FUNDS FLOW ANALYSIS AND CASH FLOW ANALYSIS (16 hours)**

Funds Flow Analysis - Concept of Fund - Schedule of Changes in Working Capital- Fund Flow Statement. Cash Flow Analysis - Cash from operation – Preparation of Cash Flow Statement as per Accounting Standard (Revised).

**Extra reading/ Key words:** *Cash Flow Statement as per New Companies Act, 2013* <http://taxingtax.com/cash-flow-statement-as-per-new-companies-act-2013/138>

**UNIT – IV MARGINAL COSTING AND BREAK-EVEN ANALYSIS (18 hours)**

Marginal Costing - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point – Cost Volume Profit Analysis - Managerial applications of marginal costing.

**Extra reading/ Key words:** *Types of Breakeven point, Break even pricing.*

*Https://economictimes.indiatimes.com › Definitions › Marketing, https://hbr.org/2014/07/a-quick-guide-to-breakeven-analysis*

### UNIT – V BUDGETARY CONTROL (18 hours)

Budget - Budgetary Control - Functional Budgets - Master Budget - Fixed and Flexible Budgets - Cash Budget.

**Extra reading/ Key words:** *Budgeting practices of business firms*

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

THEORY - 30% PROBLEMS - 70%

#### Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the relationship between Cost, Financial and Management Accounting	1	U
CO-2	Draw conclusion about the liquidity, solvency and profitability of business entities based on comparative statements, common size statements, trend analysis and ratio analysis	2	An
CO-3	Prepare Funds flow statement and make inferences	1	Ap
CO-4	Prepare Cash flow statement based on Revised Accounting Standard and make inferences	2	Ap
CO-5	Prepare marginal cost statement and calculate breakeven point	1	Ap
CO-6	Compare different proposals based on marginal costing technique and draw conclusion	1	Ap
CO-7	Prepare different types of budgets and make a comparison	2	Ap
CO-8	Calculate material, labour and overhead variances and make inferences based on variances	1	Ap
CO-9	Helps to analyse the organisations turnover through financial tools	1	Ap

#### PRESCRIBED TEXT:

- Dalston L. Cecil & Jenitra L. Merwin, *Management Accounting*, Trichy, LearnTech Press.

#### BOOKS FOR REFERENCE

- Shashi K. Gupta & Sharma R.K, *Management Accounting*, New Delhi: Kalyani Publishers.
- Khan and Jain, *Management Accounting*, New Delhi : Tata McGraw Hill.
- Maheswari S.N., *Management Accounting*; New Delhi : Sultan Chand and Sons.
- Dr. R. Ramachandran & Dr. R. Srinivasan, *Management Accounting*, Trichy : SriRam Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

**B.Voc (Banking, Financial Services and Insurance)**

**(For Candidates admitted from June 2018 onwards)**

**Second Year - Semester – IV**

<b>Course Title</b>	<b>Major Core – 7- FINANCIAL SERVICES</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>5 Hrs / Wk</b>
<b>Code</b>	<b>U18BV4ACT05</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**GENERAL OBJECTIVE:**

To understand the basics of financial services and its various dimensions, evaluation and benefits to the economy

**COURSE OBJECTIVES:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand the features and importance of financial services and Merchant Banking
CO-2	Recall the features and importance of Venture capital and Lease financing
CO-3	Explain the functions and importance of Factoring and Forfaiting
CO-4	Recall the meaning and process of securitization
CO-5	Explain the different kinds of mutual funds and the functions of Credit rating agencies

**UNIT- I INTRODUCTION TO FINANCIAL SERVICES & MERCHANT BANKING**

**15 Hrs**

Financial services: Meaning – Features – Importance –and new services

Merchant Banking: Origin - Development of Merchant Banking in India - Importance – Categories – Services - Default & Penalty.

**Extra reading /Key words** : *Companies that are rendering the merchant banking services in India*

**UNIT- II VENTURE CAPITAL & LEASE FINANCING**

**15 Hrs**

Venture Capital financing: Meaning – Features – stages of financing – Redemption- Venture capital in India.

Lease Financing: Meaning – types – Difference between Lease and Hire Purchase - advantages – short comings.

**Extra reading /Key words** : *Lease financing companies in India*

**UNIT- III FACTORING AND FORFAITING**

**15 Hrs**

Factoring: Meaning – Modus operandi - Types - Functions – Benefits – Factoring in India.

Forfaiting: Definition – Modus operandi – Benefits - Factoring vs Forfaiting.

**Extra reading /Key words** : *Companies of India in factoring services*

**UNIT- IV SECURITISATION OF DEBT**

**15 Hrs**

Securitization: Meaning - Securitization Process – Merits – Securitisable assets – Types of Securities – Conditions for successful securitization

**Extra reading /Key words** : *Popularity of Securitization in India.*

**UNIT –V MUTUAL FUNDS AND CREDIT RATING****15 Hrs**

Mutual fund : Meaning – objectives – types – Merits – shortcomings - Credit Rating Agencies : Meaning – functions – Credit Rating Agencies in India, CRISIL, ICRA, & CARE and Credit Rating Symbols. .

