



**HOLY CROSS COLLEGE (AUTONOMOUS)**  
 Affiliated to Bharathidasan University  
 Nationally Accredited(3rd Cycle) with 'A' Grade by NAAC  
 College with Potential for Excellence.  
 Tiruchirapalli - 620002.

*SCHOOL OF MANAGEMENT STUDIES*

**DEPARTMENT OF BUSINESS ADMINISTRATION**

Programme: BBA

PO No.	Programme Outcomes <i>Upon completion of the BBA. Degree Programme, the graduate will be able to</i>
PO-1	Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context
PO-2	Acquire a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D
PO-3	Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intrapreneurship for their employer organizations
PO-4	Acquire critical business skills and competencies required for effective management in modern business
PO-5	Inculcate a positive attitude towards ethical business decisions and social dimensions

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing and management
PSO-3	Learn how to effectively manage people and build strong relationships
PSO-4	Enhance critical thinking and analytical skills in terms of decision making
PSO-5	Develop entrepreneurial skill to motivate towards start ups

**HOLY CROSS COLLEGE (AUTONOMOUS),TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SCHOOL OF MANAGEMENT STUDIES**  
**CHOICE BASED CREDIT SYSTEM**  
**UG COURSE PATTERN**  
**(For candidates admitted from June 2018 onwards)**

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
<b>I</b>	I	Language	Tamil Paper-I/ Hindi Paper –I/ French Paper - I	U15TL1TAM01/ U18HN1HIN01/ U16FR1FRE01	5	3	100
	II	English	English Paper-I	U15EL1GEN01	6	3	100
	III	Major Core-1	Business Management	U18BB1MCT01	5	5	100
	III	Major Core- 2	Business Environment	U18BB1MCT02	5	5	100
	III	Allied Course-1	Financial Accounting	U18BB1ACT01	4	4	100
	III	Allied Course-2	Business Mathematics & Statistics for Managers	U18BB1ACT02	4	3	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	-	-
			Internship/Field work/Field project 30 hours –Extra credit	U18SP1ECC01	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>25</b>	<b>700</b>

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
<b>II</b>	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper - II	U15TL2TAM02/ U18HN2HIN02/ U16FR2FRE02	5	3	100
	II	English	English Paper-II	U15EL2GEN02	6	3	100
	III	Major Core-3	Marketing Management	U18BB2MCT03	6	5	100
	III	Major Core-4	Indian Financial System	U18BB2MCT04	5	5	100
	III	Allied Course -3	Managerial Economics	U18BB2ACT03	4	4	100
			Service Oriented Course		1	-	-
	IV	Skill Based Elective 1	Soft Skill Development	U15RE2SBT01	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	1	100
			Internship/Field work/Field project 30 hours –Extra credit	U18SP2ECC02		2	100
	<b>TOTAL</b>					<b>30</b>	<b>25</b>

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
<b>III</b>	I	Language	Tamil Paper-III/ Hindi Paper –III/ French Paper – III	U15TL3TAM03/ U18HN3HIN03/ U16FR3FRE03	5	3	100
	II	English	English Paper-III	U15EL3GEN03	6	3	100
	III	Major Core– 5 (MC)	Operations Research	U18BB3MCT05	5	5	100
	III	Major Core –6 (MC)	Organizational Behaviour	U18BB3MCT06	5	5	100
	III	Allied Optional – 1 (AO)	Business Ethics	U18BB3AOT01	4	3	100
	IV	Skill Based Elective 2  (Industrial Relations)	Sustainable Rural Development and Students Social Responsibility  Industrial Management	U18RE2SBTO2  U19BB3IRT01	1  1	1  1	100  100
	IV	Skill Based Elective 3	Computer Literacy - Tally	U19BB3SBP03	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	-	
		Internship/Field work/Field project 30 hours –Extra credit		U18SP3ECC03/ U18SP3ECC02		2	100
	<b>TOTAL</b>					<b>30</b>	<b>25</b>

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
<b>IV</b>	I	Language	Tamil Paper-IV/ Hindi Paper –IV/ French Paper - IV	U15TL4TAM04/ U18HN4HIN04/ U16FR4FRE04	5	3	100
	II	English	English Paper-IV	U15EL4GEN04	6	3	100
	III	Major Core– 7 (MC)	Management Accounting	U18BB4MCT07	6	5	100
	III	Allied Optional - 2(AO)	Retail Management	U18BB4AOT02	4	4	100
	III	Allied Optional – 3(AO)	Industrial Law	U18BB4AOT03	4	3	100
	IV	Skill Based Elective 4	Online Course	U19OC4SBT04	2	2	100
	IV	Skill Based Elective 5	Entrepreneurial Development	U18BB4SBP05	2	2	100
			Service Oriented Course		-	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	1	100
		Internship/Field work/Field project 30 hours –Extra credit		U18SP4ECC04/ U18SP4ECC02		2	100
	<b>TOTAL</b>					<b>30</b>	<b>26</b>

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
V	III	Major Core – 8 (MC)	Human Resources Management	U18BB5MCT08	6	6	100
	III	Major Core –9 (MC)	Cost Accounting	U18BB5MCT09	5	5	100
	III	Major Core– 10(MC)	Production and Operation Management	U18BB5MCT10	5	5	100
	IV	Major Core – 11 (MC)	Information Technology for Business	U18BB5MCT11	5	5	100
	IV	Major Elective – 1	Business Law / Banking Theory Law & Practices	U18BB5MET01 U18BB5MET02	4	3	100
	IV	NME – 1	Disaster Management	U18BB3NMT01	2	2	100
	IV	EVS	Environmental Studies		2	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-
			Internship/Field work/Field project 30 hours –Extra credit	U18SP5ECC05/ U18SP5ECC02		2	100
<b>TOTAL</b>					30	29	800

