Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

**Courses offered under the framework of Amrita Values Programmes I and II**

**Message from Amma’s Life for the Modern World**
Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

**Lessons from the Ramayana**
Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

**Lessons from the Mahabharata**
Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

**Lessons from the Upanishads**
Introduction to the Upanishads: Sruti versus Smriti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The

**Message of the Bhagavad Gita**

**Life and Message of Swami Vivekananda**
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

**Life and Teachings of Spiritual Masters India**
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

**Insights into Indian Arts and Literature**
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

**Yoga and Meditation**
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

**Kerala Mural Art and Painting**
Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this
form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

**Course on Organic Farming and Sustainability**

Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words “it is a big step in restoring the lost harmony of nature”.

**Benefits of Indian Medicinal Systems**

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

**Traditional Fine Arts of India**

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity' and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

**Science of Worship in India**

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

**15BUS101 PRINCIPLES OF MANAGEMENT 3 0 0 3**

**Objectives:**
To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.

**Unit 1 Management Concepts**


**Unit 2 Planning**


**Unit 3 Organising**


**Unit 4 Staffing and Directing**


Directing - Meaning – Definition - Key elements.

**Unit 5 Managerial Control**

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

**Skill Development Activities:**
- Collect the photograph and Bio-data of any three contributors to Management thought.
- Draft organizational chart and discuss the authority relationship.
- Identify the feedback control system of an organization.
- List out your strengths and weaknesses considering yourself as a manager.
- Visit any recruitment firm and write down their process of recruitment.
SYLLABI

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TEXTBOOKS:
1. T. N Chhabra, Principles of Management
2. Samuel C Cretu And S. Trevis Certo, Modern Management

REFERENCES:
1. L. M Prasad, Principles And Practices Of Management

15BUS111 BUSINESS ORGANISATION AND SYSTEMS 3 0 0 3

Objectives: The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.

Unit 1

Unit 2
Business sectors & forms of business organizations - private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies - their features, relative merits, demerits & suitability.

Unit 3
Business combinations: Merges & acquisitions - mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

Unit 4
Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy, etc.

Unit 5
Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

BOOKS RECOMMENDED:
1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale

15BUS202 ORGANISATIONAL BEHAVIOUR

Objectives: To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.

Unit 1 Introduction to Organizational Behaviour
Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual
Perception - Factors influencing perception, person perception - making judgment about others, attribution theory. Frequently used shortcuts in judging others, specific applications of shortcuts in organizations, Link between perception and individual decision making, Improving creativity in decision making, bounded rationality, common bases and errors; Intuition, individual difference, organizational constraints, cultural differences, Ethics in decision making, three ethical decision criteria, ethics and national culture, definition of learning, learning cycle, learning process, process of receiving stimuli, selecting stimuli, interpreting, checking, reacting and organizing.

Unit 3 Motivational Process
Definition of motivation, Need based theories of motivation, Resource based theories, goal theories: Managing work motivation: Motivating through work: Managing Motivation.


Attribution process: Internality vs Externality, costs of internality and externality; benefits of internality, developing internality, hope and optimism and their benefits.

Unit 4 Interpersonal Styles
Transactional analysis, life position analysis, Games analysis, Transactional style – A, B, C and D styles.
**SYLLABI**  
**B B A**  
**2015 admissions onwards**

### Unit 5 The Role
The role and the individual; role systems; role set; role efficacy; increasing role efficacy. Theories of leadership: Trait theories, Development of Attitudes and Values: defining attitude, work attitudes, job satisfaction organizational commitment; roles of the source, the message and destination in bringing about attitude change. Defining values: a brief overview of major theories, pertaining to social values; developing values through clarification.

**Skill Development Activities:**
- Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report on it
- List the determinants of personality
- Factors influencing perceptions – Group discussion and preparation of a report on it
- List the characteristics of various leadership styles.

**TEXTBOOKS:**
Organizational Behavior - Robbins and Judge, Prentice Hall, India.
Understanding Organizational Behavior - Udai Pareek, Oxford University Press.

**REFERENCE TEXTS:**
Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.
Organizational Behavior - Uma Sekaran

15BUS203 INTRODUCTION TO MARKETING MANAGEMENT 3 0 0 3

**Objectives:** The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.

**Unit 1 Fundamental concept of marketing**
Marketing: Meaning – Role – Scope – Importance - Market and its classification - Organisational Philosophies - Types of entities - types of marketing - marketing vs. selling - marketing mix - marketing environment - the marketing process - marketing strategy - marketing plan.

**Unit 2 Marketing Segmentation, target and positioning**
Factors – patterns – benefits - and levels of market segmentation - segmenting consumer markets - target marketing strategies - differentiation and positioning

**Unit 3 Consumer and business buyer behaviour**
Factors influencing consumer behaviour - types of buying behaviour - customer decision making process - influence of social class on buying - Indian consumer - consumer protection in India - business markets vs. consumer market - business

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### Unit 4 Marketing Research

### Unit 5 Product Management

**Skill Development Activities:**
- Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.
- Describe the above product and its stages of Product Life Cycle
- Suggest strategies for development of a product of your choice
- Study the Purchase Behaviour for a product of your choice in a Super Market
- Develop an Advertisement copy for a product.
- Prepare a chart for distribution network for a manufactured product

**TEXTBOOKS:**
1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar

**REFERENCES:**
1. Marketing Management - Sherlaker
2. Marketing Management - Kotler, Keller, Koshy

15BUS211 ADVANCED MARKETING MANAGEMENT 3 0 0 3

**Objectives:** To learn the applications of Brand Management, Pricing decisions, Distribution management and Marketing communications; to learn about the emerging trends in marketing

### Unit 1 Brand Management and Pricing Decisions

### Unit 2 Distribution Management
Meaning of Distribution – Factors in Designing Distribution System – Distribution...

**Unit 3 Marketing Communications**

**Unit 4 Global Marketing**

**Unit 5 Trends in Marketing**
Meaning – Objectives – Scope and Emerging Trends in marketing practices of the following:

**Skill Development Activities:**
- Identify a Brand of your choice and compare few of its factors with its competitor
- Suggest strategies for development of any consumer product into a brand
- Study any Government Distribution System of your choice and present the advantages and disadvantages of that system.
- Collect the information on promotional mix any two products of different companies

**TEXTBOOKS:**
Principles of Marketing - Armstrong/ Philip Kotler
Marketing Management - Philip Kotler

**REFERENCES:**
Marketing Management - Sherlaker
Marketing Management - Kotler, Keller, Koshy

**15BUS212  BASICS OF HUMAN RESOURCES MANAGEMENT  3 0 0 3**

**Objectives:** To familiarize the student with modern trends in the management of an organisation’s key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in human resource management and the overall achievement of the firms strategic objectives.

