

# 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   | <b>TAMIL - I</b> | 60    | 3       | 25         | 75         | 100        |

## OBJECTIVES

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

## COURSE OUTCOME(S)

| COs | CO Statement<br>(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 அரசு வரலாறு போன்றவற்றை விளக்கி, வாசிப்பையும் உச்சரிப்பையும் மேம்படுத்தி புரியவைத்தல் | K2              |
| CO3 | நீதி இலக்கியங்களின் வழி ஒழுக்க விழுமியங்களை வலியுறுத்தி அறவுறைகளை 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 | <b>இலக்கணம் &amp; இலக்கிய வரலாறு அறிமுகம்</b> <ol style="list-style-type: none"> <li>ஜந்திலக்கணம் - அறிமுகம்</li> <li>சங்க இலக்கியங்கள் - எட்டுத்தொகை, பத்துப்பாட்டு</li> <li>நீதி இலக்கியங்கள்</li> <li>காப்பியங்கள்</li> <li>பக்தி இலக்கியங்கள்</li> </ol>   | (12 Hours) |
| அலகு - 2 | <b>சங்க இலக்கியம்</b> <ol style="list-style-type: none"> <li>நாடுக்குடியை - 3 பாடல்கள் (எண்கள் : 47,96,285)</li> <li>குறுந்தொகை - 6 பாடல்கள் (எண்கள் : 18,27,58,371,399,400)</li> <li>புறநானாறு - 6 பாடல்கள் (எண்கள் : 25,86,92,183)</li> <li>முல்லைப் பாட்டு - (முழுவதும்)</li> </ol>   | (12 Hours) |
| அலகு - 3 | <b>அற இலக்கியம்</b> <ol style="list-style-type: none"> <li>திருக்குறள் - அறன் வலியுறுத்தல்</li> <li>நாலடியார் - 8 பாடல்கள்</li> <li>பழமொழி நானாறு - 8 பாடல்கள்</li> <li>இனியவை நாற்பது - 8 பாடல்கள்</li> </ol>   | (12 Hours) |
| அலகு - 4 | <b>காப்பியம் &amp; சமய இலக்கியம்</b> <ol style="list-style-type: none"> <li>சிலப்பதிகாரம் - வழக்குரை காதை (முழுவதும்)</li> <li>கம்ப ராமாயணம் - குகப்படலம் (25 பாடல்கள்)</li> <li>சீநாப்புராணம் - மானுக்குப் பிணை நின்ற படலம் (30 பாடல்கள்)</li> <li>இயேசு காவியம் - ஊதாரிப் பிள்ளை (முழுவதும்)</li> </ol>                        | (12 Hours) |
| அலகு - 5 | <b>பக்தி &amp; பகுத்தறிவு இலக்கியம்</b> <ol style="list-style-type: none"> <li>நாயன்மார் பாகுங்கள் - சமயக்குரவர் நால்வர் (4 பாடல்கள் )</li> <li>ஆழ்வார் பாகுங்கள் - முதலாழ்வார்கள் மற்றும் ஆண்டாள் (4 பாடல்கள்)</li> <li>திருமந்திரம் - திருமூலர் (7 பாடல்கள் )</li> <li>இராவண காவியம் - புலவர் குழந்தை (5 பாடல்கள் )</li> </ol> | (12 Hours) |

### **C. Abdul Hakeem College (Autonomous), Melvisharam.**

1 செய்யுள் திரட்டு - தமிழ்த்துறை, சி.அப்துல் ஹக்கீம் கல்லூரி வெளியீடு. 2024 குன் வெளியீடு

2 தமிழ் இலக்கிய வரலாறு - பேரா.மது.ச.விமலானந்தம் அபிராமி பதிப்பகம், இராயபுரம், சென்னை -13 மறு பதிப்பு -2002

3 நற்றமிழ் இலக்கணம் - டாக்டர்.சௌ.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](http://books.tamilcube.com)

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

3 – Strong; 2 – Medium; 1 – Low

|             |             |
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| Prepared by | Verified by |
|             |             |

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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   | <b>TAMIL - I</b> | 60    | 3       | 25         | 75         | 100        |

