

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
I	GEL	U24FTA101	TAMIL - I	60	3	25	75	100

OBJECTIVES

- தமிழ் மொழியின் பண்புகளை மாணவர் மனதில் பதிய வைத்தல் தாய்மொழியின் பழமை, சிறப்பு, விழுமியங்கள் ஆகியவற்றைக் கற்பித்தல். செவ்வியல் இலக்கியங்களை அறியச் செய்தல்
- தமிழில் உள்ள இலக்கிய வடிவங்களை அறிமுகப்படுத்தி படைப்பாக்கத்திற்கு துணை நிறுதல். இலக்கிய இலக்கணக் கற்றல் வழி போட்டித் தேர்வுகளுக்கு ஆயத்தப்படுத்தல்.

COURSE OUTCOME(S)

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	செவ்வியல் இலக்கிய நெடிய வரலாறு, இலக்கணப் பயிற்சி வழி போட்டித் தேர்வுகளை எதிர்கொள்ளல்.	K3
CO2	சமூகச் நிலைப்பாடு, பண்டைய அரச வரலாறு போன்றவற்றை விளக்கி, வாசிப்பையும் உச்சரிப்பையும் மேம்படுத்தி புரியவைத்தல்	K2
CO3	நீதி இலக்கியங்களின் வழி ஒழுக்க விழுமியங்களை வலியுறுத்தி அறவுரைகளை மேற்கொள்ளல்.	K3
CO4	காப்பிய மாந்தர்களின் வாழ்வியல் வழி தனி மனித மன உணர்வுகளை வெளிக் கொணரல்	K4
CO5	பக்தி இயக்க காலத்தில் சமூகப் பண்பாட்டு வரலாற்றை இனம் காணல்.	K2

அலகு - 1	இலக்கணம் & இலக்கிய வரலாறு அறிமுகம் 1. ஐந்திலக்கணம் - அறிமுகம் 2. சங்க இலக்கியங்கள் - எட்டுத்தொகை, பத்துப்பாட்டு 3. நீதி இலக்கியங்கள் 4. காப்பியங்கள் 5. பக்தி இலக்கியங்கள்	(12 Hours)
அலகு - 2	சங்க இலக்கியம் 1. நற்றிணை - 3 பாடல்கள் (எண்கள் : 47,96,285) 2. குறுந்தொகை - 6 பாடல்கள் (எண்கள் : 18,27,58,371,399,400) 3. புறநானூறு - 6 பாடல்கள் (எண்கள் : 25,86,92,183) 4. முல்லைப் பாட்டு - (முழுவதும்)	(12 Hours)
அலகு - 3	அற இலக்கியம் 1. திருக்குறள் - அறன் வலியுறுத்தல் 2. நாலடியார் - 8 பாடல்கள் 3. பழமொழி நானூறு - 8 பாடல்கள் 4. இனியவை நாற்பது - 8 பாடல்கள்	(12 Hours)
அலகு - 4	காப்பியம் & சமய இலக்கியம் 1. சிலப்பதிகாரம் - வழக்குரை காதை (முழுவதும்) 2. கம்ப ராமாயணம் - குகப்படலம் (25 பாடல்கள்) 3. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம் (30 பாடல்கள்) 4. இயேசு காவியம் - ஊதாரிப் பிள்ளை (முழுவதும்)	(12 Hours)
அலகு - 5	பக்தி & பகுத்தறிவு இலக்கியம் 1. நாயன்மார் பாசுரங்கள் - சமயக்குரவர் நால்வர் (4 பாடல்கள்) 2. ஆழ்வார் பாசுரங்கள் - முதலாழ்வார்கள் மற்றும் ஆண்டாள் (4 பாடல்கள்) 3. திருமந்திரம் - திருமுலர் (7 பாடல்கள்) 4. இராவண காவியம் - புலவர் குழந்தை (5 பாடல்கள்)	(12 Hours)

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- 1 செய்யுள் திரட்டு - தமிழ்த்துறை, சி.அப்துல் ஹக்கீம் கல்லூரி வெளியீடு. 2024 சூன் வெளியீடு
- 2 தமிழ் இலக்கிய வரலாறு - பேரா.மது.ச.விமலானந்தம்
அபிராமி பதிப்பகம், இராயபுரம், சென்னை -13
மறு பதிப்பு -2002
- 3 நற்றிமிழ் இலக்கணம் - டாக்டர்.சொ.பரமசிவம்,
பட்டுப் பதிப்பகம், 1269, 32-ஆம் தெரு
அண்ணாநகர் மேற்கு, கம்பர் குடியிருப்பு,
சென்னை -40
பன்னிரண்டாம் பதிப்பு -2012

Web Sources

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- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Cos	Programme Outcomes					Programme Specific Outcomes					Mean
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	1	3	2	2	-	-	-	-	-	
CO2	1	2	2	3	3	-	-	-	-	-	
CO3	2	2	3	2	3	-	-	-	-	-	
CO4	3	2	2	2	3	-	-	-	-	-	
CO5	3	2	3	2	3	-	-	-	-	-	
Mean Overall Score											

3 – Strong; 2 – Medium; 1 – Low

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Syllabus for All First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
II	GEL	U24FTA201	TAMIL - I	60	3	25	75	100

OBJECTIVES

- தமிழ் மொழியின் பண்புகளை மாணவர் மனதில் பதிய வைத்தல் தாய்மொழியின் பழமை, சிறப்பு, விழுமியங்கள் ஆகியவற்றைக்கற்பித்தல்.செவ்வியல் இலக்கியங்களை அறியச் செய்தல்
- தமிழில் உள்ள இலக்கிய வடிவங்களை அறிமுகப்படுத்தி படைப்பாக்கத்திற்கு துணை நின்றல்.இலக்கிய இலக்கணக் கற்றல் வழி போட்டித் தேர்வுகளுக்கு ஆயத்தப்படுத்தல்.

COURSE OUTCOME(S)

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	காலந்தோறும் தமிழ் இலக்கியங்களில் மாறுபடும் பாடுபொருள். வடிவம் முதலியவற்றை வரலாற்றின் வழி உணர்த்தல்.	K4
CO2	சிறுநிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுதல்	K1
CO3	கவிதை வழி சமூகச் சிந்தனைகளையும், தேவைகளையும் கவிதை வழி இயம்பல்.	K2
CO4	சிறுகதைகளின் வாயிலாக சமகால மனிதர்களின் பண்பு நலன்களை அறிய வைத்தல்.	K4
CO5	நடிப்பாற்றல், படைப்பாற்றல் மற்றும் கலைத் தன்மைகளை வளர்த்தல்.	K6

பாடத்திட்டம்

அலகு - 1	இலக்கிய வரலாறு அறிமுகம் 1. சிறுநிலக்கியங்கள் - அறிமுகம் 2. கவிதை - தோற்றமும் வளர்ச்சியும் 3. சிறுகதை - தோற்றமும் வளர்ச்சியும் 4. நாடகம் - தோற்றமும் வளர்ச்சியும்	(12 Hours)
அலகு - 2	சிறுநிலக்கியங்கள் & தனிப்பாடல்கள் 1. கலிங்கத்துப்பரணி - களம் பாடியது (7 பாடல்கள்) 2. குற்றாலக் குறவஞ்சி - வசந்தவல்லி பந்தடித்தல் (7 பாடல்கள்) 3. முக்கூடற்பள்ளு - பள்ளியர் ஏசல் (11 பாடல்கள்) 4. தனிப்பாடல்கள் - ஔவை, வீரராகவர், காளமேகம், சத்திமுத்திப் புலவர்,படிக்காகப் புலவர், பட்டினத்தடிகள், சொக்கநாதப்புலவர் (7பா.)	(12 Hours)
அலகு - 3	கவிதை 1. பாரதியார் - பாரத தேசம் 2. பாரதிதாசன் - குடும்ப விளக்கு 3. அப்துல் ரகுமான் - வீடு (பித்தன்) 4. வாலி - புத்தகச் சந்தை 5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ)	(12 Hours)
அலகு - 4	சிறுகதை 1. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப்பிள்ளையும் 2. ஜெயகாந்தன் - வாய்ச்சொற்கள் 3. அ.விநாயகமூர்த்தி - பரிசு 4. வைரமுத்து - இப்படியும் ஒருவன் இறந்தான்	(12 Hours)
அலகு - 5	நாடகம் 1. பேரறிஞர் அண்ணா - வேலைக்காரி 2. ஆறு.அழகப்பன் - கொல்லிப்பாவை	(12 Hours)