**Unit 1 Introduction to HRM**

**Unit 2 Introduction to Labour and Industrial Laws**

**Unit 3 Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis**
Job analysis - forecasting personnel requirements.

**Unit 4 Compensation management & employee relations and security**

**Unit 5 Managing careers**
Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer - retirement-

**Skill Development Activities:**
- Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function
- Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice
- Give observation report of industrial safety practices followed by any organization of your choice
SYLLABI

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• Develop a format for performance appraisal of an employee.
• Choose any MNC and present your observations on training programme

TEXTBOOKS:
2. V S P Rao – Human resource Management

REFERENCES:
2. Human Resource Management – B Subrao

15BUS213 INTRODUCTION TO RESEARCH METHODS 3 0 0 3

Objectives: To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Skill Development Activities:
• To do a survey on any relevant topic using questionnaire and present the research
• Pretest the questionnaire with any sample data in your college
• Prepare a chart showing the application of statistical analysis in a corporate
• Analyze the chronological order of a good report prepared in your college

TEXTBOOKS:
2. M C Khothari - Research Methodology

REFERENCE:
O R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House

15BUS214 LEADERSHIP MANAGEMENT 3 0 0 3

Objectives: To enable the students to understand the dynamics involved in effective decision making; to familiarize the student with the managerial roles/functions/styles, the importance of effective interpersonal communication, and the group dynamics at work; to enable the student to understand the importance of power and politics, to minimize and manage conflict, and to participate in and achieve organizational development.

Unit 1 Managerial Roles, Functions and Styles

Unit 2 Leadership in Organization
Charismatic Leadership, Transactional Leadership, Transformational Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

Unit 3 Leadership and Power
Leadership and Power - Power – definition - The distinction between power, authority and influence. The classifications of power, Contingency approaches to power, Political implications of power, Leadership vs Power - Bases of power - Tactics - Organizational Politics. Conflict Management - Sources of conflict in organization – Prevention of Conflicts
Unit 4 Leadership and Organization

Unit 5 Change Management and Stress Management vis-a-vis Leadership

Skill Development Activities:
• Prepare a list of Transactional and Transformational Leaders.
• Identify persons with leadership qualities and conduct an interview with them
• Discuss any example of change management
• Prepare a chart of the factors which made them successful leaders

TEXTBOOKS:
1. Understanding Organisational Behaviour, Udai Pareek, Oxford University Press.
2. Organisational Behaviour, Robbins and Judge, Prentice Hall, India.

REFERENCES:
2. Organisational Behaviour, Uma Sekaran

15BUS215 FINANCIAL ADMINISTRATION 3 1 0 4

Objective: To understand financial management concepts and its important functions taking into account other relevant financial issues.

Unit 1 Introduction
Meaning of Finance - Financial Activities - Real and Financial assets - Finance Functions - Equity and Borrowed Funds - Raising and Allocating Funds - Organization of Finance Functions - Functions of a Finance Manager.

Unit 2 Financial Decisions

Unit 3 Capital Budgeting

Unit 4 Working Capital Management

Unit 5 Dividend Decisions

Skill Development Activities:
• List out the sources of funds for a manufacturing company
• As a finance manager of a company state your function
• Consider a project of your choice and compute Pay-Back-Period under discount and technique with imaginary figures
• Compute requirement of working capital with imaginary figures

TEXTBOOKS:
1. Dr. S. N. Masheshwari, Elements of Financial Management, S. Chand and sons

REFERENCES:

15BUS216 PRODUCTION AND OPERATIONS MANAGEMENT 3 0 0 3

Objectives: To appreciate and understand the fundamentals of production management, to introduce basic issues connected to decision making, design, planning, and operations control in the context of achieving a firms overall goals and strategies: to provide the students with the practice relevance of the various topics of production and operations management.

Unit 1 Introduction to Production and Operations Management
Introduction to production and operations management – need - functions and trends in business - operational strategies - Operation as a system - Operational technologies - innovation management.

Unit 2 Facilities Locations and Plant Layout
Factors - influencing location decisions - market related - cost related - regulatory
and policy issues and other issues - location planning methods - location factor rating - centre of gravity method - load distance method - transportation model (simple problems)


Unit 3 Aggregate Planning, Capacity Planning and Scheduling
Aggregate production planning: meaning – need - basic strategies – methods - models used - master production scheduling - material requirement planning (MRP) meaning – concept - multiple levels in products - bill of material - determining lot size.

Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.


Unit 4 Materials Management, Inventory Control and its Maintenance
Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system - selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

Unit 5 Project Management

Skill Development Activities:
• Prepare a chart on the production flow of any assembly line. and understand the plant layout
• Study the inventory system of any factory and present it
• Discuss any project and its different phases

TEXTBOOKS:
1. Production and operations management - S N Chary
2. Production Management - K. Ashwathappa

REFERENCES:
1. Operations Management - Theory and Practice - B. Mahadevan
2. Production and operations Management - Kanishka Bedi

15BUS301 PRINCIPLES OF INTERNATIONAL BUSINESS

Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE’s), the environment to which they operate, and the management challenges posed by the environment; to understand ma laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE’s.

