



DEPARTMENT : BBA

GENERAL MANAGEMENT

UNIT-I

Business – Meaning- definition- Importance- sole proprietor- partnership- joint stock Company- co-operative society- management leaders- human resource management- financial management- marketing management.

UNIT –II

Basic accounting concepts-meaning of accounting-trial balance-bills of exchange – depreciation – trading account-profit and loss account- balance sheet.

Unit-III

Meaning and scope of business economics- demand analysis-business cycle-marketing-4 P's of marketing-service-7 P's of service

Unit IV

Communication – meaning- objectives-types- business environment- internal and external.

Unit V

Entrepreneurship-meaning-types- qualities of an entrepreneur- NBFC's- SBI-IFCI-IDBI-ICICI-SEBI-SFC-LIC. Business law.

DEPARTMENT : COMMERCE

BASICS OF ACCOUNTING AND COMMERCE

SYLLABUS :

Unit – I

Accounting – Meaning & Definition – Objectives.

Unit – II

Steps of accounting – Significance – Types of accounts.

Unit – III

Accounting types – Single entry system – Double entry system.

Unit – IV

Basic of Commerce – Meaning – Definition – Objectives – Importance – Scope.

Unit – V

Management – Meaning – Definition – Functions – Levels of management.

Unit – VI

Business Communication – Meaning – Definition – Types of business communication – Barriers to business communication.

Unit – VI

Banking – Meaning – Definition – Types – RBI – Functions.

DEPARTMENT : CHEMISTRY

GENERAL CHEMISTRY

SYLLABUS

UNIT-I Inorganic chemistry

Meaning of Inorganic chemistry – Various classification of periodic table – atom, molecule and compounds - Acid – base concept (Arrhenius, Lewis, Lowry - Bronsted etc.) – pH – Quantum numbers – orbit and orbitals.

UNIT-II Handling of chemicals and apparatus - first aid

Handling of Chemicals - Apparatus and Instruments – Nature of chemicals – Procedures to follow in lab hours – First Aid Kit – Procedure for first aid- Classification of analysis - Qualitative and Quantitative analysis - Volumetric analysis – Inorganic mixture analysis – Organic compound analysis.

UNIT-III Organic chemistry

Meaning of Organic chemistry – Nomenclature of organic compounds (IUPAC) system - functional groups – Huckel's Rule – aromatic and aliphatic compounds – Heterocyclic compounds – organic basic reactions.

UNIT-IV Solid state and coordination chemistry

Some basic concept of Chemistry-Atomic and Molecular Structure-Periodic table and their properties-Solid State,- Solution and Colligative Properties, -Chemical Thermodynamics-Coordination Chemistry.

UNIT-V Physical chemistry

Meaning of Physical chemistry –States of matter - Fundamental particles – Atomic structure – Hund's rule – Aufbau principle – Pauli's exclusion principle – Thermodynamic properties – Kinetic reactions.

DEPARTMENT : COMPUTER SCIENCE

FUNDAMENTALS OF COMPUTER AND MS OFFICE

SYLLABUS :

Unit- I

Basics of Computer – what is computer – History of Computers – Generation of Computers – classification of computers – Computer languages – applications of computers – parts of computers.

Unit – II

Input devices – Output devices – Storage devices – Memory Units – Concepts of Hardware – plug ins – software – concept of computing – data and information, field, record, file, database. Operating System – Definition - popular Operating System – processors.

Unit – III

Networks, components of networks – LAN, WAN, MAN – Node, Hub, Switch, Routers – WWW – Internet – E-mail – basics – browsers – search engines – ISP – URL – IP – DNS – ATTACKS – Viruses.

Unit – IV

MS Office – MS Word – MS Excel.

Unit – V

MS PowerPoint – creating a presentation – sample presentations.

DEPARTMENT : DIGITAL PRINT MEDIA

BASIC KNOWLEDGE OF PRINTING

SYLLABUS

- ✓ Origin & Historical Background of Printing process
- ✓ Emergence of Relief, Planography, Intaglio & Stencil.
- ✓ Principles of Printing Processes : Letterpress, Offset, Flexography, Gravure, and Screen Printing Processes
- ✓ Structure of Printing Industry
- ✓ Introduction: DTP-Choosing the Printing House
- ✓ Choosing Colors And Fonts.
- ✓ Hardware Requirements for DTP
- ✓ General Design Considerations, Text Organization
- ✓ Designing Common Media Publications-Redesigning.
- ✓ Fundamentals of design elements - Line, shape, texture, balance, and contrast.
- ✓ Principles of symmetrical and asymmetrical arrangements.

