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 Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The message of 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

B B M

2015 admissions onwards

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

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

15BUS201 PRINCIPLES OF 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 be taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881

SYLLABI

B B M

2015 admissions onwards

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 at least 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.

15BUS202 ORGANISATIONAL BEHAVIOUR 3 0 0 3

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.

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 of 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 - Udal Pareek, Oxford University Press.

SYLLABI
B B M
2015 admissions onwards

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 3

Objectives: The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the 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

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
SYLLABI  

2015 admissions onwards

• 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

15BUS211ADVANCED 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

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:

SYLLABI  

2015 admissions onwards


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 Kotlar
Marketing Management - Philip Kotlar

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

15BUS212BASICS 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 a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practices in human resource management and the overall achievement of the firm's 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.

Recruitment function - Internal and external sources of recruitment - selection process. Training – Meaning – Definition - process and methods.
Performance appraisal: need – steps - performance management – meaning – need - defining - work standard and goals - realistic appraisal - supervisor’s role - common appraisal problems and how to avoid them.

Unit 4 Compensation management & employee relations and security

Employee relations and security – ethics - justice and fair treatment - disciplinary action - labour relations - collective bargaining - employee safety and health.

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.
- 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.

**SYLLABI**  
*BBM*  
2015 admissions onwards

**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  

**Unit 4** Leadership and Organization  

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

**Skill Development Activities:**  
1. Prepare a list of Transactional and Transformational Leaders.  
2. Identify persons with leadership qualities and conduct an interview with them  
3. Discuss any example of change management  
4. 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.

**SYLLABI**  
*BBM*  
2015 admissions onwards

**REFERENCES:**  
2. Organisational Behaviour, Uma Sekaran

**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 firm's 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 3 0 0 3

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 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.
2. Rathod, Export Management

15BUS302 BUSINESS ETHICS AND CORPORATE SOCIAL 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.

Unit 4 Corporate Social responsibility & Environment ethics
Environmental issues in India – greening - greening initiatives - India in 21st century.


Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business
Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentially and loyalty - resolving dilemmas manager - employee.


Skill Development Activities:
• Make a survey of local political influence on Business.
• Make report on the recent ethical issues.
• Make an environment impact assessment for an upcoming project in your local area.
• Prepare a report based on CSR activities of one of the companies near your locality.
• Presentation on preparing Corporate Code of different companies

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

15BUS304 INVESTMENT AND PORTFOLIO MANAGEMENT

Objective: To provide an insight in to the process and concept of security analysis and managing the portfolio of investments.

Unit 1 Investment

Unit 2 Concept of Return and Risk

Unit 3 Overview of Security Analysis

Unit 4 Portfolio Construction

Unit 5 Portfolio Revision and Portfolio Evaluation
Meaning - Need - Constraints in Portfolio Revision - Portfolio Revision Strategies -

Skill Development Activities:
- Analysis the present market condition for a fundamental analysis for investing in shares
- Consider the prevailing best industry on the basis of economic analysis for investing
- Compute the best company to invest now in the light of Beta and Alpha studies, BSE and NSE.
- Collect price variation of 5 scripts over a period of one month and analyze the trend

TEXTBOOKS:
1. Kevin - Security Analysis and Portfolio Management, PHI Publishers

REFERENCES
1. Bhalla - Investment Management, Security Analysis and Portfolio Management - S. Chand

15BUS305 INTRODUCTION TO INCOME TAX LAW AND PRACTICE 3 1 0 4

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

Unit 1

Unit 2
Residential Status of Individual - HUF – Firm – Company - Scope of Total Income based on the residential status of Individuals.

Unit 3
Exemptions from Total Income.

Unit 4
Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QBB - 80RRB - 80TTA - 80U.

Unit 5
Computation of Total Income and Calculation of Tax Liability of Individual assesses only.

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 2 1 0 3

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

Unit 4

Unit 5
Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical aspects only).
**Skill Development Activities:**
- Collect information on the factors that have helped to start an enterprise by any two successful personalities.
- 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**

**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 firm's situation.

**Unit 1 Strategic Concepts**

**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**


---

**SYLLABI B B M 2015 admissions onwards**

**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. Amita Mital, Cases in Strategic Management

**15BUS314 MANAGEMENT BEYOND PROFIT**

**Objectives:** To have the knowledge and skills to improve the effectiveness of a non-profit organisations; know basic legal requirements affecting non-profit organisations; formulate strategies for improving a non-profit organisations internal and external capacity.