Unit 1 Conceptual Underpinnings, Environment and Challenges

Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.

Unit 3 Laws, Regulation and Institutional Framework
Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMs, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade
Meaning and an elementary understanding only, Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types,
strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents


Skill Development Activities:
- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

TEXTBOOK:
Vyuptakesh Sharan, International Business Concept, Environment and Strategy, Pearson Education

REFERENCES:
2. Rathod, Export Management

15BUS302 BUSINESS ETHICS AND CORPORATE SOCIAL 3 0 0 3 RESPONSIBILITY

Objectives: The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.

Unit 1 Business ethics - An overview

Unit 2 Ethics in business in Indian perspective
Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code
The ethical organization - an overview – characteristics - corporate moral excellence - stakeholders corporate governance.

TEXTBOOK:
Hartman & Chatterjee, Perspectives in Business Ethics

REFERENCES:
1. John R Boatright, Ethics and the conduct of business
2. Illustrations and supporting articles from business journals

15BUS303 INTRODUCTION TO RETAIL MANAGEMENT 2 1 0 3

Objective: To provide a basic understanding about the different aspects of retail management.

Unit 1 Retail Management: Introduction, meaning and Characteristics – Functions of retailing – Structure and nature of retailing channels – changing face of retailing – retailing in India – traditional and modern retail formats in India – challenges in retail business
in India – retail customer – retail consumer behaviour, factors affecting consumer decision making – stages of consumer decision process.

Unit 2
Retail market segmentation – meaning and benefits – criteria for effective market segmentation – dimensions for segmentation – retail location – importance of location decision – types of retail location – site selection analysis – retail location theories.

Unit 3

Unit 4

Unit 5
Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits.

TEXTBOOKS:
2. Gibson G Vedamani – Retail Management, Jaico Publishing House

REFERENCE BOOKS:
1. Pradhan – Principles of Retail Management, Tata McGraw Hill
2. V Gopal - Retail Management: An Introduction, ICFAI University Press
3. David Gilbert – Retail Marketing Management, Pearson

15BUS305 INTRODUCTION TO INCOME TAX LAW AND PRACTICE

Objective: To familiarize the students with the basic principles and practices of Income Tax.

Unit 1

TEXTBOOKS:
Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.

REFERENCES:
Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.

15BUS311 ENTREPRENEURSHIP DEVELOPMENT

Objectives: To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.

Unit 1

Unit 2

Unit 3
Need For Women Empowerment In our Country - Prospects and Problems of Women Entrepreneurs – Solutions - Some Success. Stories of Women Entrepreneurs.
SYLLABI


Unit 4

Unit 5

Skill Development Activities:
- Collect information on the factors that have helped to start an enterprise by any two successful personality
- Prepare the flow chart with the determinants that have helped to establish an organization in your locality.
- Prepare a Report on the survey of any business unit in the region located near your college.
- Success stories of Entrepreneurs in the region to be discussed

TEXTBOOKS:
1. Entrepreneurship: Rajeev Roy, Oxford University Press
2. Entrepreneurial Development: Vasant Desai

REFERENCES:
1 Entrepreneurial Development: Bhanucholi
2 Entrepreneurship Development: Dr. K. G. C. Nair

15BUS313 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

Objectives: To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.

Unit 1 Strategic Concepts

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Unit 2 Internal Assessment and External Assessment
Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.
Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

Unit 4 Strategy Analysis
Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5 Implementation Strategies, Strategies Review and Evaluation
Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

Skill Development Activities:
- Present a chart showing Strategic Management Process.
- Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter?s five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas

TEXTBOOK:
Fred R David, Strategic Management Concepts and Cases

REFERENCES:
1 V S P Rao And V Hari Krishna, Strategic Management Text And Cases
2 Armita Mitai, Cases in Strategic Management
4 Upendra Kachru, Strategic Management Concepts and Cases.

15BUS315 PROJECT MANAGEMENT 3 0 0 3

Objective: To make the students understand the procedure of selecting a project and preparation of project report.
Unit 1

Unit 2
Project identification – sources of project ideas – project formulation – steps in project formulation –. Project planning – steps in business planning - feasibility analysis and feasibility reports.

Unit 3
Project design – network analysis – PERT and CPM – Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis.

Unit 4
Sources of finance – internal and external – institutional finance – project appraisal, steps and implementation.

Unit 5
Project report – objectives, importance and contents of a project report - project report preparation (practical) Skill Development - Preparation of a Project report (practical) Preparing a letter to the concerned authority - seeking license to the SS Unit, you propose to start. Format of a business plan. A Report on the survey of SSI units in the region where college is located. Chart showing financial assistance available to SSI along with rates of interest. Chart showing tax concessions to SSI both direct and indirect. Success stories of Entrepreneurs in the region.

Skill Development Activities:
- Preparation of a Project report (practical)
- Preparing a letter to the concerned authority-seeking license to the Small Scale Unit, you propose to start.
- Format of a business plan
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.

TEXTBOOKS:
1. M. C. Dileep Kumar, Ajith Kumar – Project Management, Kalyani Publishers
2. Vasanth Desai – Project Management, Himalaya Publishing

REFERENCE BOOKS:
2. B. M. Patel – Project Management, Vikas Publishing House


15BUS316 SUSTAINABLE BUSINESS ADMINISTRATION

Objectives: Green business operations and sustainability are becoming increasingly important in the global economy as companies attempt to grapple with competing pressures in order to deliver goods and services in an environment where scarce natural and energy resources, pollution regulations, population growth and climate change are driving corporate decision-making. Businesses who adapt to this new environment will be better positioned to succeed in the global economy where demand for “green” products is increasing exponentially. This subject is designed as a survey of green business operating principles, sustainability, and social responsibility issues that will impact decision-making of the business leaders of the future.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites. 6. Introduction to software packages for GIS and MIS Reference.
REFERENCE BOOKS:
2. Government & Business Management – by Kumar & Ghosh
6. Economic Development of Business – by Dr. M. Adhikari

15BUS331 FINANCIAL SERVICES AND MARKETS 3 0 0 3

Objectives: Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, streamlining of regulatory framework works and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.