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பார்வை நூல்கள்

- 1 செய்யுள் திரட்டு - சி.அப்துல் ஹக்கீம் கல்லூரி வெளியீடு.
2024 சூன் வெளியீடு
- 2 தமிழ் இலக்கிய வரலாறு - பேரா.மது.ச.விமலானந்தம்
அபிராமி பதிப்பகம், இராயபுரம், சென்னை -13
மறு பதிப்பு -2002

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- Tamil Books on line- books.tamilcube.com
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - books.tamilcube.com

Cos	Programme Outcomes					Programme Specific Outcomes					Mean
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	3	2	-	-	-	-	-	
CO2	2	2	3	2	2	-	-	-	-	-	
CO3	2	2	3	2	3	-	-	-	-	-	
CO4	2	2	3	2	3	-	-	-	-	-	
CO5	2	2	2	3	3	-	-	-	-	-	
Mean Overall Score											

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
I	GEL	U24CSL201	SKILL LANGUAGE TAMIL திறன் வளர்தமிழ்	60	2	50	50	100

OBJECTIVES

- மாணவர்கள் இலக்கணப் பிழையின்றி எழுதுதல், பேசுதல்
- ஊடகத் தமிழ்ச் செய்திகளை அறிதல்
- கட்டுரை, கவிதை மற்றும் நேர்காணலுக்கான விதிகள் அறிதல்

COURSE OUTCOME(S)

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	தமிழின் இயல்புகளை அறிதல்	K2
CO2	தமிழ்ச் சொற்களிடையே வேறுபாட்டை உணர்தல்	K2
CO3	நடைமுறை சார் மொழித்திறன்களை உணர்த்தல்	K3
CO4	மொழிப்பயிற்சியை வெளிக்கொணர்தல்	K4
CO5	திறன்களை வளர்க்கும் நெறிகளை அறிதல்	K5

பாடத்திட்டம்

அலகு - 1	கற்றல் திறன் - 1 1. எண்களை எழுத்தால் எழுதுதல் 2. குறில், நெடில் வேறுபாடு அறிதல் 3. திணை, பால் வேறுபாடு அறிதல் 4. மயங்கொலி வேறுபாடு அறிதல் (ர-ற: ந-ண-ன: ல-ள-ழ) 5. இரு பொருள் அறிதல்	(12 Hours)
அலகு - 2	கற்றல் திறன் - 2 1. வாக்கியத்தில் அமைத்தல் 2. அகரவரிசைப்படுத்துதல் 3. பொருந்தாத சொல்லைக் கண்டறிதல் 4. சொற்களை ஒழுங்குபடுத்தி சொற்றொடராக்குதல்	(12 Hours)
அலகு - 3	கேட்டல் திறன் - 1 1. நூல், செய்தித்தாள் வாசித்தல் 2. பாடல் ஒப்புவித்தல் 3. நேர் காணல்	(12 Hours)
அலகு - 4	கேட்டல் திறன் - 2 1. நூல் மதிப்புரை 2. ஏதேனும் ஒரு தலைப்பில் பேசிப் பழகுதல்.	(12 Hours)
அலகு - 5	உணர்தல் திறன் 1. கட்டுரை, கவிதை, துணுக்கு இயற்றுதல் 2. அறிக்கை தயாரித்தல் 3. குழு நடிப்பு	(12 Hours)

C. Abdul Hakeem College (Autonomous), Melvisharam.

பார்வை நூல்கள்

- 1 மேடைப் பேச்சுக்கலை - டேல் கார்னகி , கண்ணதாசன் பதிப்பகம்
2012 வெளியீடு
- 2 பேச்சுக்கலை - முனைவர் ப.இப்ராஹிம்
என்.சி.பி.எச். வெளியீடு
முதல் பதிப்பு,2021
3. நற்றமிழ் இலக்கணம் - டாக்டர்.சொ.பரமசிவம்,
பட்டுப் பதிப்பகம், 1269, 32-ஆம் தெரு
அண்ணாநகர் மேற்கு, கம்பர் குடியிருப்பு,
சென்னை -40
பன்னிரண்டாம் பதிப்பு -2012

Cos	Programme Outcomes					Programme Specific Outcomes					Mean
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	3	2	-	-	-	-	-	
CO2	1	2	3	3	1	-	-	-	-	-	
CO3	2	2	3	3	2	-	-	-	-	-	
CO4	2	2	3	3	3	-	-	-	-	-	
CO5	2	2	3	3	2	-	-	-	-	-	
Mean Overall Score											

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
I	GEL	U24FUR101	URDU - I	60	3	25	75	100

Objectives:

Course Outcomes (COs) and Cognitive Level Mapping:

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Describe the Basic Grammar Rules and Sentence Construction	K5
CO2	Identify and Classify the Nouns and Genders	K4
CO3	Comprehend and Analyze Historical Stories (Hikayat)	K4
CO4	Explore and Critique the Essays (Inshayiya)	K6
CO5	Analyze Biographies of Notable Personalities	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

Syllabus:

<p>UNIT – I [12 Hours]</p> <p>➤ Qawaid</p> <ul style="list-style-type: none"> ❖ Huroof, ki Tareef ❖ Huroof e Tahaji Aur Uske Aqsaam ❖ Jumla ki Tareef ❖ Jumla Banane ka Tariqah <p>UNIT – II [12 Hours]</p> <ul style="list-style-type: none"> ❖ Ism Ki Tareef ❖ Ism ke Aqsaam Misalon Ke Sath ❖ Jins(Muzakkar aur Maunnas) ki Tareef ❖ Jins ke Aqsaam ❖ Muzakkar aur Muannas ki Tareef ❖ Muzakkar Se Muannas Banane ka Tariqah <p>UNIT – III [12 Hours]</p> <p>➤ Hikayat</p> <ul style="list-style-type: none"> ❖ Hikayat ki tareef ❖ Sahabi aur Khalifa ki tareef ❖ Hikayat-e-Sahaba (Khulafa e Raashidain - Sayeduna Abu Bakr Siddiq(R.A),Hazrat Umar(R.A),Hazrat Usman(R.A),Hazrat Ali(R.A) ❖ Shaikh Saadi ka taruf ❖ Hikayat-e-Shaik Saadi ❖ Ek Badsha ❖ Haroon Rasheed 	<p>یونٹ I- ✓</p> <p>قواعد</p> <ul style="list-style-type: none"> ❖ حروف کی تعریف ❖ حروف تہجی اور اس کے اقسام ❖ جملہ کی تعریف ❖ جملہ بنانے کا طریقہ <p>یونٹ II- ✓</p> <p>اسم کی تعریف</p> <ul style="list-style-type: none"> ❖ اسم کے اقسام مثالوں کے ساتھ ❖ جنس (مذکر اور مؤنث) کی تعریف ❖ جنس کے اقسام ❖ مذکر اور مؤنث کی تعریف ❖ مذکر سے مؤنث بنانے کا طریقہ <p>یونٹ III- ✓</p> <p>حکایت</p> <ul style="list-style-type: none"> ❖ حکایت کی تعریف ❖ صحابی اور خلیفہ کی تعریف ❖ حکایت صحابہ (خلفائے راشدین سیدنا ابوبکر صدیق رضی اللہ عنہ، حضرت عمر رضی اللہ عنہ، حضرت عثمان رضی اللہ عنہ، حضرت علی رضی اللہ عنہ) ❖ شیخ سعدی کا تعارف ❖ حکایت شیخ سعدی ❖ ایک بادشاہ ❖ ہارون رشید <p>یونٹ IV- ✓</p> <p>انشائیہ</p> <ul style="list-style-type: none"> ❖ انشائیہ کی تعریف ❖ سر سید احمد خان کا تعارف ❖ امید کی خوشی - سر سید احمد خان ❖ رشید احمد صدیقی کا تعارف ❖ ڈاکٹر عبدالحق مرحوم - رشید احمد صدیقی۔ <p>یونٹ V - ✓</p> <p>شخصیات کی سوانح</p> <ul style="list-style-type: none"> ❖ سوانح کی تعریف
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<p>UNIT – IV [12 Hours]</p> <p>➤ Inshayiya</p> <ul style="list-style-type: none"> ❖ Inshayiya ki tareef ❖ Sir Syed Ahamed Khan ka taruf ❖ Umeed Ki Khushi – Sir Syed Ahamed Khan ❖ Rasheed Ahmed Siddiqi ka taruf ❖ Dr. Abdul Haq Marhoom – Rasheed Ahmed Siddiqi <p>UNIT – V [12 Hours]</p> <p>➤ Shakhsiyat ki Sawaneh</p> <ul style="list-style-type: none"> ❖ Sawaneh ki tareef ❖ Allama Iqbal ki Sawaneh ❖ Moulana Abul Kalam Azad ki Sawaneh 	<p>❖ علامہ اقبال کی سوانح □□</p> <p>❖ مولانا ابوالکلام آزاد کی سوانح □□</p>
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_____ # Self Study Component for Seminar/Assignment:

(Questions should not be asked from self study component in the End Semester Examinations)

Text Books:

NISAB-E-JAMEEL EDITED BY Dr.S.MOHAMED YASSIR & Dr.S.MOHAMED MUDDASSIR

Reference Book:

- Qawayad Urdu– Maulvi Abdul Haq
- Hikayat e Sahaba – Maulana Yusuf Kandhalvi
- Mazameen e Sir Syed
- Inshayiya aur Inshayiye – Syed Muhammad Hasnain
- Mazhar-e- Adab – Edited by Dr.K.Habeeb Ahmed & Dr.K.H.Kaleemullah
- Adab-E-Jameel – Edited by Dr.K.Habeeb Ahmed , Dr.S.M.Yassir & Dr.S.M.Muddassir

Web Resources :

1. www.rekhta.org 2. www.urduchannel.in 3. www.urducouncil.nic.in

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	3							
CO2	3	3	3	3							
CO3	3	3	3	3							
CO4	3	3	3	3							
CO5	3	3	3	3							

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
II	GEL	U24FUR201	URDU - II	60	3	25	75	100

Objectives:

Course Outcomes (COs) and Cognitive Level Mapping:

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Describing Ghazals	K2
CO2	Analyze Urdu Poets' Contributions to Ghazal	K4
CO3	Evaluating Nazams and Its Themes	K5
CO4	Analyze and Critique Nazams by Various Poets	K5
CO5	Evaluate Literary Translations	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

Syllabus:

UNIT – I [12 Hours]

➤ Ghazliyat

- ❖ Ghazal ki Tareef
- ❖ Mirza Ghalib ka taruf
- ❖ Mirza Ghalib ki Ghazal → Dil Hi toh Yeh Na Sang....
- ❖ Momin Khan Momin ka taruf
- ❖ Momin Khan Momin ki Ghazal → Adam Mein Rehte tu..

- یونٹ - I
- ✓ ☐ غزلیات
 - ❖ ☐ غزل کی تعریف
 - ❖ ☐ مرزا غالب کا تعارف
 - ❖ ☐ مرزا غالب کی غزل ☐ دل ہی تو یہ نہ سنگ....
 - ❖ ☐ مومن خان مومن کا تعارف
 - ❖ ☐ مومن خان مومن کی غزل ☐ عدم میں رہتے تو.

UNIT – II [12 Hours]

- ❖ Khaja Mir Dard ka tarruf
- ❖ Khaja Mir Dard → Tuhmatein Apne Zimme
- ❖ Jigar Muradabadi ka Tarruf
- ❖ Jigar Muradabadi ki Ghazal → Na Dunya ke Sitam....

- یونٹ - II
- ❖ ☐ خواجہ میر درد کا تعارف
 - ❖ ☐ خواجہ میر درد... تہمتیں چند اپنے ذمے
 - ❖ ☐ جگر مرادآبادی کا تعارف
 - ❖ ☐ جگر مرادآبادی کی غزل ☐ نہ دنیا کے ستم....

UNIT – III [12 Hours]

➤ Nazmein

- ❖ Nazm ki Tareef
- ❖ Allama Iqbal ka tarruf
- ❖ Allama Iqbal ki Nazm → Khitab Ba Naujawan-e-Islam
- ❖ Khaja Altaf Hussain Hali ka tarruf
- ❖ Altaf Hussain Hali Ki Nazm → Taleem Ki Ahmiyat

- یونٹ - III
- ✓ ☐ نظمیں
 - ❖ ☐ نظم کی تعریف
 - ❖ ☐ علامہ اقبال کا تعارف
 - ❖ ☐ علامہ اقبال کی نظم ☐ خطابِ نو جوان اسلام
 - ❖ ☐ خواجہ الطاف حسین حالی کا تعارف
 - ❖ ☐ الطاف حسین حالی کی نظم ☐ تعلیم کی اہمیت

UNIT – IV [12 Hours]

- ❖ Akbar Allahabadi ka tarruf
- ❖ Akbar Allahabadi ki Nazm Nagma e Hasrat
- ❖ Sahir Ludhyanavi ka tarruf
- ❖ Sahir Ludhyanvi Ki Nazm Taj Mahal
- ❖ Faiz Ahmad Faiz ka tarruf
- ❖ Faiz Ahmad Faiz ki Nazm Subh-e-Azadi

- یونٹ - IV
- ❖ ☐ اکبر الہ آبادی کا تعارف
 - ❖ ☐ اکبر الہ آبادی کی نظم نغمہ حسرت
 - ❖ ☐ ساحر لدھیانوی کا تعارف
 - ❖ ☐ ساحر لدھیانوی کی نظم تاج محل
 - ❖ ☐ فیض احمد فیض کا تعارف
 - ❖ ☐ فیض احمد فیض کی نظم صبح آزادی

یونٹ - V

- ✓ ترجمہ نگاری
- ❖ ☐ ترجمہ نگاری کی تعریف

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❖ تجارتي الفاظ (اردو اور انگريزي)

❖ پياري اردو (ترجمہ اردو سے

انگريزي)

❖ مکالمات (اردو اور انگريزي)

UNIT – V [12 Hours]

- Tarjama Nigari
- ❖ Tarjama Nigari Ki taareef
- ❖ Tijarati Alfaz (Urdu Aur Angrezi)
- ❖ Pyari Urdu (Tarjuma Urdu se Angrezi)
- ❖ Makalimat (Urdu Aur Angrezi)