## OBJECTIVES

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

## COURSE OUTCOME(S)

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

## பாடத்திட்டம்

|          |   |            |
|----------|---|------------|
| அலகு - 1 | <b>இலக்கிய வரலாறு அறிமுகம்</b> <ol style="list-style-type: none"> <li>1. சிறிலக்கியங்கள் - அறிமுகம்</li> <li>2. கவிதை - தோற்றமும் வளர்ச்சியும்</li> <li>3. சிறுகதை - தோற்றமும் வளர்ச்சியும்</li> <li>4. நாடகம் - தோற்றமும் வளர்ச்சியும்</li> </ol>  | (12 Hours) |
| அலகு - 2 | <b>சிற்றிலக்கியங்கள் &amp; தனிப்பாடல்கள்</b> <ol style="list-style-type: none"> <li>1. கலிங்கத்துப்பரணி - களம் பாடியது ( 7 பாடல்கள் )</li> <li>2. குற்றாலக் குறவஞ்சி - வசந்தவல்லி பந்தடித்தல் ( 7 பாடல்கள் )</li> <li>3. முக்கடற்பள்ளு - பள்ளியர் ஏசல் ( 11 பாடல்கள் )</li> <li>4. தனிப்பாடல்கள் - ஒளைவு, வீரராகவர், காளமேகம், சத்திமுத்திப் புலவர், படிக்காசுப் புலவர், படின்துதிகள், சொக்கநாதப்புலவர் (7பா.)</li> </ol> | (12 Hours) |
| அலகு - 3 | <b>கவிதை</b> <ol style="list-style-type: none"> <li>1. பாரதியார் - பாரத தேசம்</li> <li>2. பாரதிதாசன் - குடும்ப விளக்கு</li> <li>3. அப்துல் ரகுமான் - வீடு (பித்தன்)</li> <li>4. வாலி - புத்தகச் சந்தை</li> <li>5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவு)</li> </ol>  | (12 Hours) |
| அலகு - 4 | <b>சிறுகதை</b> <ol style="list-style-type: none"> <li>1. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப்பிள்ளையும்</li> <li>2. ஜெயகாந்தன் - வாய்ச்சொற்கள்</li> <li>3. அ.விநாயகமூர்த்தி - பரிசு</li> <li>4. வைரமுத்து - இப்படியும் ஒருவன் இறந்தான்</li> </ol>  | (12 Hours) |
| அலகு - 5 | <b>நாடகம்</b> <ol style="list-style-type: none"> <li>1. பேரறிஞர் அண்ணா - வேலைக்காரி</li> <li>2. ஆறு.அழகப்பன் - கொல்லிப்பாவை</li> </ol>  | (12 Hours) |

## C. Abdul Hakeem College (Autonomous), Melvisharam.

### பார்வை நூல்கள்

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

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- Tamil E-Books Downloads- [tamilebooksdownloads.blogspot.com](http://www.tamilebooksdownloads.blogspot.com)
- Tamil Books on line- [books.tamil cube.com](http://www.tamilcube.com)
- Catalogue of the Tamil books in the Library of British Congress archive.org
- Tamil novels on line - [books.tamilcube.com](http://www.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   | -                           | -    | -    | -    | -    |      |
| <b>Mean Overall Score</b> |                    |     |     |     |     |                             |      |      |      |      |      |

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 |
|-----|----------|-------------|---|-------|---------|------------|------------|------------|
| I   | GEL      | U24CSL201   | <b>SKILL LANGUAGE TAMIL</b><br>திறன் வளர்த்தும் | 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<br>(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 | <b>கற்றல் திறன் - 1</b> <ol style="list-style-type: none"> <li>1. எண்களை எழுத்தால் எழுதுதல்</li> <li>2. குறில், நெடில் வேறுபாடு அறிதல்</li> <li>3. தினை, பால் வேறுபாடு அறிதல்</li> <li>4. மயங்கொலி வேறுபாடு அறிதல் (ர-இ: ந-ண-ன: ஸ-ள-ழ)</li> <li>5. இரு பொருள் அறிதல்</li> </ol> | (12 Hours) |
| அலகு - 2 | <b>கற்றல் திறன் - 2</b> <ol style="list-style-type: none"> <li>1. வாக்கியத்தில் அமைத்தல்</li> <li>2. அகரவரிசைப்படுத்துதல்</li> <li>3. பொருந்தாத சொல்லைக் கண்டறிதல்</li> <li>4. சொற்களை ஒழுங்குபடுத்தி சொற்றொடராக்குதல்</li> </ol>   | (12 Hours) |
| அலகு - 3 | <b>கேட்டல் திறன் - 1</b> <ol style="list-style-type: none"> <li>1. நூல், செய்தித்தாள் வாசித்தல்</li> <li>2. பாடல் ஒப்புவித்தல்</li> <li>3. நேர் காணல்</li> </ol>  | (12 Hours) |
| அலகு - 4 | <b>கேட்டல் திறன் - 2</b> <ol style="list-style-type: none"> <li>1. நூல் மதிப்புரை</li> <li>2. ஏதேனும் ஒரு தலைப்பில் பேசிப் பழகுதல்.</li> </ol>  | (12 Hours) |
| அலகு - 5 | <b>உணர்தல் திறன்</b> <ol style="list-style-type: none"> <li>1. கட்டுரை, கவிதை, தணுக்கு இயற்றுதல்</li> <li>2. அறிக்கை தயாரித்தல்</li> <li>3. குழு நடிப்பு</li> </ol>   | (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. | நற்றுமிழ் 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   | -                           | -    | -    | -    | -    |      |
| <b>Mean Overall Score</b> |                    |     |     |     |     |                             |      |      |      |      |      |