Unit 1

Unit 2
Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

Unit 3
Securitization and Credit Rating: The concept of Securitization - Credit Enhancement - Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

Unit 4
Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

Unit 5
Money Market and Capital Market:

TEXTBOOKS:

REFERENCES:
1. Rajesh Kothari – Financial Services in India, Sage Publications
2. Tripathy – Financial Services, Prentice Hall of India.

15BUS332 INTEGRATED ADVERTISING AND BRANDIN 3 0 0 3

Objective: The students are expected to gain comprehensive understanding of the concepts of professional practices in Advertising and Branding for Integrated Marketing Communication (IMC). Content of the course gives an exposure to the foundation of design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media, through discussions of case studies from advertisement industry from a perspective of IMC.

Unit 1

Unit 2
Unit 3

Unit 4

Unit 5

Skill Development Activities
• By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
• List out a few celebrity brand endorsements and the appropriateness of using them.
• Draw a chart showing the brand environment
• List out a few recent news and trends about brands • List out some of the methods of brand valuation
• List out a few brands and the adjectives attached to them.

TEXTBOOKS:

REFERENCES:

SYLLABUS  B B A  2015 admissions onwards

15BUS333 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 0 0 3

Objectives: To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.

Unit 1 Introduction to Logistics and Supply Chain Management

Unit 2

Unit 3
Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design - Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems - Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Unit 5
Information technology in Supply chain and Managing Global Logistics Need for Supply chain Coordination - Bullwhip Effect - Role information technology in a

Skill Development Activities

- By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.
- Case studies or hands-on experience by visiting a logistics firm
- An orientation about the career prospects in this domain will be an encouraging aspect for the students
- The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/ students to the campus etc.

TEXTBOOKS:
1. Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI
2. Sunil Chopra, D V Kalra, Peter Meindl - Supply Chain Management: Planning and Operations, Pearson

REFERENCES:
1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH

RURAL MARKETING

15BUS335

Objectives: The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products; to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context; to familiarize with the special problems related to sales in rural markets.

Unit 1 Overview of Rural Marketing
Introduction of Rural marketing - Evolution of Rural Marketing in Indian and Global Context – Definition - Nature - Scope - Characteristics and potential of Rural Marketing - Importance of Rural Marketing - Socio-Cultural economic & other environmental factors affecting in Rural Marketing - A comparative Analysis of
**SYLLABI  B B A  2015 admissions onwards**

**15BUS356  SALES AND DISTRIBUTION MANAGEMENT  3 0 0 3**

**Objectives:**
To introduce course participants to the issues, problems and choices facing a sales manager; to expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution management systems; to introduce course participants to national and international sales and distribution practices.

**Unit 1 Introduction to Sales Management**
Evolution, nature and role of sales management - importance of sales management - personal selling - difference between selling and marketing - selling skills - marketing management process - sales management process - emerging trends in sales management - selling process - stages in selling process - sales promotion.

**Unit 2 Sales Organisation and sales quota**
Introduction - organizational principles - organizational design - sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota - procedure for setting quota - types of sales quota - methods and problems in setting sales quota.

**Unit 3 Recruitment of sales force**

**Unit 4 Distribution Management**
Distribution system - selection of distribution channels - role and functions of channels of distribution - logistics for customer satisfaction - physical distribution management - transportation and warehousing.

**Unit 5 Techniques of managing distribution**
Retail management - retail industry - characteristics of retailer - strategic retail planning - distribution of services - location and accessibility - major intermediaries for service delivery - introduction to ERP and SAP.

**TEXTBOOKS:**
1. Tapan K Panda, Sun; Sahadev - Sales and Distribution Management, Oxford University Press
2. Dr. S. L. Gupta - Sales and Distribution Management Text and Cases, Excel Books

**REFERENCES:**
1. Pingali Venugopal - Sales and Distribution Management An Indian Perspective, Response Books
2. U. C. Mathur - Sales and Distribution Management - New Age International Publishers

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**15BUS351  COMMUNICATION FOR MANAGERS  3 0 0 3**

**Objectives:**
To familiarize learners with the mechanics of writing. To enable learners to write in English precisely and effectively.

**Unit 1 Personal Communication**
Journal writing, mails/emails, SMS, greeting cards, situation based - accepting/declining invitations, congratulating, consoling, conveying information.

**Unit 2 Social Communication**
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

**Unit 3 Work place communication**
e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**Unit 4 Research writing**
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**Unit 5 Writing for media and creative writing**
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

**TEXTBOOKS:**

**REFERENCE:**

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**15BUS352  CUSTOMER RELATIONSHIP MANAGEMENT  3 0 0 3**

**Objectives:**
On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.

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Unit 1

Unit 2
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM.

Unit 3

Unit 4

Unit 5
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:
Philip Kotler, Marketing Management, Prentice Hall, 2005

15BUS353 WEB-BASED MARKETING 3 0 0 3

Objective: The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.

Unit 1
world trade. Trends in India's export trade since independence: Value, Composition and direction of India's export trade - Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

Unit 2 Starting An Export Business

Unit 3 Export Strategy and Export Marketing
Marketing strategies; Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

Unit 4 Export Finance
Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

Unit 5 Institutional Agencies in India

TEXTBOOKS:

REFERENCES:
SYLLABI

15BUS356 E-COMMERCE AND ERP

Objective: To provide the students the basic concepts of e-Commerce and enterprise resource planning

Unit 1
Introduction to e-commerce - e-commerce and world wide web - consumer oriented e-commerce - electronic payment system - inter-organizational e-commerce.

Unit 2
Anatomy of e-commerce applications – e-commerce consumer applications - e-commerce organization applications - consumer oriented applications.