**Unit 1 Introduction Role and significance of Non-Profit Organisations (NPOs)**

**Unit 2 Managing NPOs**

**Unit 3  Founding a NPO**

**Unit 4  Evaluation of performance**


**Unit 5  Environmental Context**

Charitable solicitations, Political activity.

**Skill Development Activities:**
- Collect details of NGOs in the country
- Visit any NGOs and prepare report, based on their role and functions
- Discuss the means of promotion of an NGO
- Comment on community participation of an NGO of your choice

**TEXTBOOK:**

**REFERENCES:**

---

**SYLLABI**


**15BUS315  PROJECT MANAGEMENT**

**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:
1. S. Choudhuri - Project Management, Tata McGraw Hill
2. B. M. Patel - Project Management, Vikas Publishing House

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 frameworks 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
Money Market - Evolution of Money Market in India - Post-Liberalization Period - Treasury Bill. Call Money Market - Inter Bank Call Market in India - collateralized

TEXTBOOKS:

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

15BUS332 INTEGRATED ADVERTISING AND BRANDING 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:

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

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 Meindi - Supply Chain Management: Planning and Operations, Pearson

REFERENCES:
1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH
2. Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University press

15BUS334 RURAL MANAGEMENT 3 0 0 3

Objectives: To enlighten the students the significance of rural industrialization and the management of rural industries.

Unit 1
Concept of Rural Industrialization - Importance of Rural Industrialization for rural development - Gandhian approach to rural industrialization - appropriate technology for rural industries.

Unit 2
Policies and programmes for the development of rural industries - Industrial Policy - resolutions - five year plans - khadi and village commission - objectives - K.V.I.C. during five year plan periods.

Unit 3
Rural industrial sectors - small scale - handloom - agro based industries - rural artisans - handicrafts and sericulture - problems of marketing - marketing strategy and information system for rural industries - consortium approach – exhibitions.

Unit 4
Field level organizations - District Industries Centre (DIC) - National Institute for Small Industries Extension and Training (NISIET) - Small Industry Development Organization (SIDO) - small industries service Institutions - consultancy organizations.

Unit 5
Financial organizations - regional rural banks and state finance corporations.

TEXTBOOKS:

REFERENCE TEXTS:
2. Vasant Desai – Rural Development in India, Himalaya Publishing
Rural vs Urban Marketing - Size & Structure of Rural Marketing - Emerging challenges & Opportunities in Rural Marketing.

Unit 2 Rural Markets & Decision

Unit 3 Product & Distribution
Product/ Service Classification in Rural Marketing - New Product Development in Rural Marketing - Brand Management in Rural Marketing - Rural Distribution in channel management - Managing Physical distribution in Rural Marketing - Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing.

Unit 4 Rural Consumer Behaviour in Marketing Research
Consumer Buyer Behaviour Model in Rural Marketing - Rural Marketing Research - Retail & IT models in Rural Marketing - CSR and Marketing Ethics in Rural Marketing - Source of Financing and credit agencies - Consumer Education & Consumer Methods in Promotion of Rural Marketing - Advertisement & Media Role in Rural Marketing Promotion Methods.

Unit 5 Trends in Rural Marketing

TEXTBOOKS:
1. Rural Marketing - C G Krishnamacharyulu, Lalitha Ramakrishnan - Pearson Education
2. Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.

REFERENCES
1. New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.
2. Rural Marketing, Pradeep Kashyap & Siddhartha Raul, Biztantra
3. Rural Marketing - U. C. Mathur, excel books, 1/e
4. Indian Rural Marketing Rajagopal Rawat Publishers

15BUS336 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
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:

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.

SYLLABI

15BUS353 WEB-BASED MARKETING 3 0 0 3

Objectives: 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
Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS:
Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012 by Calvin Jones, Damian Ryan

REFERENCES:

15BUS354 PRINCIPLES OF EXPORT MANAGEMENT 3 0 0 3

Objective: The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.

Unit 1 Introduction
Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of 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
B B M
2015 admissions onwards

Websites:
www.eximbankindia.in
www.ecgcindia.in
www.fieo.org
www.dgcis.kol.nic.in
www.rbi.org.in

15BUS355 TRAVEL AND TOURISM MANAGEMENT 3 0 0 3

Objectives: To create a basic knowledge on the genesis, growth and development of tourism; to have an understanding of various national and international tourism organizations; to define the term "tourist" and measurement of tourism phenomenon.