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<br>(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:

|  |  |  |  |  |
|--|--|--|--|--|
| <b>UNIT – I</b><br><input checked="" type="checkbox"/> <b>Qawaid</b><br><input checked="" type="checkbox"/> Huroof, ki Tareef<br><input checked="" type="checkbox"/> Huroof e Tahaji Aur Uske Aqsaam<br><input checked="" type="checkbox"/> Jumla ki Tareef<br><input checked="" type="checkbox"/> Jumla Banane ka Tariqah | <b>[12 Hours]</b>  |  | یونٹ - I<br><input checked="" type="checkbox"/> قواعد ✓<br><input type="checkbox"/> حروف کی تعریف <input checked="" type="checkbox"/><br><input type="checkbox"/> حروف تہجی اور اس کے اقسام <input checked="" type="checkbox"/><br><input type="checkbox"/> جملہ کی تعریف <input checked="" type="checkbox"/><br><input type="checkbox"/> جملہ بنائے کا طریقہ <input checked="" type="checkbox"/>  |  |
|  | <b>UNIT – II</b><br><input checked="" type="checkbox"/> Ism Ki Tareef<br><input checked="" type="checkbox"/> Ism ke Aqsaam Misalon Ke Sath<br><input checked="" type="checkbox"/> Jins(Muzakkar aur Maunnas) ki Tareef<br><input checked="" type="checkbox"/> Jins ke Aqsaam<br><input checked="" type="checkbox"/> Muzakkar aur Muannas ki Tareef<br><input checked="" type="checkbox"/> Muzakkar Se Muannas Banane ka Tariqah  |  |  |  |
|  | <b>[12 Hours]</b>  |  |  |  |
|  | <b>UNIT – III</b><br><input checked="" type="checkbox"/> <b>Hikayat</b><br><input checked="" type="checkbox"/> Hikayat ki tareef<br><input checked="" type="checkbox"/> Sahabi aur Khalifa ki tareef<br><input checked="" type="checkbox"/> Hikayat-e-Sahaba (Khulafa e Raashidain - Sayeduna Abu Bakr Siddiq(R.A),Hazrat Umar(R.A),Hazrat Usman(R.A),Hazrat Ali(R.A)<br><input checked="" type="checkbox"/> Shaikh Saadi ka taruf<br><input checked="" type="checkbox"/> Hikayat-e-Shaik Saadi<br><input checked="" type="checkbox"/> Ek Badsha<br><input checked="" type="checkbox"/> Haroon Rasheed |  |  |  |
|  | <b>[12 Hours]</b>  |  |  |  |
|  | <b>UNIT – IV</b><br><input checked="" type="checkbox"/> <b>Ansaiyah</b><br><input checked="" type="checkbox"/> انشایہ کی تعریف <input checked="" type="checkbox"/><br><input type="checkbox"/> سر سید احمد خان کاتعارف <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> امید کی خوشی - سر سید احمد خان <input checked="" type="checkbox"/><br><input type="checkbox"/> رشید احمد صدیقی کا تعارف <input checked="" type="checkbox"/><br><input type="checkbox"/> ڈاکٹر عبدالحق مرحوم - رشید احمد صدیقی <input checked="" type="checkbox"/>                                    |  |  |  |
| <b>[12 Hours]</b>  |  | یونٹ - IV<br><input checked="" type="checkbox"/> انشایہ ✓<br><input type="checkbox"/> انشایہ کی تعریف <input checked="" type="checkbox"/><br><input type="checkbox"/> سر سید احمد خان کاتعارف <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> امید کی خوشی - سر سید احمد خان <input checked="" type="checkbox"/><br><input type="checkbox"/> رشید احمد صدیقی کا تعارف <input checked="" type="checkbox"/><br><input type="checkbox"/> ڈاکٹر عبدالحق مرحوم - رشید احمد صدیقی <input checked="" type="checkbox"/> | یونٹ - IV<br><input checked="" type="checkbox"/> انشایہ ✓<br><input type="checkbox"/> انشایہ کی تعریف <input checked="" type="checkbox"/><br><input type="checkbox"/> سر سید احمد خان کاتعارف <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> امید کی خوشی - سر سید احمد خان <input checked="" type="checkbox"/><br><input type="checkbox"/> رشید احمد صدیقی کا تعارف <input checked="" type="checkbox"/><br><input type="checkbox"/> ڈاکٹر عبدالحق مرحوم - رشید احمد صدیقی <input checked="" type="checkbox"/> |  |
| <b>UNIT – V</b><br><input checked="" type="checkbox"/> <b>Shahiyat</b><br><input checked="" type="checkbox"/> شخصیات کی سوانح <input checked="" type="checkbox"/><br><input type="checkbox"/> سوانح کی تعریف <input checked="" type="checkbox"/>   |  | یونٹ - V<br><input checked="" type="checkbox"/> شخصیات کی سوانح ✓<br><input type="checkbox"/> سوانح کی تعریف <input checked="" type="checkbox"/>   | یونٹ - V<br><input checked="" type="checkbox"/> شخصیات کی سوانح ✓<br><input type="checkbox"/> سوانح کی تعریف <input checked="" type="checkbox"/>   |  |