_____ # Self Study Component for Seminar/Assignment:

(Questions should not be asked from self study component in the End Semester Examinations)

Text Books:

NISAB-E-JAMEEL EDITED BY Dr.S.MOHAMED YASSIR & Dr.S.MOHAMED MUDDASSIR

Reference Book:

- Deewan-e-Meer
- Deewan-e-Dard
- Deewan-e-Ghalib
- Kuliyaath-e-Momin
- Kuliyaath-e-Akbar
- Kuliyaath-e- Iqbal
- Kuliyaath-e- Jigar
- Kuliyaath-e- Saher Ludhyanvi

Web Resources:

1. www.rekhta.org
2. www.urduchannel.in
3. www.urducouncil.nic.in

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2							
CO2	2	3	3	2							
CO3	3	2	3	3							
CO4	3	2	2	2							
CO5	3	3	2	3							

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for First Year UG Courses effective from the year 2024-2025

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
II	GEL	U24CSL201	SKILL LANGUAGE URDU LANGUAGE IDENTIFICATION AND COMPREHENSION	60	2	50	50	100

Objectives:

Course Outcomes (COs) and Cognitive Level Mapping:

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understanding Language Skills, Urdu Alphabets and Pronunciation	K2
CO2	Analyze Writing Proficiency in Urdu and Listening Skills	K4
CO3	Describe Compound Words in Urdu	K4
CO4	Constructing Basic Sentences and Reading Skills	K5
CO5	Enhancing Communication Skills and Writing Skills	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

Syllabus:

UNIT – I [12 Hours]

➤ Introduction about LSRW

- ❖ Listening
- ❖ Speaking
- ❖ Reading and
- ❖ Writing

یونٹ – I [12 گھنٹے]
LSRW کے بارے میں تعارف ✓

- ✓ سمات
- ✓ تقریر
- ✓ قرات
- ✓ تحریر

یونٹ – II [12 گھنٹے]
✓ سمات

UNIT – II [12 Hours]

Listening:

- ❖ Huroof-e-Thaji (Urdu Alphabet)
- ❖ Murakab Alfaaz (Compound Words)
- ❖ Small Sentences

✓ اردو حروف تہجی
✓ مرکب الفاظ
✓ چھوٹے جملے

یونٹ – III [12 گھنٹے]
✓ تقریر

✓ اردو حروف تہجی
✓ مرکب الفاظ
✓ چھوٹے جملے

UNIT – III [12 Hours]

Speaking:

- ❖ Huroof-e-Thaji (Urdu Alphabet)
- ❖ Murakab Alfaaz (Compound Words)
- ❖ Small Sentences

یونٹ – IV [12 گھنٹے]
✓ قرات

✓ اردو حروف تہجی
✓ مرکب الفاظ
✓ چھوٹے جملے

UNIT – IV [12 Hours]

Reading:

- ❖ Huroof-e-Thaji (Urdu Alphabet)
- ❖ Murakab Alfaaz (Compound Words)
- ❖ Small Sentences

یونٹ – V [12 گھنٹے]
✓ تحریر

✓ اردو حروف تہجی
✓ مرکب الفاظ
✓ چھوٹے جملے

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UNIT – V [12 Hours]

Writing:

- ❖ Huroof-e-Thaji (Urdu Alphabet)
- ❖ Murakab Alfaaz (Compound Words)
- ❖ Small Sentences

_____ # Self Study Component for Seminar/Assignment:

(Questions should not be asked from self study component in the End Semester Examinations)

Text Books:

Urdu for All – Part -I & II published by NCPUL, New Delhi

Reference Books:

1. "Urdu: An Essential Grammar" by Ruth Laila Schmidt
2. "Urdu-English English-Urdu Dictionary" by S. M. Salimuddin, Suhail Anjum, and Rauf Parekh
3. "Urdu ki Pehli Kitab" by Muhammad Sharif Baqa
4. "Learning Urdu: A Comprehensive Course" by Mahvash Shaheen

Web Resources :

1. www.rekhta.org
2. www.urduchannel.in
3. www.urducouncil.nic.in
4. BBC Urdu
5. UrduPod101
6. YouTube Channels - Urdu Stories for Kids

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	3							
CO2	3	2	2	3							
CO3	3	3	3	3							
CO4	3	2	2	3							
CO5	3	3	2	2							

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All I Year UG Courses effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>GEL</i>	<i>U24FEN101</i>	<i>ENGLISH – I</i>	<i>60</i>	<i>3</i>	<i>25</i>	<i>75</i>	<i>100</i>

Course Objectives

CO1	To enable learners to acquire self-awareness required in various life situations.
CO2	To enable learners to inculcate positive thinking required in various life situations.
CO3	To help them acquire the attribute of empathy
CO4	To assist them in acquiring creative and critical thinking abilities
CO5	To enable them to learn the basic grammar

Unit I

Prose

- At School - M. K. Gandhi
- My Early Days - A.P.J. Abdul Kalam

Poetry

- The Character of Happy Life - Henry Wotton
- Stopping by the Woods on a Snowy Evening - Robert Frost

Unit II

Prose

- My Financial Career - Stephen Leacock
- Computeracy - Peter Lurie

Poetry

- Where the Mind is Without Fear – Rabindranath Tagore
- If – Rudyard Kipling

Unit III : Short Stories

- The Happy Prince - Oscar Wilde
- Engine Trouble - R.K. Narayan

Unit IV : Autobiography & Reader's Theatre

- I am Malala (Chapter 1) - Malala Yousafzai,
- The Refund – Fritz Karinthy

Unit V

Lexical Skills & Grammar

- Synonyms and Antonyms
- Homophones and Homonyms
- Words often Confused

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Grammar

- a. Sentence
- b. Subject and predicate
- c. Parts of Speech
- d. Noun and its kinds
- e. Pronoun and its kinds
- f. Articles and Prepositions

Prescribed Book: New Vistas in English – I, Board of Editors, Published by Hakeem Publication, Department of English, C. Abdul Hakeem College (Autonomous), Melvisharam-632509.
www.cahc.ac.in, Mail: hakeemcollege@edu.in

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All I Year UG Courses effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>GEL</i>	<i>U24FEN201</i>	<i>ENGLISH – II</i>	<i>60</i>	<i>3</i>	<i>25</i>	<i>75</i>	<i>100</i>

Course Objectives

CO1	To facilitate self-awareness for handling diverse life situations.
CO2	To cultivate positive thinking skills for various life scenarios.
CO3	To develop empathy as a core attribute.
CO4	To nurture creative and critical thinking abilities.
CO5	To apply acquired grammar knowledge to improve the quality and effectiveness.