Unit 3
Introduction to ERP, Basic concepts of ERP, Risks and benefits of ERP, ERP related technologies.

Unit 4
Functional modules of ERP software, Implementation of ERP, Implementation life cycle, ERP package selection, ERP and Supply Chain Logistics.

Unit 5
E - business, ERP, Internet and WWW.

TEXTBOOKS:
2. Alexis Leon - Enterprise resource Planning, TMH

15BUS390 LIVE-IN-LAB.

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

15BUS391 MINOR PROJECT

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. They have to publish the outcome of the minor project in reputed national / international journals.

15BUS399 PROJECT

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

15COM103 FINANCIAL ACCOUNTING

Objectives: To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

SYLLABI

B B A 2015 admissions onwards


Skill Development Activities:
- Accounting Concept - Illustration on Dual Aspect Concept,
- Correcting a wrong trial balance,
- Correcting a wrong Trading, and Profit and Loss Account,
- Correcting a wrong Balance Sheet,
- Collection of Joint Venture Agreement and brief analysis,
- Preparation of Joint Bank Account with imaginary figures,
- Preparation of Proforma Invoice and Account Sales
- Preparing a Bank Reconciliation Statement with imaginary figures

TEXTBOOKS:

REFERENCES:

SYLLABI

B B A 2015 admissions onwards

15COM206  BANKING AND INSURANCE  3 0 0 3

Objective: The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.

Unit 1 Introduction

Unit 2 Banking Operations
Banker Customer Relationship

Bank Accounts and Customers
Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account - Non Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms.

Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts - Non Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881

Unit 4 New Age Clearing System
Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance
Introduction to Insurance

Skill Development Activities:
- Collect and fill account opening form for any SB A/c
- Draw specimen of Demand Draft.
- Draw different types of endorsement of cheques.
- Paste specimen of Travellers Cheques/ Gift Cheques/ Credit Cheques.
- List out customer services offered by atleast 2 banks of your choice.
- Collect brochures of different insurances and insurance companies (minimum of two)

TEXTBOOK:
Jyotsna Sethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.

REFERENCES:
1. Tannan - Banking: Law and Practice in India.

SYLLABUS B B A 2015 admissions onwards
SYLLABUS B B A 2015 admissions onwards

COST AND MANAGEMENT ACCOUNTING 3 1 0 4

Objectives: To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.

Unit 1

Unit 2
Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)


SYLLABUS B B A 2015 admissions onwards

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Unit 3
Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km.

Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.


Unit 4
Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget And Sales Budget.

Unit 5

Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety.

Skill Development Activities:
- Classification of costs incurred in the making of a product.
- Identification of elements of cost in services sector
- Cost estimation for the making of a proposed product with imaginary figures
- Collect a draft documents relative to Labour
- Collection and Classification of overheads in an organization
- Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
- Prepare a flexible budget with imaginary figures
- Prepare a sales budget with imaginary figures

TEXTBOOKS:
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting
**OBJECTIVES:**
This course makes the students to understand introductory application in IT and its use business management. Organizations are relying on internet and network technology to conduct more of their work to organize and manage. In order to be more productive in emerging digital world, knowledge of IT and its applications are essential. This course helps students to apply technical skills in their professional work. Students will learn the computer software, database technology to get hands-on experience using IT for management tasks.

**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**
Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

**UNIT 5**
Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and Information Knowledge.

**TEXTBOOKS:**

**REFERENCES:**
2. Williams and Sawyer, Using Information Technology,
3. Microsoft Office 2000 Complete, BPB publications
b. Make the document error free using Spelling and Grammar.
c. Replace the word ‘compassion’ using Thesaurus utility.
d. Practice Cut, Copy and Paste.
e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
f. Give appropriate heading in the Header and Page number, date in the Footer.
g. Apply paragraph settings to the document.
h. Format the text and apply bullets and numbering using menu.
i. Insert a picture in the document (use OLE feature)
j. Change one paragraph of the document into newspaper layout.
k. Practice tab settings.

2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
a. Enter the details of 5 students.
b. Calculate Total & Average using ‘Formula’ option.
c. Sort the details of students in the order of Average.

3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2 MS Excel for data analysis exercises
1. Open a new work book and enter the details:

<table>
<thead>
<tr>
<th>Employee No</th>
<th>Name</th>
<th>Basic Pay</th>
<th>DA</th>
<th>HRA</th>
<th>PF</th>
<th>Net Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>E001</td>
<td>Anu</td>
<td>6000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E002</td>
<td>Anju</td>
<td>8000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E003</td>
<td>Pavan</td>
<td>4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E004</td>
<td>Jyothy</td>
<td>7600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E005</td>
<td>Manu</td>
<td>6500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.

2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the rows.
7. Delete the last sheet of the workbook.
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Spread Sheet Application – MS Excel
1. Find the Sum of Net Pay using function.
8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

Unit 5 Multimedia tools for business
1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

TEXTBOOKS:
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

REFERENCE BOOKS:
1. Microsoft Office 2000 Complete, BPB publications

15CUL101 CULTURAL EDUCATION I 2 0 0 2

Unit 1
Introduction to Indian Culture - Introduction to Amma's life and Teachings - Symbols of Indian Culture.

Unit 2
Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3
Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

TEXTBOOKS:
1. The Glory of India (in-house publication)
2. The Mother of Sweet Bliss, (Amma's Life & Teachings)

15CUL111 CULTURAL EDUCATION II 2 0 0 2

Unit 1
1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

15ECO101 BUSINESS ECONOMICS 2 1 0 3

Objective: The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.