DEPARTMENT : ENGLISH

INTRODUCTION OF LITERATURE

UNIT-1

- 1.The village schoolmaster- ovlier goldsmith
- 2.Lucy Gray- Willam wordsworth
- 3.Frist thing frist- W.H.Auden

UNIT-2

- 1.Nouns
- 2.Pronouns
- 3.Articles

UNIT-3

- 1.The Renaissance
- 2.Colonial Expansion
- 3.Civil War and its Significance

DEPARTMENT : MATHEMATICS

BASICS ON CLASSICAL ALGEBRA AND CALCULUS

SYLLABUS:

Unit -1 Matrices

1.1 Determinant of a Matrix – Properties – Singular and Non singular matrices

1.2 Adjoint and inverse of a Matrix - Properties

Unit -2 Theory of Equations

2.1 Relation between roots and coefficient of an equation

2.2 Fundamental theorem in Theory of equation

Unit -3 Differentiation

3.1 Definition of a derivative – some elementary results on Differentiation – various functions.

3.2 Methods of Differentiation – Sum, Difference, Product and Quotient rules

Unit 4 Integral Calculus

4.1 Definite and Indefinite integral, Proper and Improper integrals.

4.2 Some standard results in integrals

DEPARTMENT : PHYSICS

BASICS OF PHYSICS

SYLLABUS :

PROJECTILE and IMPULSE:

Definition of Range, time of flight and angle of projection – laws of impact- coefficient of restitution.

DYNAMICS OF RIGID BODIES

Definition moment of inertia- kinetic energy- loss of kinetic energy-compound pendulum

GRAVITY

Definition gravity- gravity of solid cone- gravity of hemisphere

CENTRE OF PRESSURE

Definition of pressure- unit- dimensional formula- Pascal law – Bernoulli theorem

FRICTION

Definition of friction - properties of friction - different applications of the friction.

முதுகலைத் தமிழ்த்துறை
அடிப்படைத் தமிழ் இலக்கணம்

பாடத்திட்டம்

அலகு - 1

எழுத்து - முதல் எழுத்து - சார்பெழுத்து - மாத்திரை - பெயர்ச்சொல் -
வினைச்சொல்

அலகு - 2

பதம் - பகுபதம் - பகாப்பதம் - பகுபத உறுப்புகள் - ஓரெழுத்தொருமொழி -
வழக்கு - இயல்பு வழக்கு - தகுதி வழக்கு

அலகு - 3

இலக்கணக் குறிப்பறிதல் - வேர்ச்சொல் - பெயரெச்சம் - வினையெச்சம் -
வினையானையும் பெயர் - தொழிற்பெயர் - வினைமுற்று

அலகு - 4

புகழ்பெற்ற நூல்கள் மற்றும் நூலாசிரியர்கள் - சிறப்புத் தொடர்களால்
குறிக்கப்படும் சான்றோர்கள் - அடைமொழியால் குறிக்கப்படும் நூல்கள்

அலகு - 5

ஒலி வேறுபாடறிந்து சரியான பொருளைக் கண்டறிதல் - ஆங்கிலச்
சொற்களுக்கு நிகரானத் தமிழ்ச் சொல்லைக் கண்டறிதல் - சந்திப் பிழை நீக்கி
எழுதுதல் - ஒருமை, பன்மை - மரபுப் பிழை - வழுவச் சொற்களை நீக்குதல்.

PG AND RESEARCH DEPARTMENT OF ENGLISH

BRIDGE COURSE ON FOUNDATION ENGLISH

OBJECTIVES:

- To act as a buffer for the new entrants.
- Focus on fostering a strong sense of ethical judgment and moral fortitude
- Applications based self-learning and intermingling of a large cross section of students from vastly varying backgrounds.
- The students will be equipped with the knowledge and the confidence needed to take on bigger challenges.
- Nurture a deeper understanding of the local and global world and our place in it as concerned citizens of the world.
- Interactive and Active Learning by Doing have been weaved into the Bridge Course.
- Active learning with the help of other students.

SYLLABUS

LISTENING

1. Creating listening text: Clear recording and live speeches
2. Variety should be provided in the listening texts.
3. Movie clips/ Short films/ Documentary

TASKS

1. Yes/no questions
2. Note taking & Summarizing.
3. Gap filling activities
4. Listening and narrating
5. Picking out difficult/ unfamiliar words.

SPEAKING

1. One minute presentation with adequate time given for the student's preparation.
2. Self Introduction
3. Vocabulary- Word games
4. Working in pairs: introducing the partner. (Interactive Self Introduction)
5. Group Discussion
6. Narrating a story
7. Develop the conversation.
8. Structured format for welcome address & vote of thanks
9. Speak about a picture given.

VOCABULARY

1. Word building
2. Mind mapping
3. Crossword puzzles
4. Prefix/ suffix
5. Vocabulary/ word games
6. Anagrams
7. Illustrating pictures with interpretation
8. One word substitute
9. Alternate words (Policeman, Cop)
10. Reading newspaper
11. Referring dictionary
12. Making sentences with words given
13. Abbreviations
14. Frequently used words

GRAMMAR

1. Parts of speech
2. Tenses (Tense conversions)
3. Preposition (Sentence completion with supplying proper preposition)
4. Articles
5. Voice
6. Pictorial representation
7. Extracting and identifying parts of speech from the passage
8. Subject verb concord
9. Framing question

READING

1. Magazines, newspaper, novels, short stories
2. "Know your English" from The Hindu.
3. Advertisements and ask for specific information, to identify the instructions
4. Trans coding- showing figures, cartoons and British council materials

WRITING

1. Mind mapping
2. Hints development
3. Describing directions
4. Jumble sentences- identify the topic sentence
5. Appropriate discourse markers
6. Outline writing
7. Picture description
8. Developing sentence
9. Use of connectives PAL
10. Complete an incomplete letter
11. Paragraph writing
12. Gap filling