## C. Abdul Hakeem College (Autonomous), Melvisharam.

|  |  |
|--|--|
| <b>UNIT – IV</b> [12 Hours] <ul style="list-style-type: none"> <li>➤ <b>Inshayiya</b></li> <li>❖ Inshayiya ki tareef</li> <li>❖ Sir Syed Ahamed Khan ka taruf</li> <li>❖ Umeed Ki Khushi – Sir Syed Ahamed Khan</li> <li>❖ Rasheed Ahmed Siddiqi ka taruf</li> <li>❖ Dr. Abdul Haq Marhoom – Rasheed Ahmed Siddiqi</li> </ul><br><b>UNIT – V</b> [12 Hours] <ul style="list-style-type: none"> <li>➤ <b>Shakhsiyat ki Sawaneh</b></li> <li>❖ Sawaneh ki tareef</li> <li>❖ Allama Iqbal ki Sawaneh</li> <li>❖ Moulana Abul Kalam Azad ki Sawaneh</li> </ul> | <span style="font-size: 1.5em;">□ علامہ اقبال کی سوانح</span> <span style="font-size: 1.5em;">❖</span><br><span style="font-size: 1.5em;">□ مولانا ابوالکلام آزاد کی سوانح</span> <span style="font-size: 1.5em;">❖</span> |
|--|--|

# \_\_\_\_\_ # 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](http://www.rekhta.org)
2. [www.urduchannel.in](http://www.urduchannel.in)
3. [www.urducouncil.nic.in](http://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 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b> | 3   | 3   | 3   | 3   |     |     |     |     |      |      |      |
| <b>CO2</b> | 3   | 3   | 3   | 3   |     |     |     |     |      |      |      |
| <b>CO3</b> | 3   | 3   | 3   | 3   |     |     |     |     |      |      |      |
| <b>CO4</b> | 3   | 3   | 3   | 3   |     |     |     |     |      |      |      |
| <b>CO5</b> | 3   | 3   | 3   | 3   |     |     |     |     |      |      |      |
|            |     |     |     |     |     |     |     |     |      |      |      |

3 – Strong; 2 – Medium; 1 – Low

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|-------------|-------------|
| Prepared by | Verified by |
|             |             |



## C. Abdul Hakeem College (Autonomous), Melvisharam.

- تجارتی الفاظ (اردو اور انگریزی) ❖
- بیماری اردو (ترجمہ اردو سے انگریزی) ❖
- مکالمات (اردو اور انگریزی) ❖