Unit 1 Growth and Development of Tourism
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism
Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents' Association of India (TAAI).

SYLLABI
B B M
2015 admissions onwards

Skill Development Activities:
• List any five natural tourist spots and identify the special features, history and scope for making them revenue generating sources.
• Prepare a tour plan to organize a tour for your family/ students' tour.
• List the travel agencies and tour operators in your area/ taluk/ district.
• List the package tours organized by travel agencies.
• Prepare a chart showing the organization structure of a travel agency.

TEXTBOOKS:
1. Vara V V Prasad - Travel and Tourism Management. Excel Books
2. Ghosh, Biswanath - Tourism and Travel Management, Vikas Publishing House

REFERENCES:
1. Douglas Foster - Travel and Tourism Management, Palgrave Macmillian
2. B. S. Badan, Harish Bhatt - Travel Agencies and Tourism Management, Commonwealth Publishers

15BUS390 LIVE-IN-LAB. 2 cr
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 3 cr
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 6 cr
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 an 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.


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

**TEXTBOOKS:**

**REFERENCES:**

15COM114  
**COMPANY ACCOUNTS**

**Objective:** The objective is to provide accounting aspects of corporate organizations.


**Unit 5** Liquidation of Companies – Meaning – Types of Liquidation – Liquidators Final Statement of Account – Payment of Various Liabilities – Distribution of Surplus.

**Skill Development Activities:**
- Draft Liquidator's Final Statement of Account


**SYLLABI**

**COST ACCOUNTING**

**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)

Labour: Meaning - Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time - Labour Turnover - Meaning – Causes

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.

**REFERENCES:**

**TEXTBOOKS:**

---

**SYLLABI**

**MANAGERIAL FINANCE**

**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. Maheshwari, Elements of Financial Management, S. Chand and sons

REFERENCES:

Unit 1
Word Processing Application – MS Word
1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)
   a. Type the following text:
   Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.
   Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention throughout the world. At the root of these services lies Amma’s teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.
   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. Format the text and apply bullets and numbering using menu.
   h. Insert a picture in the document (use OLE feature)
   i. Change one paragraph of the document into newspaper layout.
   j. 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
Spread Sheet Application – MS Excel
1. Open a new work book and enter the details:

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)
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, Preview the file.
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 row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Unit 3
Spread Sheet Application – MS Excel
1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
   a. For roll no – Enter numbers between 1 and 50
   b. For name – Enter names that have text length between 3 and 15.
   c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.

Unit 4
Presentations using PowerPoint - 2000
1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.

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

15CUL101  CULTURAL EDUCATION I  2002

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  2002

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

Unit 2
4. Who is a Wise Man?
5. A Ruler’s Dharma
6. The Story of King Shibi

Unit 3
7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4
9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5
11. Patanjali’s Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:
Common Resource Material II (in-house publication)
Sanatana Dharma - The Eternal Truth (A compilation of Amma’s teachings on Indian Culture)

15ECO101 BUSINESS ECONOMICS 3 0 0 3

Objective: The objective of this course 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.


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:
Macro-Economics - Theory and application, G. S. Gupta.
Craig Petersen, W. Chris, Managerial Economics.

15ECO102 BUSINESS AND SOCIAL ENVIRONMENT 3 0 0 3

Objectives: To understand the creation, purpose and operation of different types of business organization entities; to identify the elements of the internal and external environment in which a business operates; to understand the fundamental legal processes of institutions and their relationship to business within the Indian and global environment; to distinguish the numerous stakeholders and recognize the issues represented in each type of business environment relative to impact by operations of the business and impact upon the operations of the business;
SYLLABI

B B M

2015 admissions onwards

Unit 1 Dynamics of Business and its Environment

Unit 2 Elements of Business Environment

Unit 3 Macro-Environments

Unit 4 Economic Environments

Technological Environment Features – Impact - Technology and Society - Technology and Economy - Status of Technology in India.

Political and Legal Environment Political Institution – legislature - Executive, Judiciary - Political Influence on Business.