Unit I

Prose

- The Secret of Work - Swami Vivekananda
- Uncle Podger Hangs a Picture – Jerome K Jerome

Poetry

- Satan's Speech - John Milton
- Night of the Scorpion - Nissim Ezekiel

Unit II

Prose

- Mobile and Mixed Up – Anil Dharker
- Words of Wisdom – Chetan Bhagat

Poetry

- The Road Not Taken – Robert Frost
- Alice Fell or Poverty – William Wordsworth

Unit III

Short Stories

- The Lady or the Tiger - Frank Stockton
- The Diamond Necklace – Guy de Maupassant

Unit IV

Biography & One Act Play

- The Saga of a Philanthropist
- The Never Never Nest – Cedric Mount

Unit V

Lexical Skills & Grammar

- One Word Substitutes
- Correct Usage of words
- Formation of plurals

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Parts of Speech

- a. The Phrase and The Clause - Types
- b. Adjective and its kinds
- c. Verb and its kinds
- d. Conjunction
- e. Interjection

Prescribed Book: New Vistas in English–II, Board of Editors, Published by Hakeem Publication, Department of English, C. Abdul Hakeem College (Autonomous), Melvisharam-632509.
www.cahc.ac.in, Mail: hakeemcollege@edu.in

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All I Year UG Courses effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>GEL</i>	<i>U24FEN201</i>	<i>SKILLS FOR COMMUNICATION</i>	<i>60</i>	<i>3</i>	<i>25</i>	<i>75</i>	<i>100</i>

Course Objectives

CO1	To inculcate communicative proficiencies in the learners
CO2	To develop the essential aspects of effective written communication.
CO3	To implant essential emotions needed in professional life.
CO4	To enhance contextual communication in personal and professional situations with courtesy
CO5	To instill competences required in recruitment process

Unit I - Spoken Communication:

1. Communication Etiquette
2. Introducing Self and Others
3. Listening for Specific Information
4. Asking for Information and Giving Information
5. Giving and Following Instructions

Unit II - Written Communication:

1. Paragraph and Types of Paragraphs
2. Descriptive Writing – Writing a Short Descriptive Essays of Two to Three Paragraphs
3. Dialogue Writing
4. Preparing Agenda for the Meeting
5. Writing Minutes of the Meeting

Unit III - Intrapersonal Communication:

1. Emotional Intelligence
2. Goal Setting
3. Stress Management
4. Positive Attitude
5. Common Sense

Unit – IV - Interpersonal Communication:

1. Listening to Famous Speeches and Poems
2. Making Short Speeches – Welcome Address and Vote of Thanks
3. Making Short Presentation with PPT
4. Day - to - Day Communication
5. Communication with Fellow-Employee

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Unit – V - Employment Communication:

1. Preparing Resume & Curriculum Vitae
2. Writing Covering Letter
3. Aptitude Test
4. Facing an Interview
5. Group Discussion

Prescribed Book: Skills for Communication, Board of Editors, Published by Hakeem Publication, Department of English, C. Abdul Hakeem College (Autonomous), Melvisharam-632509.
www.cahc.ac.in, Mail: hakeemcollege@edu.in

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Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>CC Theory</i>	<i>U24MBA101</i>	<i>PRINCIPLES OF MANAGEMENT</i>	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To gain comprehensive knowledge in Business Management.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the basic aspects of Management.	K2
CO2	Analyze the Importance of Planning and Decision making.	K4
CO3	Define Organizing, Authority, Responsibility and Span of Management.	K1
CO4	Outline the Leadership and Motivational theories.	K3
CO5	Evaluate the Importance of Co-Ordination and Control.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNITI: INTRODUCTION TO MANAGEMENT

(15 Hours)

Management - Meaning-Nature of Management – Importance of Management- Levels of Management–Management Vs. Administration –Functions of Management – Role of a Manager- Henry Fayol’s Fourteen Principles of Management.

UNITII: PLANNING

(15 Hours)

Planning – Meaning –Importance of planning -Nature of planning - Planning Process – Merits of planning - Demerits of Planning –Types of Planning ;Decision Making - Meaning – Characteristics – Steps in Decision Making – Problems in Decision Making.

UNITIII: ORGANISING

(15 Hours)

Meaning –Importance of Organising – Principles of Organising - Formal and Informal Organization; Departmentation – Meaning – Types of Departmentation; Authority and Responsibility – Meaning – Sources of Authority – Difference between Authority & Power; Span of Management – Meaning – Factors determining Span of Management.

UNITIV: LEADERSHIP

(15 Hours)

Leadership – Meaning – Importance of Leadership – Qualities of a Good leader -Styles of Leadership-TheoriesofLeadership–TraitsTheory-BehavioralTheory;Motivation–Meaning – Definition - Process of Motivation -Theories on Motivation– Maslow’s Need Hierarchy Theory, McGregor’s X and Y Theory.

UNITV:CO-ORDINATIONANDCONTROL

(15 Hours)

Co-ordination – Meaning – Definition – Importance of Co-ordination - Techniques of Co-ordination; Control – Meaning – Definition – Importance of Control – Stages in the Control Process – Characteristics of an Ideal Control system.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Gupta.C.B,BusinessManagement,SultanChand&SonsPublications,NewDelhi.
2. P.C.Tripathi&P.NReddy,PrinciplesofManagement.TataMcGraw,Hill,Noida.

ReferenceBooks:

1. KSundhar,PrinciplesOfManagement,VijayNicholeImprintsLimited,Chennai
2. HaroldKoontz,HeinzWeirich,EssentialsofManagement,McGrawHill,SultanChandan Sons, New Delhi.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	2	3	2	3
CO2	3	2	2	2	2	2	3	3	2
CO3	3	3	3	2	2	2	3	2	2
CO4	3	2	2	2	2	2	3	3	3
CO5	3	3	3	2	2	2	3	3	2
Total	15	13	13	10	10	10	15	13	12
Mean	3.00	2.6	2.6	2.00	2.00	2.00	3.00	2.6	2.4

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>CC Theory</i>	<i>U24MBA102</i>	<i>ACCOUNTING FOR MANAGERS - I</i>	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To facilitate the understanding of accounting in general and to give a comprehensive understanding of the system of financial accounting.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Explain the concepts and Conventions of Financial Accounting.	K2
CO2	Prepare the appropriate subsidiary books and Bank Reconciliation statement.	K6
CO3	Apply the Concepts of Accounting for the Preparation of Financial Statements.	K3
CO4	Solve Problems on Depreciation	K2
CO5	Prepare the Double Entry System of Accounts from Incomplete Records.	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I ACCOUNTING CONCEPTS (15 Hours)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.

UNIT-II SUBSIDIARY BOOKS (15 Hours)

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account.

UNIT-III FINAL ACCOUNTS (15 Hours)

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT-IV DEPRECIATION ACCOUNTS (15 Hours)

Depreciation- Need for Depreciation-Causes of Depreciation- Straight line Method. Diminishing Balance Method Only.

UNIT-V SINGLE ENTRY SYSTEM (15 Hours)

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Net Worth Method Only.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Financial Accounting - T.S. Reddy & A. Murthy.
2. Financial Accounting – P.C. Tulsian
3. Accounting for Managers –T S Reddy & Dr. Y. Hariprasad Reddy

Reference Books:

1. Financial Accounting – Dr. S.M. Shukla, Sahitya Bhavan Publication.
2. Financial Accounting – CA. Dr. P.C. Tulsian and CA. Bharath Tulsian – S. Chand
3. Financial Accounting - R. L. Gupta and V. K. Gupta, Sultan Chand & Sons.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	2	3	3	2
CO2	3	2	3	2	2	2	3	3	2
CO3	3	3	3	2	2	1	3	3	2
CO4	3	2	3	2	2	1	3	3	2
CO5	3	3	3	2	2	2	3	3	2
Total	15	12	15	10	11	8	15	15	10
Mean	3.00	2.4	3.00	2.00	2.2	1.6	3.00	3.00	2.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>GEL Theory</i>	<i>U24ABA101</i>	MANAGERIAL ECONOMICS (ALLIED)	75	5	25	75	100

Objectives: To gain comprehensive knowledge in Managerial Economics.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Describe the concepts of economics in current business scenario	K1
CO2	Explain the mechanics of supply and demand in decision-making and problem solving.	K2
CO3	Examine the factors of production and Economies of scale	K3
CO4	Analyse the pricing methods and strategies aligned with evolving marketing needs	K4
CO5	Assess the various market structures in an economy.	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I INTRODUCTION

(15 Hours)

Managerial Economics - Meaning – Definition –Nature of Managerial Economics –Scope of Managerial Economics - Role of Business Economist –Social Responsibilities of Business – Objectives of Business Firms.