### 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
- Kuliyath-e-Momin
- Kuliyath-e-Akbar
- Kuliyath-e- Iqbal
- Kuliyath-e- Jigar
- Kuliyath-e- Saher Ludhyanvi

#### Web Resources:

1. [www.rekhta.org](http://www.rekhta.org)
2. [www.urduchannel.in](http://www.urduchannel.in)
3. [www.urducouncil.nic.in](http://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 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b> | 3   | 3   | 3   | 2   |     |     |     |     |      |      |      |
| <b>CO2</b> | 2   | 3   | 3   | 2   |     |     |     |     |      |      |      |
| <b>CO3</b> | 3   | 2   | 3   | 3   |     |     |     |     |      |      |      |
| <b>CO4</b> | 3   | 2   | 2   | 2   |     |     |     |     |      |      |      |
| <b>CO5</b> | 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   | <b>SKILL LANGUAGE URDU LANGUAGE IDENTIFICATION AND COMPREHENSION</b> | 60    | 2       | 50         | 50         | 100        |

#### Objectives:

#### Course Outcomes (COs) and Cognitive Level Mapping:

| COs | CO Statement<br>(After completing the course, the students will be able to) | Cognitive Level |    |    |    |    |
|-----|---|-----------------|----|----|----|----|
|     |   | K1              | K2 | K3 | K4 | K5 |
| CO1 | Understanding Language Skills, Urdu Alphabets and Pronunciation             |                 | ✓  |    |    |    |
| CO2 | Analyze Writing Proficiency in Urdu and Listening Skills                    |                 |    | ✓  |    |    |
| CO3 | Describe Compound Words in Urdu   |                 |    |    | ✓  |    |
| CO4 | Constructing Basic Sentences and Reading Skills                             |                 |    |    |    | ✓  |
| CO5 | Enhancing Communication Skills and Writing Skills                           |                 |    |    |    | ✓  |

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 ✓

فرات ✓

تحریر ✓

یونٹ - II [12 گھنٹے] ✓

سمات ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - II [12 گھنٹے] ✓

تقریر ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - II [12 گھنٹے] ✓

فرات ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - II [12 گھنٹے] ✓

#### UNIT – III [12 Hours]

##### Speaking:

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

یونٹ - III [12 گھنٹے] ✓

فرات ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - III [12 گھنٹے] ✓

فرات ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - III [12 گھنٹے] ✓

#### UNIT – IV [12 Hours]

##### Reading:

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

یونٹ - IV [12 گھنٹے] ✓

تحریر ✓

اردو حروف تہجی ✓

مرکب الفاظ ✓

چھوٹے جملے ✓

یونٹ - IV [12 گھنٹے] ✓

**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](http://www.rekhta.org)
2. [www.urduchannel.in](http://www.urduchannel.in)
3. [www.urducouncil.nic.in](http://www.urducouncil.nic.in)
4. [BBC Urdu](http://www.bbc.com/urdu)
5. [UrduPod101](http://www.urdupod101.com)
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

| <b>Sem</b> | <b>Category</b> | <b>Course Code</b> | <b>Course Title</b> | <b>Hours</b> | <b>Credits</b> | <b>Int. Marks</b> | <b>Ext. Marks</b> | <b>Max. Marks</b> |
|------------|-----------------|--------------------|---------------------|--------------|----------------|-------------------|-------------------|-------------------|
| <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**

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

## **Unit I**

### **Prose**

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

### **Poetry**

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

## **Unit II**

### **Prose**

- a. My Financial Career - Stephen Leacock
- b. Computeracy - Peter Lurie

### **Poetry**

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

## **Unit III : Short Stories**

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

## **Unit IV : Autobiography & Reader's Theatre**

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

## **Unit V**

### **Lexical Skills & Grammar**

- a. Synonyms and Antonyms
- b. Homophones and Homonyms
- c. Words often Confused

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

### **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](http://www.cahc.ac.in), Mail: [hakeemcollege@edu.in](mailto:hakeemcollege@edu.in)

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

### **Course Objectives**

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

### **Unit I**

#### **Prose**

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

#### **Poetry**

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

### **Unit II**

#### **Prose**

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

#### **Poetry**

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

### **Unit III**

#### **Short Stories**

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

### **Unit IV**

#### **Biography & One Act Play**

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

### **Unit V**

#### **Lexical Skills & Grammar**

- a. One Word Substitutes
- b. Correct Usage of words
- c. Formation of plurals

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

### **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](mailto:hakeemcollege@edu.in)

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

### **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

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

### **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](mailto:hakeemcollege@edu.in)

# **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objectives:** To gain comprehensive knowledge in Business Management.