Unit 2 Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept. Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.
SYLLABI  

**B B A  2015 admissions onwards**


**Unit 4** Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.


**Skill Development Activities:**
- An illustration on calculation of Incremental Cost and Incremental Revenue. Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost
- Diagrammatic presentation of Price and Output Determination in different Market situations,
- Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method

**TEXTBOOKS:**
- John B. Taylor and Rithika Gugnani - Principles of Economics
- Samuelson and Nordhaus - Micro Economics
- Samuelson and Nordhaus - Economics

**REFERENCES BOOKS:**
- Craig Petersen, W. Chris, Managerial Economics.

**15ENG101 COMMUNICATIVE ENGLISH  2 0 2 3**

**Objectives:** To help the student to obtain ability to communicate in English; to impart an aesthetic sense and enhance creativity

**Unit 1**

**Unit 2**
- Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

**REFERENCES:**
5. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
7. Seely, John, Writing and Speaking, OUP, 1998

**15ENG121 PROFESSIONAL COMMUNICATION  1 0 2 2**

**Objectives:** To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical thinking and to improve aesthetic sense.

**Unit 1**
Unit 2
Instruction, Suggestion & Recommendation - Graphical Interpretation: Extracting data from charts and graphs - Essay writing: Analytical and Argumentative.

Unit 3
Circulars, Memos – Business Letters - e-mails.

Unit 4

Unit 5
Listening and Reading Practice - Book Review.

REFERENCES:
1. Felixa Eskey Tech Talk, University of Michigan. 2005

15ENV300 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3

Unit 1
State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People’s action.

SYLLABI

Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/land degradation/pollution

Unit 2
Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people’s movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS/REFERENCES:
**SYLLABI**  
**B B A**  
**2015 admissions onwards**

15HIN101  
**HINDI I**  

**Objectives:** To teach Hindi for effective communication in different spheres of life: Social context, Education, governance, Media, Business, Professions and Mass communication.

**Unit 1**  
Introduction to Hindi Language - National Language, Official Language, link Language etc. Introduction to Hindi language, Devanagari script and Hindi alphabet.

Shabda Bhed, Roopantar ki Drishti se - Bhasha – Paribhasha aur Bhed - Sangya - Paribhasha Aur Bhed - Sangya ke Roopantar - kriya.

**Unit 2**  
Common errors and error corrections in Parts of Speech with emphasis on use of pronouns, Adjective and verb in different tenses – Special usage of adverbs, changing voice and conjunctions in sentences, gender & number - General vocabulary for conversations in given context – understanding proper pronunciation – Conversations, Interviews, Short speeches.

**Unit 3**  
Poems – Kabir Ist 8 Dohas, Surdas 1st 1 Pada; Tulsidas 1st 1 Pada; Meera 1st 1 Pada.

**Unit 4**  

**Unit 5**  
Kahani – Premchand: Kafan, Abhilasha, Vidroh, Poos ki rath, Juloos.

**TEXTBOOKS:**
1. Prem Chand Ki Srvashrestha Kahaniyam: Prem Chand; Diamond Pub Ltd. New Delhi
2. Vyavaharik Hindi Vyakaran, Anuvad thaha Rachana: Dr. H. Parameswaran, Radhakrishna publishing House, New Delhi

15HIN111  
**HINDI II**  

**Objectives:** Appreciation and assimilation of Hindi Literature both disriva & shravya using the best specimens provided as anthology.

**Unit 1**  

**Unit 2**  
Communicative Hindi - Moukhi Abhivyakthi.

**Unit 3**  
Audio-Visual – Media in Hindi – Movies like Tare Zameen par, Paa, Black etc., appreciation and evaluation. News reading and presentations in Radio and TV channels in Hindi.

**Unit 4**  
Gadya Manjusha – Budhapa, Kheesa, Sadachar ka Thavis.

**Unit 5**  

**TEXTBOOKS:**
Kavya Tarang: Dr. Niranjan, Jawahar Pusthakalay, Mathura.
Gadya Manjusha: Editor: Govind, Jawahar Pusthakalay, Mathura

15KAN101  
**KANNADA I**  

**Objectives:** To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech.

**Unit 1**  
Adalitha Kannada: bhashe, swaroopa, belavanigeya kiru parichaya Paaribhaashikata padagalu
Vocabulary Building

**Unit 2**  
Paragraph writing – Development: comparison, definition, cause & effect Essay – Descriptive & Narrative

**Unit 3**  
Mochi – Bharateepriya
Mosarina Mangamma – Maasti Venkatesh Iyengar
Kamalaapurada Hotelnalli – Panje Mangesh Rao
Kaanike – B. M. Shree
Geleyanobbanige bareda Kaagada – Dr. G. S. Shivarudrappa
Moodala Mane – Da. Ra. Bendre
Swathantryada Hanate – K. S. Nissaar Ahmed

Unit 4
Letter Writing - Personal: Congratulation, thanks giving, invitation, condolence

Unit 5
Reading Comprehension; nudigattu, gaadegalu
Speaking Skills: Prepared speech, pick and speak

REFERENCES:
1. H. S. Krishna Swami Iyangar – Adalitha Kannada – Chetana Publication, Mysuru
2. A. N. Murthy Rao – Aleyuva Mana – Kuvempu Kannada Adyayana Samste
3. Nemi Chandra – Badhuku Badalisabahudu – Navakarnataka Publication
4. Sanna Kathegal - Prasarantha, Mysuru University, Mysuru
5. B. M. Shree – Kannadada Bavuta – Kannada Sahitya Parishat
7. Dr. G. S. Shivarudrappa – Samagra Kavya – Kamadhenu Pustaka Bhavana

Objectives: To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to develop functional and creative skills in language; to enable the students to plan, draft, edit & present a piece of writing.

Unit 1
Official Correspondence: Adhikrutha patra, prakatane, manavi patra, vanijya patra

Unit 2
Nanna Hanate - Dr. G. S. Shivarudrappa
Elia Marethiruvaga - K. S. Nissaar Ahmed
Saviraru Nadigalu – S Siddalingayya

Unit 3

Objective: The objective is to provide basic principles of general contracts and other special contracts like Bailment/ Pledge/ Indemnity and Guarantee/ and Agency.