UNIT-II DEMAND ANALYSIS

(15 Hours)

Demand – Meaning –Law of Demand –Types of Demand –Determinants of Demand –Elasticity of Demand –Meaning – Factors Influencing Elasticity of Demand – Role of Elasticity of Demand – Types of Elasticity of Demand

UNIT-III PRODUCTION & COST

(15 Hours)

Production – Meaning –Factors of Production – Production Function - Law of Variable Proportion – Law of Returns to Scale - Economies of Scale - Cost – Meaning –Types of Cost – Fixed & Variable Cost –Total & Marginal Cost –Opportunity Cost.

UNIT-IV PRICING

(15 Hours)

Price –Meaning – Objectives of Pricing –Factors Influencing Pricing –Process of Price determination of a Product –Kinds of Pricing- Methods of Pricing

UNIT-V MARKET

(15 Hours)

Market – Meaning –Classification of Market –Perfect Competition –Features –Difference between Pure Competition & Perfect Competition –Monopoly –Sources of Monopoly – Types of Monopoly– Duopoly – Features of Duopoly – Monopolistic Competition –Characteristics – Oligopoly – Features – Causes of oligopoly

Reference Books:

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	3	2	2	1	3	2	3
CO2	3	3	2	2	1	3	3	2	3
CO3	2	3	2	2	2	1	3	2	3
CO4	2	3	2	2	1	3	3	2	3
CO5	3	2	3	2	1	2	3	2	3
Total	12	13	12	10	7	10	15	10	15
Mean	2.4	2.6	2.4	2	1.4	2	3	2	3

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>GEL Theory</i>	<i>U24ABA102</i>	<i>BUSINESS ENVIRONMENT (ALLIED)</i>	<i>75</i>	<i>5</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To gain comprehensive knowledge in Business Environment.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Explain about the Business Environment	K2
CO2	Understand the political environment and its impact.	K2
CO3	Analyze of Economic Environment	K4
CO4	Analyze the importance of business in various social groups.	K4
CO5	Evaluate the real-time uses of Technology in Industry.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I

(15 Hours)

The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions

UNIT-II

(15 Hours)

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

UNIT-III

(15 Hours)

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, National Income, establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

UNIT-IV

(15 Hours)

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems – LPG Models.

UNIT-V

(15 Hours)

Technology environment – Industry 4.0-MeaningFeatures- basic Applications and Uses, AI, AR, Big Data and Analytics

C. Abdul Hakeem College (Autonomous), Melvisharam.

Textbooks

1. Dr. C.B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Dr. S. Sankaran, Business Environment, Margham Publication, Chennai.
2. Justin Paul, Business Environment, Tata Mc Graw Hill, Chennai.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	3	3	3	2
CO2	3	3	3	3	3	2	3	3	3
CO3	3	2	2	2	3	2	3	3	2
CO4	3	2	3	2	3	3	3	2	3
CO5	3	3	3	2	3	2	3	2	3
Total	15	13	13	12	14	12	15	13	13
Mean	3	2.6	2.6	2.4	2.8	2.4	3	2.6	2.6

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>FC</i>	<i>U24SBA101</i>	GENERAL COMMERCIAL KNOWLEDGE (FC)	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To gain comprehensive knowledge in Commerce.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Define key concepts of commerce, trade, and industry.	K2
CO2	Analyze of sole proprietorships, partnerships, and cooperatives.	K4
CO3	Explain the features of joint-stock companies, contents of memorandum and articles of association.	K4
CO4	Illustrate the management structure of joint-stock companies and appointment of directors.	K3
CO5	Identify various types of company meetings, agenda setting and resolutions.	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I INTRODUCTION (06 Hours)

Commerce, Trade, Industry – Meaning – Scope and Importance of Commerce – Economic Basis

UNIT – II (06 Hours)

Sole Trade – characteristics- advantages and disadvantage – Partnership - Features – Merits and Demerits - Co-operatives – Features – Types of co-operatives

UNIT – III (06 Hours)

Joint Stock Company – Features – Memorandum and Articles – Contents – Prospectus and Contents.

UNIT – IV (06 Hours)

Management of Joint Stock Company – Directors – Qualification, Appointment, Removal, Powers, and Duties.

UNIT – V (06 Hours)

Company Meetings – Types – Minutes – Agenda – Quorum – Resolution.

Prescribed Text Books:

1. Gosh and Bhutan, General Commercial Knowledge, Sultan Chand & Sons, New Delhi

Books for Reference:

2. J.C. Bahl&E.R.Dhongde, Elements of Commerce & Business Methods, New Book & Co., Mumbai

2. P.N. Reddy &S.S.Gulshan, Commerce – Principles & Practice, S. Chand & Co., New Delhi

3. J.C. Sinha &V.N.Mughali, A text book of Commerce, R. Chand & Co., New Delhi

4. K.L.Nagarajan, Vinayagam, Radhasamy and Vasudevan, Principles of Commerce and General Commercial Knowledge, S.Chand& Co., New Delhi.

C. Abdul Hakeem College (Autonomous), Melvisharam.**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)**

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	2	3	3	2
CO2	3	3	3	2	2	2	3	3	2
CO3	3	3	3	3	2	2	3	3	2
CO4	3	3	3	2	2	1	3	3	2
CO5	3	3	3	2	2	1	3	3	2
Total	15	15	15	11	10	10	15	15	10
Mean	3.00	3.00	3.00	2.2	2.00	2.00	3.00	3.00	2.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>I</i>	<i>FC</i>	<i>U24SBA102</i>	FINANCIAL SERVICES (SBS - I)	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To gain comprehensive knowledge in Financial services.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Discuss the fundamental aspects of financial services.	K2
CO2	Summarize the functions of merchant banking and factoring.	K2
CO3	Examine the types of leasing and hire purchase finance.	K3
CO4	Discuss the basic aspects of mutual fund.	K2
CO5	Analyze of credit rating agencies.	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I INTRODUCTION

(06 Hours)

Financial Services – Meaning – Functions of Financial Services – Characteristics of Financial Services – Problems in Indian Financial Service.

UNIT – II MERCHANT BANKING & FACTORING

(06 Hours)

Merchant Banking – Meaning – Functions of Merchant Bankers – Factoring – Characteristics of Factoring – Merits of Factoring – Demerits of Factoring.

UNIT – III LEASING& HIRE PURCHASE FINANCE

(06 Hours)

Leasing – Meaning – Types of Leasing – Advantages of Leasing – Hire Purchase Finance: Meaning – Contents of hire purchase agreement – Different between hire purchase and leasing.

UNIT – IV MUTUAL FUNDS

(06 Hours)

Mutual Funds – Meaning – Characteristics of Mutual Funds – Types of Mutual Funds – Merits and Demerits of Mutual Funds.

UNIT – V CREDIT RATING AGENCIES

(06 Hours)

Credit Rating Agencies – Meaning – Nature of Credit Rating – Advantages and Disadvantages of Credit Rating.

Text Book:

M.Y.Khan, Indian Financial System, Tata McGraw Hill, 2001.

Reference Books:

H.R. Machiraju, Indian Financial System, Vikas Publishing House.

Dr S.Gurusamy, Financial Services and Systems, Vijay Nicholes Imprint Pvt. Ltd.