## **Course Outcomes (COs) and**

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

**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-Theories of Leadership– Traits Theory– Behavioral Theory; Motivation– Meaning – Definition - Process of Motivation -Theories on Motivation– Maslow's Need Hierarchy Theory, McGregor's X and Y Theory.

## **UNITV: CO-ORDINATION AND CONTROL (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.

#### **Reference Books:**

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

|             |             |
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| Prepared by | Verified by |
|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**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**

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

**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

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| Prepared by | Verified by |
|             |             |

# **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objectives:** To gain comprehensive knowledge in Managerial Economics.

## **Course Outcomes (COs) and**

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

**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         |
| <b>Total</b> | <b>12</b>          | <b>13</b>  | <b>12</b>  | <b>10</b> | <b>7</b>   | <b>10</b> | <b>15</b>                   | <b>10</b> | <b>15</b> |
| <b>Mean</b>  | <b>2.4</b>         | <b>2.6</b> | <b>2.4</b> | <b>2</b>  | <b>1.4</b> | <b>2</b>  | <b>3</b>                    | <b>2</b>  | <b>3</b>  |

3 – Strong; 2 – Medium; 1 – Low

|             |             |
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| Prepared by | Verified by |
|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objectives:** To gain comprehensive knowledge in Business Environment.

### **Course Outcomes (COs) and**

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

**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

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| Prepared by | Verified by |
|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objectives:** To gain comprehensive knowledge in Commerce.

### **Course Outcomes (COs) and**

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

**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

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| Prepared by | Verified by |
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## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objectives:** To gain comprehensive knowledge in Financial services.

### **Course Outcomes (COs) and**

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

**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

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| Prepared by | Verified by |
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## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

Objectives: To facilitate the understand Marketing Fundamentals

### **Course Outcomes (COs) and**

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

**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 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

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| Prepared by | Verified by |
|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**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**

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

**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          |
| <b>Total</b> | <b>15</b>          | <b>15</b>   | <b>15</b>   | <b>8</b>   | <b>8</b>   | <b>10</b>   | <b>15</b>                   | <b>15</b>   | <b>14</b>  |
| <b>Mean</b>  | <b>3.00</b>        | <b>3.00</b> | <b>3.00</b> | <b>1.6</b> | <b>1.6</b> | <b>2.00</b> | <b>3.00</b>                 | <b>3.00</b> | <b>2.8</b> |

3 – Strong; 2 – Medium; 1 – Low

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|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

Objective: To gain comprehensive knowledge in Business Correspondence.

### **Course Outcomes (COs) and**

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

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 Business Communication, 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           |
| <b>Total</b> | <b>15</b>          | <b>12</b>  | <b>15</b>   | <b>13</b>  | <b>13</b>  | <b>10</b>   | <b>15</b>                   | <b>15</b>   | <b>15</b>   |
| <b>Mean</b>  | <b>3.00</b>        | <b>2.4</b> | <b>3.00</b> | <b>2.6</b> | <b>2.6</b> | <b>2.00</b> | <b>3.00</b>                 | <b>3.00</b> | <b>3.00</b> |

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

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

**Objectives:** To gain comprehensive knowledge in Commerce.

## **Course Outcomes (COs) and**

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

**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, Golgatia 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](https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&flag=1)

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

**Objective:** To gain comprehensive knowledge in Stock market.

### **Course Outcomes (COs) and**

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

**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 EXCAHNGE (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- de materialization (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

|             |             |
|-------------|-------------|
| Prepared by | Verified by |
|             |             |

## **C. Abdul Hakeem College (Autonomous), Melvisharam.**

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

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

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

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

**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          |
|       | <b>3.00</b>        | <b>3.00</b> | <b>3.00</b> | <b>2.00</b> | <b>2.00</b> | <b>1.6</b> | <b>2.4</b>                  | <b>2.2</b> | <b>2.00</b> |

3 – Strong; 2 – Medium; 1 – Low

|             |             |
|-------------|-------------|
| Prepared by | Verified by |
|             |             |