Unit 1
Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

Unit 2

Unit 3

Unit 4
Bailment and Pledge – Definition - Essential elements - difference between Pledge and Bailment - Rights and Duties of Bailer and Bailee - Pawner and Pawnee.

Unit 5
The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.

Skill Development Activities:
- Prepare a chart showing sources of business law
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
- Draft an Indemnity Bond with imaginary contents
- Presentations of real case studies
- Prepare a chart showing different kinds of Agencies

TEXTBOOKS:
1. Legal aspects of Business - Akileswar Pathak
2. Business Law for Management - Saravanavel and Sumitha
3. Company Law & Secretarial Practice G.K. Kapoor
4. Labour Law - Ajay Garg

REFERENCE:
Business Laws – Bhagavathi and Pillai

15LAW201 INDIAN CONSTITUTION 2 0 0 2

Objective: The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.

Unit 1
Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2
Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

Unit 3
Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.
SYLLABI

BBA

2015 admissions onwards

Unit 5

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

Thettillatha Malayalam – Writing - a. Expansion of ideas; b. Precis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/ Feature/ Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

REFERENCES:

15MAL111 MALAYALAM II 1022

Objectives: To appreciate the aesthetics & cultural implications; to enhance creative thinking in mother-tongue; to learn our culture & values; to equip students read & write correct Malayalam; to correct the mistakes in pronunciation; to create awareness that good language is the sign of complete personality.

Unit 1


Unit 2


Unit 3


Unit 4

Part of an autobiography/ travelogue: Kannerum Kinavum, V. T. Bhattathirippadu - Socio-cultural literature - historical importance.

Unit 5

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.
Unit 5 Permutations and Combinations

Skill Development Activities:
• Construct a probability problem with imaginary data and draw a Venn Diagram
• List out the properties of determinants
• Collect financial derivatives and analyze the data
• Select tender data of any organization and compare the data using permutations and combinations

TEXTBOOKS:
P. R. Vittal, Business Mathematics and Statistics, Margham Publications
V. K Kapoor, Business Mathematics, Sultan Chand and Sons

REFERENCE:
Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,

15MAT112 BUSINESS STATISTICS 3 1 0 4

Objectives: To understand the fundamental concepts of statistics and its application in business.

Unit 1 Data Representations and Analysis

Unit 2 Measures of Central Tendency and Dispersion
Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series
Time Series – Meaning and Application of Time Series - Components of Time Series - Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation

SYLLABI B B A 2015 admissions onwards

Unit 4 Financial Mathematics

Unit 5 Profit and Loss

Skill Development Activities:
• Draft a questionnaire to collect a data of your choice
• Analyze the data collected from the above questionnaire using measures of Central Tendency
• Compute median for Grouped and Ungrouped data with imaginary figures
• Collect 10 years data of any commodity and analyze the variation using time series

TEXTBOOKS:
J K Sharma, Quantitative Techniques for Managers
G C Beri, Business Statistics

REFERENCE BOOK:
P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

15MAT228 QUANTITATIVE TECHNIQUES 2 1 0 3

Objectives: To develop an understanding of the concepts of statistics and operations research and to apply the results to real life business problems.


Unit 5 Meaning and Applications of Index Numbers - Two Methods of Construction of Index Numbers - Price Index Numbers - Weighted and Un-Weighted Arithmetic Mean Relative Index Numbers - Chain Base Index Number - Cost of Living Index Number.

Skill Development Activities:
- Collect information of advertising expenses and sales of any organization and compute coefficient of correlation
- Construct a probability problem on any real life example and solve it
- Construct an LPP with the data of any real life problem and solve it by graphical method
- Construct index figures with imaginary figures

TEXTBOOKS:
P N Arora, Sumeeth Arora, S Arora, - Comprehensive Statistical Methods
P R Vittal - Business Mathematics

REFERENCE:
C B Gupta, Vijay Gupta – An Introduction to Statistical Methods 23rd Revised Edition

15OEL231 - 2xx OPEN ELECTIVES 3 0 0 3
Open electives syllabi - see at the end of the booklet.

15SAN101 SANSKRIT I 1 0 2 2

Objectives: To familiarize students with Sanskrit language and literature; to enable them to read and understand Sanskrit verses and sentences; to help them acquire expertise for self-study of Sanskrit texts and communication in Sanskrit; to help the students imbibe values of life and Indian culture as propounded in scriptures.

Unit 1 Seven cases, indeclinables, sentence making with indeclinables, Saptha karakas.


Unit 3 Words and sentences for advanced communication. Slokas, moral stories (Panchatantra) Subhashitias, riddles.
Unit 4
Introduction to classical literature, classification of Kavyas, classification of Dramas
- The five Mahakavyas, selected stokas from devotional kavyas - Bhagavad Gita
  - chapter II verse 47, chapter IV verse 7, chapter VI verse 5, chapter VIII verse 6,
  - chapter XVI verse 21, Kalidas's Sakuntala act IV verse 4, Isavasyopanishat 1st
  - Mantra, Mahabharata chapter 149 verses 14 - 120, Neetisara chapter – III.

Unit 5
Translation of paragraphs from Sanskrit to English and vice-versa.

**ESSENTIAL READINGs:**
1. Praveshaha; Publisher: Samskrita bharati, Aksharam, 8th cross, 2nd phase, girinagar,
   Bangalore-560 085
2. Sanskrit Reader I, II and III, R. S. Vadhyar and Sons, Kalpathi, Palakkad
3. Prakriya Bhashyam written and published by Fr. John Kunnappally
4. Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5. Sabdamanjari, R. S. Vadyar and Sons, Kalpathi, Palakkad
6. Namalingunasasanam by Amarasingha published by Travancore Sanskrit series

**LIFE SKILLS I**

1. Soft skills and its importance: Pleasure and pains of transition from an academic
   environment to work-environment. Need for change. Fears, stress and competition
   in the professional world. Importance of positive attitude, self motivation and
   continuous knowledge upgradation.