**Extra reading /Key words** : Performance of different mutual fund companies in India

**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	Recognize the features and importance of financial services and Merchant Banking	1	U
CO-2	Identify the features and importance of Venture capital and Lease financing	2	U
CO-3	Explain the functions and importance of Factoring and Forfaiting	2	U
CO-4	Examine the meaning and process of securitization	3	U
CO-5	Examine the different kinds of mutual funds and the functions of Credit rating agencies	2	U
CO-6	Displays competence in Financial sector	5	Ap

**PRESCRIBED TEXTS:**

- Gordon and Natarajan, *Financial Services and Markets*, Himalaya Publishing House, 2010
- Khan M.Y., *Financial Services*, New Delhi: Tata McGraw Hill.

**BOOKS FOR REFERENCE:**

- Machiraju H.R, *Indian Financial System*, Delhi :Vikas Publishing House.
- Chandler M.V. and Goldfeld.S.M., *Economics of Money and Banking*, New York : Harper and Row.
- Gupta Suraj B., *Monetary Economics*,New Delhi : S. Chand and Co.
- Gurusamy. S, *Financial Services*, Tata McGraw Hill Education Pvt. Ltd, 2011
- Shashi & Gupta, *Financial Services*, Kalyani Publishers, 3rd Edition, 2010



**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.**

**B.Voc (Banking, Financial Services and Insurance)**

**(For Candidates admitted from June 2018 onwards)**

**Second Year - Semester – IV**

<b>Course Title</b>	<b>ALLIED -6 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs / Wk</b>
<b>Code</b>	<b>U18BV4ACT06</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**Course Objectives:**

**The learner will be able to understand the various investing techniques in the stock market.**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Summarize the concepts of Investments, objectives of an investor and Investment alternatives for selecting the best Investment proposals.
CO-2	Remember, Understand the Indian Financial System.
CO-3	Understand and Compare the Intrinsic Value of Shares with that of its Stock Market Value on the basis of Fundamental Analysis.
CO-4	Understand and Evaluate the Stock Market Value of Shares by applying various technical tools like DOW theory, Chart Patterns, Moving Averages, Oscillators, Short selling, Odd Lot Theory, Head and Shoulder Analysis, Eliot Wave Theory.
CO-5	Describe the Concepts relating to Portfolio Construction, Portfolio Management and Principles of Portfolio Management.

**UNIT- I INVESTMENT**

**12 Hrs**

Investment –Differences of Investment, Speculation, Gambling -Objectives of Investment-Essentials of an Investment programme- Investment process-Investment alternatives-Real, Contingent and Titular Investments- Mutual Funds.

**Extra reading /Key words** : *Mutual fund, securities*

### **UNIT- II NEW ISSUE MARKET**

**12 Hrs**

New issue Market-Methods of floating new issues –Parties and players involved in a new issue market - The secondary market –Differences between Primary market and Secondary market- Functions of Stock exchange– NSE.

**Extra reading /Key words** : *Primary market, secondary market*

### **UNIT- III FUNDAMENTAL ANALYSIS**

**12 Hrs**

Fundamental Analysis - Economic Analysis - Industry Analysis-Factors influencing the growth of an Industry- Classification of an Industry – Life cycle of an Industry- Company Analysis-Factors to be considered while evaluating a Company.

**Extra reading /Key words** : *Industry analysis, company analysis*

### **UNIT- IV TECHNICAL ANALYSIS**

**12 Hrs**

Basic Assumptions of Technical analysis –Differences between technical and fundamental analysis - Dow Theory - Primary trend - Secondary trend - Minor trends- Important chart patterns adopted in technical analysis.

**Extra reading /Key words** : *Trend, Oscillators, Moving Averages*

### **UNIT – V PORTFOLIO MANAGEMENT**

**12 Hrs**

Portfolio construction and choice –objectives – Risks in Investments-Systematic Risk-Unsystematic Risk.- principles of portfolio construction -portfolio Management – Principle and Process of Portfolio management.

**Extra reading /Key words** : *Risk, Returns*

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

#### **Course Outcomes:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Understand the objectives of Investment and Analyse the various investment alternatives that are available for an investor	4	U
CO-2	Remember and understand the Indian Financial System	2	U
CO-3	Understand and analyse the intrinsic value of shares and the basis of Fundamental analysis.	4	An
CO-4	Understand and evaluate the market value of shares by applying technical tools	5	An
CO-5	Apply the principles of portfolio management and construct an efficient portfolio	4	An
CO-6	Displays competence in Financial sector	5	Ap

#### **PRESCRIBED TEXTS:**

- Punithavathi Pandian, (2013), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd, New Delhi.
- PreethiSingh ,(2013), Investment Management ,Himalaya Publishing House, New Delhi.