Shashi K. Gupta, Nisha Aggarwal, Financial Services, Kalyani Publishers

C. Abdul Hakeem College (Autonomous), Melvisharam.**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)**

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	2	3	3	2
CO2	3	3	3	2	2	2	3	3	2
CO3	3	3	3	2	2	2	3	3	2
CO4	3	3	3	2	2	2	3	3	2
CO5	3	3	3	2	1	1	3	3	2
Total	15	15	15	10	10	08	15	15	10
Mean	3.00	3.00	3.00	2.00	2.00	1.6	3.00	3.00	2.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>CC</i>	<i>U24MBA201</i>	<i>Marketing Management</i>	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To facilitate the understand Marketing Fundamentals

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Outline the fundamentals of Marketing.	K1
CO2	Summarise product mix, product life cycle and brand loyalty.	K2
CO3	Understand the Role of Pricing and Distribution in Business Strategy.	K2
CO4	Describes the role of promotion, advertising and personal selling in Marketing.	K4
CO5	Evaluate the Technology Platforms in Digital Marketing.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT: I INTRODUCTION

(15 Hours)

Marketing – Meaning – Difference between marketing & selling – Evolution of marketing concept – Importance of marketing – Functions of Marketing - Relationship of marketing with other functional areas – Marketing Mix.

UNIT: II PRODUCT

(15 Hours)

Product – Characteristics – levels of product – classification of product – difference between goods and services – product mix – stages in product t life cycle – phases in new product development – Branding – Meaning – functions of Branding – merits of branding – brand loyalty.

UNIT: III PRICING & DISTRIBUTION

(15 Hours)

Pricing – objectives of pricing - Factors influencing pricing decisions – Different kinds of pricing – Distribution – factors to be considered in selecting channels – major channels of distribution – issues in distribution.

UNIT: IV PROMOTION

(15 Hours)

Promotion – meaning – objectives of promotion – kinds of promotion – advertising – objectives – kinds of advertising –merits and demerits of advertising – personal selling – meaning – characteristics – qualities of good salesman.

UNIT: V DIGITAL MARKETING

(15 Hours)

Digital Marketing – meaning – objectives – benefits – issues - digital marketing assets – technology platforms in digital marketing – ideas of implementing an effective digital marketing – career opportunities in digital marketing

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Book:

Dr. C.B. Gupta & Dr. N. Rajan Nair – Marketing Management – Sulthan Chand .

Reference Books:

1. Marketing Management – Philip Kotler
2. Marketing Management – Jayasankar

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	2	3	2	3
CO2	3	3	3	2	1	1	3	2	3
CO3	3	3	2	2	2	2	3	2	3
CO4	3	2	2	3	1	2	3	2	3
CO5	3	2	2	2	2	1	3	2	3
Total	15	12	12	12	8	8	15	10	15
Mean	3.00	2.4	2.4	2.4	1.6	1.6	3.00	2.00	3.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>CC</i>	<i>U24MBA202</i>	ACCOUNTING FOR MANAGERS - II	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objective: To facilitate the understanding of accounting in general and to give a comprehensive understanding of the system of Management Accounting.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the basic aspects of Management Accounting.	K2
CO2	Prepare the Cash flow Statement.	K6
CO3	Analyze the uses of Ratios to assess a firm financial position.	K4
CO4	Prepare of Budgets and its importance.	K6
CO5	Outline the Cost Volume Profit Analysis in Business.	K2

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: INTRODUCTION

(15 Hours)

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II: CASH FLOW STATEMENT (AS 3 FORMAT)

(15 Hours)

Cash flow Statement: Meaning – Objectives – Advantages – Problems in Cash flow (Indirect Method Only)

UNIT III: RATIO ANALYSIS

(15 Hours)

Ratio Analysis – Interpretation, Steps in ratio analysis benefits and limitations –Classification of ratios - Liquidity, Profitability, turnover. (Simple Problems Only)

UNIT IV: BUDGET AND BUDGETARY CONTROL

(15Hours)

Budgets and budgetary control – Meaning, objectives, merits and demerits - Essentials of a good Budgetary System – Sales, Production, flexible budgets and cash budget.

UNIT V: MARGINAL COSTING

(15 Hours)

Marginal Costing – Importance - Advantages of Marginal Costing - CVP analysis – Break even analysis—Margin of safety .

Text Books:

1. Accounting for Managers –T S Reddy & Dr. Y. Hariprasad Reddy.
2. Management Accounting–T S Reddy & Dr. Y. Hariprasad Reddy.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

C. Abdul Hakeem College (Autonomous), Melvisharam.

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	2	3	3	3
CO2	3	3	3	1	2	2	3	3	3
CO3	3	3	3	2	1	2	3	3	3
CO4	3	3	3	1	1	2	3	3	3
CO5	3	3	3	2	2	2	3	3	2
Total	15	15	15	8	8	10	15	15	14
Mean	3.00	3.00	3.00	1.6	1.6	2.00	3.00	3.00	2.8

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>GEL</i>	<i>U24ABA201</i>	<i>BUSINESS CORRESPONDENCE (ALLIED)</i>	<i>75</i>	<i>5</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objective: To gain comprehensive knowledge in Business Correspondence.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Discuss the fundamental aspects of Business Communication.	K2
CO2	Analyze of Different Medias of Communication	K4
CO3	Formulate the Layout & basic aspects of Letter Writing	K6
CO4	Evaluate Different kinds of Business Letters.	K5
CO5	Compose Job Application Letters & Resumes	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: INTRODUCTION

(15 Hours)

Communication: Meaning – objectives of Communication – Process of Communication - Principles of effective communication - Barriers to Communication- Types of Communication.

UNIT II: MEDIA OF COMMUNICATION

(15 Hours)

Written Communication - Merits and Demerits. Oral Communication- Merits and Demerits- Essential of effective Oral Communication- Face to Face Communication-Visual Communication- Audio Visual Communication.

UNIT III: ASPECTS OF LETTER

(15 Hours)

Basic Principles in Drafting a Letter – Need of a Business Letter- Functions of Business Letters - Physical Aspects of Business Letters – Essentials of a Good Business letter - Structure of a Business Letters.

UNIT IV: KINDS OF BUSINESS LETTERS

(15 Hours)

Enquiry Letters - Offer Letters – Quotation Letters - Order Letters – Circular letters - Collection Letters. (Only Letters)

UNIT V: LETTERS FOR JOB APPLICATION& INTERVIEW

(06 Hours)

General Guidelines in Writing Application Letters – Letters for Job Application –Solicited Letters – Unsolicited Letters - Resume – Interview – Interview Techniques – Interviewee's Preparation for the Interview – Interviewee's conduct during the Interview.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Book:

- Rajendra Pal & J.S Korlahali, Essential of BusinessCommunication, Sultan Chand & Sons.

Reference Books:

1.K. Sundar& A Kumara Raj, Business Communication, Vijay Nicole Imprints Pvt. Limited.

2.Varinder Kumar & Bodh Raj, Business Communication, Kalyani Publishers.

3.N.S.Raghunathan& B. Santhanam, Business Communication, Margham Publication.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	3	3	3
CO2	3	2	3	3	2	2	3	3	3
CO3	3	2	3	2	3	2	3	3	3
CO4	3	3	3	3	2	2	3	3	3
CO5	3	2	3	3	3	2	3	3	3
Total	15	12	15	13	13	10	15	15	15
Mean	3.00	2.4	3.00	2.6	2.6	2.00	3.00	3.00	3.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2024-2025

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>GEL</i>	<i>U24ABA202</i>	<i>INSURANCE AND RISK MANAGEMENT (ALLIED)</i>	<i>75</i>	<i>5</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To gain comprehensive knowledge in Commerce.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the basic workings of insurance and hedging	K2
CO2	Evaluate the types of Life insurance policies and settlement	K4
CO3	Outline the types of General Insurance Business	K2
CO4	Evaluate the assessment and retention of risk	K4
CO5	Describe the operation of IRDA	K3

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6>Create)

UNIT-I Introduction to Insurance (15 Hours)

Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance – Insurance and Hedging – Types of Insurance – Insurance Intermediaries – Role of Insurance in Economic Development.