2. Self Confidence: Characteristics of the person perceived, characteristics of the
   situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion
   Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

3. Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks,
   means of effective presentation, language, Gestures, Posture, Facial expressions,
   Professional attire.

4. Vocabulary building: A brief introduction into the methods and practices of learning
   vocabulary. Learning how to face questions on antonyms, synonyms, spelling
   error, analogy etc. Faulty comparison, wrong form of words and confused words
   like understanding the nuances of spelling changes and wrong use of words.

5. Listening Skills: The importance of listening in communication and how to listen
   actively.

**TEXTBOOKs:**
5. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
7. Data Interpretation, R S Aggarwal, S Chand Publ.
8. Nova GRE, KAPAL GRE, Barrons GRE books;
9. The Institute of Chartered Accountants of India.
11. The BBC and British Council online resources
12. www.thegrammarbook.com online teaching resources
13. www.englishpage.com online teaching resources and other useful websites.

**LIFE SKILLS II**

1. Professional Grooming and Practices: Basics of Corporate culture, Key pilars of
   Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of
   behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions
   and Greetings; Rules of the handshake, Earning respect, Business manners.
2. Telephone Etiquette: activities during the conversation. Conclude the call. To take a
   message. Body Language: Components, Undesirable body language, Desirable
   body language. Adapting to Corporate life: Dealing with people.
SYLLABI  
B B A  2015 admissions onwards

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems.

TEXTBOOKS:
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites.

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15SSK301  
LIFE SKILLS III  1 0 2 2


Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

TEXTBOOKS:
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:
1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;
SYLLABI

5. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources and other useful websites.

15TAM101

Objectives: To introduce the students to different literature - Sangam literature, Epics. Bhakti literature and modern literature; to improve their ability to communicate with creative concepts, and also to introduce them to the usefulness of basic grammatical components in Tamil.

Unit 1
Sangam literature: Kuruṭakolai; (2, 6, 8, 40 paṭṭaṅkal) – paṭṭaṅṅuṭu (74, 112, 184, 192 paṭṭaṅkal) – tirukkuṟai (irāmāṭchi, amaiṭṭu).

Unit 2
Epics literature: cīppattikāram maturaṅk kāṭṭam (valajukkaṟkkāta 50-55).

Spiritual Literature: tiruppavai (3,4) – tēvrām (mācilvinaiyam).

Medieval Literature: bāratiyār kaṇṭṭam paṭṭu (ēṇ vilaiyāṭṭhu pillai) – bāratiyācān kutumppalikku (tayīṭh talaṭṭhu).

Unit 3
Novel: Jayakāntaṅ “kuru piṭṭam”

Essay: Aṇṇa “ē tāṭnta tamiḻakāmē”

Unit 4

Unit 5
Tamil Grammar: Col vakaṅkai - vēṟṟumai urupukkal - vallinām mikitāṭṭam mikitāṭṭam - cantī(punarci) - ilakkkaṇakkuppu.

Practical skills: Listening, speaking, writing and reading.

TEXTBOOKS:
An ṇa “ē tāṭnta tamiḻakāmē” nakkira vappilēkkeng.
Cakkilvāṭṭu suruvānumi thyav “valajukkalikku mōṭṭkkalam uraiyam” marṭṭum payāṅkkam, 2008.

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15TAM111

Objectives: To learn the history of Tamil literature; to analyze different styles, language training, to strengthen the creativity in communication, Tamil basic grammar, Computer and its use in Tamil language.

Unit 1
The history of Tamil literature: Naṭṭupuncture paṭṭaṅkal, kāṭkaṅkal, paṭṭamoṅkkai - cīppattikāram tōṟramum valarkkum, cīppattikāṟkai: Kalinkkattup pariṇāṇa (pörppatiyyatu) - mukkōṭṭa paylū 35.
Kāṟppiyakkal: Cīppattikāṛam - māṁkēṭtai naṭṭjīyāḷī vayy vāṟṟum imperum - aṅciṅkaṟ kāṟppiyakkal toṭṭṟāṅgā ooyṭkall.

Unit 2
tinai ilākkiriyamum niliyākkiriyamum - paṭṭenkkilākkakku nūlkai toṭṭṟāṅgā paya ooyṭkall - tirukkuṟai (anppu, paṇṇu, kalvi, olükka, naṭṭu, vayyvai, kēḷvi, ceṇṇärį, periyāṟṟuttukkkōṭṭai, vilppurumūru pēṟṟug ootkkattai uḷḷa ooyṭkall).

Aranūkkai: Ulakaniti (1-5) – elāti (1,3,6) - Cittarkai: Kaṭkuveli cittar paṭṭaṅkal (āṅntak kalippu – 1,4,6,7,8), marṭṭum akappō cittar paṭṭaṅkal (1-5).

Unit 3

Unit 4
tamīḷa akkaṅkai: tamīḷ toṭṭum commuṭam toṭṭum: Pāṟṟiṭṭar, pāṟṟiṭṭaṅcāṅ, paṭṭukkōḷai kalviyukuṟum, naṟṟa, saṟṟa, ciṟṟi, ciṟṟu, ciṟṟi, ciṟṟi, ciṟṟi, ciṟṟi, ciṟṟi, ciṟṟi, ciṟṟi, ciṟṟi.

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Syllabi

Unit 5

Tamil moji ayvi kanji payepatu - Karuttu perimangam - vilamper mojyamaippu - paccu - natcham pataippu - cirkatai, katai, puti�am pataippu.

Textbooks:

http://www.tamilvu.org/library/libindex.htm

Mu. Varatharacha “Tamil Chakkiya varalczu” cathiya akateni pasiippatu, 2012


N. Vagamalai “Tamilar mtrrapattikal” niyur ruviniri puttaka veliyatkalum 1964, 2006

Poli narumaiyi “siru viyandhaarum” siru pasiippu kuro, varuviyur, lii uravamalarum, 2007.