Unit 5 Global Environments

Skill Development Activities:
• Draw a Business Tree
• Preparation of a Partnership deed
• Discuss the Impact of Globalization on Indian Business and Industry and prepare a report
• State the impact of Technology on Indian Business – conduct a group activity on it

REFERENCES:
K Ashwathappa, Essentials of Business environment

TEXTBOOK:
K Ashwathappa, Essentials of Business environment

SYLLABI

B B M

2015 admissions onwards

Salim Shaikh, Business Environment, Pearson
Raj Agarwal, Business Environment 2/e, Exel Books

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
Parts of Speech, Tenses, Prepositions, Determiners - Agreement (Subject – Verb, Pronoun - Antecedent!), Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags.

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

Unit 3
Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines).

Unit 4

Unit 5

Short Stories: Katherine Mansfield’s A Cup of Tea – Kishori Charan Das’s Death of an Indian,

Poems: Maya Angelou’s I Know Why the Caged Bird Sings - Sri Aurobindo’s The Tiger and the Deer

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

15ENV121 PROFESSIONAL COMMUNICATION

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

SYLLABI  B B M

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.

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:

15HIN101  HINDI I  1 0  2  2

Objectives: To teach Hindi for effective communication in different spheres of life: Social context, Education, governance, Media, Business, Profession 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, Roopanthar 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.

SYLLABI  B B M  2015 admissions onwards


15HIN101  HINDI I  1 0  2  2

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

SYLLABI  B B M  2015 admissions onwards

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  1 0 2  2

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

Unit 1

Unit 2
Communicative Hindi - Moukhik 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.
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, belavangaya kiru parichaya
Paaribhaashika padagalu
Vocabulary Building

Unit 2
Prabhandha – Vyaaghra Geethe - A. N. Murthy Rao
Prabhandha – Baredidi...baredidi, Baduku mugiyuvudilla allige... - Nemi Chandra
Paragraph writing – Development: comparison, definition, cause & effect
Essay – Descriptive & Narrative

Unit 3
Mochi – Bharateepriya
Mosarina Mangamma – Maasti Venkatesh Iyengar
Kamalaapurada Hotelnali – 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 Iyanger – Adalitha Kannada – Chetana Publication, Mysuru
2. A. N. Murthy Rao – Aleyuva Mana – Navakarnataka Publication
3. Nemi Chandra – Bhistu Badukumudi – Kannada Sahitya Parishad
4. Sanna Kathegalu - Prasaranga, Mysuru University , Mysuru
5. B. M. Shree – Kannada Buvata – Kannada Sahitya Parishad
6. K. S. Nissaar Ahmed – 75 Bhaavageetu – Sapna Book House (P) Ltd.
7. Dr. G. S. Shivarudrappa – Samagra Kavya – Kamadhenu Pustaka Bhavana

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

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.

Unit 4
State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/functions.

Unit 5
Local self Government, Panchayat Raj System in India with special reference to State Election Commission; Public Service Commissions.

Skill Development Activities:
• Court Visit & Report Presentation
• Group discussion (Fundamental rights and duties)

REFERENCES:
1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durgadas Basu, 19th edition Reprint 2007

Objective: 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;
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;

REFERENCES:

Objectives: To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis.
SYLLABI  

Unit 1 Fundamentals

Unit 2 Matrices and Determinants

Unit 3 Basic Algebra

Unit 4 Basic Calculus

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,
TEXTBOOKS:
J K Sharma, Quantitative Techniques for Managers
G C Ben, Business Statistics
REFERENCE BOOK:
P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

15MAT228 QUANTITATIVE TECHNIQUES 2103

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

UNIT 1 Correlation - Definition and Meaning - Applications - Scatter Diagrams - Karl Pearson’s Correlation Co-Efficient - Computation and Interpretation - Rank Correlation - Computation and Interpretation - Regression - Meaning and Applications - The Two Regression Equations and Regression Co-Efficient.


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 3003

Open electives syllabi - see at the end of the booklet.

15SAN101 SANSKRIT I 1022

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 Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit.


UNIT 3 Words for communication, slokas, moral stories, subhashithas, riddles (from the books prescribed).

UNIT 4 Selected slokas from Valmiki Ramayana, Kalidasa’s works and Bhagavad Gita. Ramayana – chapter VIII - verse 5; Mahabharata - chapter 174, verse 16; Bhagavad Gita – chapter IV - verse 8; Kalidasa’s Sakuntalam – Act IV – verse 4.