UNIT-II Life Insurance (15 Hours)

Life Insurance Business - Fundamental Principles of Life Insurance – Basic Features of Life Insurance Contracts - Life Insurance Products –Traditional and Unit Linked Policies – Individual and Group Policies - With and Without Profit Policies – Types of Life Insurance Policies – Pension and Annuities – Reinsurance – Double Insurance

UNIT-III General Insurance (15 Hours)

General Insurance Business - Fundamental Principles of General Insurance – Types - Fire Insurance – Marine Insurance – Motor Insurance – Personal Accident Insurance – Liability Insurance – Miscellaneous Insurance – Claims Settlement.

UNIT-IV Risk Management (15 Hours)

Risk Management – Objectives – Process – Identification and Evaluation of Potential Losses – Risk Reduction - Risk Transfer – Risk Financing - Level of Risk Management – Corporate Risk Management – – Personal Risk Management.

UNIT-V IRDA Act 1999 (15 Hours)

Insurance Regulatory and Development Authority (IRDA) 1999 – Introduction – Purpose, Duties, Powers and Functions of IRDA – Operations of IRDA – Insurance Policyholders' Protection under IRDA – Exposure/Prudential Norms - Summary Provisions of related Acts.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Neeti Gupta, Anuj Gupta and Abha Chopra, Risk Management and Insurance, Kalyani Publishers, New Delhi.
2. Dr.N. Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
3. M.N. Mishra & S.B. Mishra, Insurance Principles and Practice, S Chand Publishers, New Delhi.
4. Michel Crouhy, The Essentials of Risk Management, McGraw Hill, Noida.
5. Thomas Coleman, A Practical Guide to Risk Management, CFA, India.

Reference Books:

1. John C.Hull, Risk Management and Financial Institutions (Wiley Finance), Johnwiley & sons, New Jersey.
2. P.K. Gupta, Insurance and Risk Management, Himalaya Publications, Mumbai.
3. Dr. Sunilkumar, Insurance and Risk Management, Golgotia publishers, New Delhi.
4. Nalini PravaTripathy, Prabir Paal, Insurance Theory & Practice, Prentice Hall of India.
5. Anand Ganguly – Insurance Management, New Age International Publishers.

Web Resources;

1. <https://www.mcminnlaw.com/principles-of-insurance-contracts/>
2. <https://www.investopedia.com/terms/l/lifeinsurance.asp>
https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&flag=1

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<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>DSSEC</i>	<i>U18SBA201</i>	<i>BASICS OF STOCK MARKET (SBS - II)</i>	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objective: To gain comprehensive knowledge in Stock market.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Summarize the different types of companies.	K2
CO2	Discuss the role of stock exchanges in the financial market.	K2
CO3	Analyze different types of investment options in the stock market.	K4
CO4	Examine the types of primary market issues.	K3
CO5	Evaluate the functions and significance of the secondary market.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6 Create)

UNIT-I INTRODUCTION TO COMPANIES

(06 Hours)

Meaning: Private Company – public Company- Difference between Private Company and Public Company- Prospectus- Promoter - Types of Shares.

UNIT-II STOCK EXCHANGE

(06 Hours)

Meaning- SEBI Objectives – Role of SEBI in buying and selling shares. Terminologies in stock market : Equity / Shares/ Debentures/ Debts Instruments / Derivatives / Mutual fund – Index-depository- dematerialization (Demart)

UNIT-III INVESTMENT

(06 Hours)

Meaning – Need for Investment – Options available for Investment in Stock Market – Short Term Investment and Long Term Investment – do's and don'ts while investing in Stock Market- Factors Determining Interest Rates.

UNIT-IV PRIMARY MARKET

(06 Hours)

Meaning - Role of Primary Market – Face Value of Shares - Debentures- Premium and Discount in Security Market – Need for issue of Shares to Public- Kind of Issue- Issue Price - Market capitalization- Difference between Public issue and Private placement-Initial public Offering (IPO)- offer for sale (OFS)- lock in period – Listing and deleting of securities.

UNIT-V SECONDARY MARKET

(06 Hours)

Meaning – role – difference between primary and secondary market – stock trading-how to place orders with brokers-contract note- products dealt in secondary market- growth stock- value stock- dividend stock- factors influencing price of a stock- bid price-offer price – portfolio-advantages of diversified portfolio- mutual funds-active mutual funds-passive mutual funds-benefits and risk involved in investing mutual funds.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Book:

Prof. V. Balachandran, - “Security Market & Regulation”, Sultan & Chand Publication, New Delhi.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	1	2	1	3	2	1
CO2	3	3	3	1	2	1	3	2	1
CO3	3	3	3	1	1	1	3	3	1
CO4	3	2	3	1	2	1	3	2	1
CO5	3	3	3	1	2	1	3	2	1
Total	13	13	14	5	9	5	15	11	5
Mean	2.6	2.6	2.8	1	1.8	1	3	2.2	1

3 – Strong; 2 – Medium; 1 – Low

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<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>II</i>	<i>DSSEC</i>	<i>U18SBA202</i>	OFFICE MANAGEMENT (SBS - III)	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objective: To gain comprehensive knowledge in Business Correspondence.
Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Explain the concepts and Principles of Office Management.	K2
CO2	Implementing filing and indexing techniques..	K3
CO3	Discuss the factors influencing office accommodation and layout	K2
CO4	Describe various methods of data collection.	K2
CO5	Identify the modes and barriers of communication in offices.	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – 1 INTRODUCTION TO OFFICE MANAGEMENT (6 HOURS)

Meaning, functions and importance of office management - Principles - Changing office scenario - Time Management.

UNIT – 2 OFFICE MANAGER (6 HOURS)

Qualifications – Qualities - Functions - The authorities and responsibilities of an office manager - filing - Indexing - Record Administration - Agenda preparation for Meetings.

UNIT – 3 OFFICE ACCOMMODATION AND LAYOUT (6 HOURS)

Office accommodation – Factors – Office Location – Factors in selecting office location - Office layout: Objectives – Importance.

UNIT – 4 OFFICE REPORTS (12 HOURS)

Different methods of Data Collection - observation, Interview, Mailed Questionnaire, Editing of Data. Classification of Data, Objectives and Types - Qualities of Report- Types and Presentation of Report.

UNIT – 5 OFFICE COMMUNICATION (6 HOURS)

Communication Process – Modes of Communication - Types of Communication – Barriers in Communication - Barriers in Electronic communication modes.

Text books:

1. R. T.S. Devanarayanan & N.S. Raghunathan – office management – Margham Publications, Chennai.

Books for Reference:

1. Pillai RSN and Bagavathi, Office Management, , New Delhi, S. Chand & Company Limited, 2003.

C. Abdul Hakeem College (Autonomous), Melvisharam.

2. Krishna Murthy E., M. Nagasubramanian, Improve your Secretarial Skills, S.Chand Publication, 2003.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	2	3	3	2
CO2	3	3	3	2	2	2	3	3	2
CO3	3	3	3	2	2	2	3	3	2
CO4	3	3	3	2	2	2	2	2	2
CO5	3	3	3	2	1	1	3	3	2
Total	15	15	15	10	10	08	12	11	10
	3.00	3.00	3.00	2.00	2.00	1.6	2.4	2.2	2.00

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by