#### **BOOKS FOR REFERENCE:**

- Natarajan L, (2013), Investment Management, Security Analysis and Portfolio management, Margham Publications, Chennai.
- Avadhani VA, (2008), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
- Bhalla VK, (2009), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.
- Prasanna Chandra, (2009), Investment Analysis and Portfolio Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Graham and Dodd, (2010), Investment, Tata McGraw - Hill Publishing Company Limited, New Delhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

**B.Voc (Banking, Financial Services and Insurance)**

(For Candidates admitted from June 2018 onwards)

**SECOND Year - Semester – IV**

<b>Course Title</b>	<b>SBE 5 – BUSINESS SOFTWARE - TALLY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2 Hrs / Wk</b>
<b>Code</b>	<b>U18BV4SBP02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

- To equip the students with the practical skills of Tally.

**Course objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand the concepts of Computerized Accounting
CO-2	Prepare all types of Vouchers
CO-3	Construct Final Accounts with Adjustments
CO-4	Develop stock ledger
CO-5	Prepare Cost Center & Cost category.

**UNIT – I**

**6 Hrs**

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.

**Extra reading /Key words:** *Computerized Accounting*

**UNIT – II**

**6 Hrs**

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

**Extra reading /Key words:** *Function Keys & Vouchers*

**UNIT – III**

**6 Hrs**

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.

**Extra reading /Key words:** *Final Accounts with Adjustments*

**UNIT – IV**

**6 Hrs**

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.

**Extra reading /Key words:** *Inventories, stock vouchers*

**UNIT – V****6 Hrs**

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.

**Extra reading /Key words:** *Cost Center & Cost category.*

**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	Differentiate the concepts of Computerized Accounting and manual accounting	1	Ap
CO-2	Categories all types of Vouchers	1	Ap
CO-3	Prepare Final Accounts with Adjustments	1,4	Ap
CO-4	Develop stock ledger with stock item & stock group	1,4	Ap
CO-5	Prepare Cost Center & Cost category.	1,4	Ap
CO-6	Helps to handle accounts, pay roll, inventory in digital mode	5	Ap

**PRESCRIBED TEXT:**

**ICAR & D Team, (2006). *Tally 9*, New Delhi: Vikas Publishing House Pvt. Ltd.**

**BOOKS FOR REFERENCE**

- Nadhani A.K. &Nadhani K.K, (2005). *Implementing Tally*, New Delhi : BPB Publication.
- Vishnu Priya Singh, (2004). *Quick Learn Tally*, New Delhi :CompuTech Publication Pvt. Ltd.
- SrinivasaValaban, (2006). *Computer applications in Business*, New Delhi: Sultan & Sons.

**COMPUTER PRACTICAL FOR BUSINESS SOFTWARE-FOR EXTERNAL EVALUATION**

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 June 2015 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS),  
TIRUCHIRAPPALLI-2  
**B.A. /B.Sc. / B.Com. / BBA/ B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**  
**ETHICS – II: EMPOWERMENT OF WOMEN**

**HRS / WK : 1**

**CODE: U15VE4LVE02**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To make the learners aware of various gender and social issues and Cyber Crimes.
- To make the learners understand and appreciate the role of media, in facing the challenges on various life issues.
- To enable the learners to understand the ways of empowering women and cyber crime against women

**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: 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 – III: WOMEN AND MEDIA**

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

**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- St. Teresa of Kolkata, Indira Gandhi, 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, Twitter and Whats app

**REFERENCES:**

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

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

**HRS / WK :1**

**CODE: U15VE4LVBO2**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVE:**

- To enable the students to understand the desires of God through Prophetic revelation and to become sensitive to the heart beat of God.

**UNIT – I: PURPOSE OF LIFE**

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

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

**UNIT – II: JUDGES AND KINGS**

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

**UNIT – III: MINOR PROPHETS**

Brief Life History and teachings of

- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

**UNIT – IV: MAJOR PROPHETS**

Brief Life History and teachings of

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

**UNIT – V: WOMEN IN THE BIBLE**

Women in the Old Testament

- Eve (Gen 3)
- Ruth (Ruth 1-4)
- Hannah (I Sam 1:1-28)
- Esther (Esther 1-6)

**REFERENCES:**

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

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

**HRS / WK : 1**

**CODE : U15VE4LVC02**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To enable the students to understand the ways of Christian living with the Church
- To understand God's gift of the Holy Spirit.
- To understand the methods of building relationship with Jesus.
- To learn the life of Sacraments and Prayer
- To enrich our devotion to Mother Mary and Saints.

**UNIT – I: MISSION OF THE CHURCH**

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

**UNIT – II: PARTICIPATORY CHURCH**

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 characteristics 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.

**UNIT – IV: SACRAMENTS**

Sacraments – Initiation– Healing – Service (all the seven) – Emphasis on Confession, Confirmation and Holy Communion. Sacramental: holy “things” used –Their sanctity.

**UNIT – V: MARY AND SAINTS**

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Dogmas. Saints in the Church- Prominent Women in the old testament

**REFERENCES:**

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

Documents of Vatican II – St. Paul's Publications, Bombay 1966.