UNIT 5 Translation of simple sentences from Sanskrit to English and vice-versa.

ESSENTIAL READINGS:
1. Praveshaha; Publisher: Samskrita bharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085

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 3003

Open electives syllabi - see at the end of the booklet.

15SAN101 SANSKRIT I 1022

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 Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit.


UNIT 3 Words for communication, slokas, moral stories, subhashithas, riddles (from the books prescribed).

UNIT 4 Selected slokas from Valmiki Ramayana, Kalidasa’s works and Bhagavad Gita. Ramayana – chapter VIII - verse 5; Mahabharata - chapter 174, verse 16; Bhagavad Gita – chapter IV - verse 8; Kalidasa’s Sakuntalam – Act IV – verse 4.

UNIT 5 Translation of simple sentences 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. Namalinganusasanam by Amarasimha published by Travancore Sanskrit series

15SAN111  SANSKRIT II  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 2
Ktavatu Pratyaya, Upasargas, Ktvanta, Tumunnanta, Lyabanta.
Three Lakaras – brief introduction, Lot lakara.

Unit 3
Words and sentences for advanced communication. Slokas, moral stories (Panchatantra) Subhashitas, riddles.

Unit 4
Introduction to classical literature, classification of Kavyas, classification of Dramas - The five Mahakavyas, selected slokas 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, Kalidasa’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

15SSK201  LIFE SKILLS I  1 0 2  2

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.

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.

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

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.

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

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM & HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.

15SSK211 LIFE SKILLS II 1 0 2 2


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.

Syllabi
2015 admissions onwards

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:

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.

15SSK301 LIFE SKILLS III 1 0 2 2

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control, Effective Team Building; Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

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; Tests taking strategies.

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;
5. Quick Mathematics, 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
11. www.englishpage.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: Kūṟṟuntakkai (2, 8, 8, 40 pāṭālakal) - pūruṇāṭṭūru (74, 112, 184, 192 pāṭālakal) - tirukkural (iraimāṭcai, amaiccu).

Unit 2
Epic literature: ciṟappatikāram maturaik kāṇṭam (valakkuraikkātai 50-55).

śrauttal Literature: tirumāṇam (3,4) - (ēvārami (niṟulvēṟṟiyum)
Medieval Literature: bāratiyār kāṇṇiṟ pāṭti (en vilaiyāṟṟu pillai) - bārātīsaṟ kutumpaniḷḷakkku (tāṟṟu ālāṟṟu).

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;
5. Quick Mathematics, 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
11. www.englishpage.com online teaching resources and other useful websites.
Unit 2

theppakkum nilappakkam - patṭeppalikkappu nūkalottappānga pīca ceyṭika
- tirukkuṟai (anṟu, panṟu, kaivi, olukkam, nṟṟu, vaymai, keḷvi, ceyntṭi, periyārattuṇakkotai, vilippuṇaruṇa pēṟṟu atikāratiṟṟu ceyṭika).

Aṟṟandikai: Ulakantti (1-5) – elāti (1,3,6) - Cittarkai; Kaṭuveli citta pāṭṭalai (aṟṟantak kalippu – 1,4,6,7,8), marṟum akappāy cittar pāṭṭalai (1-5).

Unit 3

tamil ilakkaṇai: Vākkīva vakaikai – taṟṇīvāi pirariyai – nāṟṟkkūṟu ayaṟkūṟu.

Unit 4


Unit 5

tamil jīṟu ayill karṇṭu payappaiṭu - Karuṭu paṟṟamāṟam - vilappāṇa mṛṟṟayyanṭṭupu - pēṟṟu - nāṭakam pāṭṭippu - cīṟkūṭai, katal, putiṇam pāṭṭippu.

TEXTBOOKS:
http://www.tereivu.tamu/2013/07/bibliography_24.html
http://2013/07/bibliography_24.html

Mv. Varasattikōṭṭu "temīḷ, ilakkaṇai veṟṟīṟu" cēhīya ekiṟṭemī paṟṟilkiṟṟu, 2012
nā. Vāṟṟamāralai "paṟṟakāṭaḷaṟu, palamāṟikāṟu" nīṟṟu ceṟṟi puttaṟ velḷippāliṟṟu, 1980, 2008

S 74
Arts and Sciences
AMRITA VISHWA VIDYAPEETHAM