Semester	Part	Course	Title of the Course	Code	Hrs/ wk	Credits	Marks
VI	III	Major Core – 12 (MC)	Financial Management	U18BB6MCT12	5	5	100
	III	Major Core– 13 (MC)	Strategic Management	U18BB6MCT13	5	5	100
	III	Major Core– 14 (MC)	International Business	U18BB6ACT14	5	5	100
	IV	Major Elective 2	Security Analysis and Portfolio Management/ Income Tax Law & Practices	U18BB6MET01 U18BB6MET02	4	4	100
		Major Elective 3	Total Quality Management/ Company Law	U18BB6MET03 U18BB6MET04	5	5	100
		Skill-based Elective – 6	Research Methodology	U15DS6SBT06	2	2	100
		NME – 2	Fundamentals of Event Management	U18BB6NMT02	2	2	100
		Extension Activities	RESCAPES- Impact study of Project	-	-	1	100
			Gender Studies	U15WS6GST01	1	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	1	100
			Internship/Field work/Field project 30 hours –Extra credit	U18SP6ECC06/ U18SP6ECC02		2	100
	<b>TOTAL</b>					30	33
<b>GRAND TOTAL</b>					180	163	5300

(For Candidates admitted from 2015 onwards)  
HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

PG & RESEARCH DEPARTMENT OF TAMIL

First Year - Semester – I

Course Title	தமிழ்த்தான் - 1
Total Hours	90
Hours/Week	6 Hrs Wk
Code	U15TL1TAM01
Course Type	Theory
Credits	3
Marks	100

General Objectives:

தமிழ் இலக்கியப் பரப்பையும், பாரம்பரியத்தையும் அறிமுகப்படுத்துதல்.

- To find out the ways to handle the Tamil language effectively and productively.
- To introduce the tradition and grammar of Tamil language.
- To encourage the creative development.
- Creating curiosity to live a better life .
- Helps in creating healthy thoughts.

Course Objectives:

CO No.	Course Objectives
CO-1	தமிழ் இலக்கியப் பரப்பையும், விழுமியங்களையும் அறிமுகப்படுத்துதல்.
CO-2	தமிழ் மொழியின் தொன்மை, தாய்மொழிப்பற்று, தன்னம்பிக்கை சூழல்களை எதிர்கொள்ளும் திறன் முதலியவற்றை அறிந்து கொள்வர்.
CO-3	கவிதையின் வாயிலாக அன்பு உணர்வினை வளர்க்கச் செய்தல்.
CO-4	கலைச்சொற்கள் வாயிலாக பிறமொழிச் சொற்களை ஆராயும் தன்மைப் பெறுவர்.
CO-5	படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.

அலகு:1செய்யுள்

18

- 1.பாரதியார் கவிதைகள்-தமிழ்கண்ணன் என் சேவகன்
- 2.பாரதிதாசன் கவிதைகள் - உலகம் உன்னுடையது
- 3.உமர்கய்யாம் - உமர்கய்யாம் பாடல்கள்
- 4.பட்டுக்கோட்டையார் - செய்யும் தொழிலே தெய்வம்
- 5.ந. பிச்சமுர்த்தி ஒளியின் அழைப்பு
- 6.வைரமுத்து ஐந்து பெரிது ஆறு சிறிது
- 7.சிற்சி - ஒரு கிராமத்து நதி

18Hrs

Key Words (Extra Reading )

1. ந. காமராசு கவிதைகள்
2. தமிழன்பன் கவிதைகள்;

8. நிர்மலா சுரேஷ் -தைலச்சிமிழும் தச்சன் மகனும்
9. இரா. மீனாட்சி -ஒரு கோதை
10. விஜி -குரங்கு மனிதன்
11. பா. சத்திய மோகன் -எங்கெங்கு காணினும்
12. ஹைசூ கவிதைகள்

**Key Words (Extra Reading)**

1. ந.முத்துக்குமார் கவிதைகள்
2. செனட்ரியூ கவிதைகள்;

அலகு:3

18Hrs

தமிழ் இலக்கிய வரலாறு  
தமிழாய்வுத்துறை வெளியீடு 20-ஆம் நூற்றாண்டு (தற்காலம்)

**Key Words (Extra Reading)**

தமிழ் இலக்கிய வரலாறு -மு.வரதராசன்

அலகு:4

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு(துறை வெளியீடு)

18Hrs

அலகு:5

பொதுப்பகுதி - கலைச்சொற்கள்

18Hrs

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

**Course Outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	தமிழ் மொழியின் மேன்மை, தாய்மொழிப்பற்று, வாழ்வின் அனைத்து நிலைகளிலும் நிலைத்து நிற்கும் தன்மை, சுய ஒழுக்கம், ஒற்றுமை உணர்வு, நாட்டு வளர்ச்சிக்கானமுன்னேற்றப் பாதை போன்றவற்றை திறனாய்வு செய்வர்.	PSO 1	U
CO-2	கவிதையின் வாயிலாக இறைப்பற்று, இயற்கையைப் பாதுகாக்கும் உணர்வு, சமூகம் பெண்ணுக்கு இழைக்கும் அநீதியை எதிர்த்துப் போராடும் மனநிலை முதலியவற்றைமதிப்பிடுவர்.	PSO 2	E
CO-3	தற்காலத் தமிழ் இலக்கியங்களின் வழி மாணவர்கள் தங்கள்படைப்பாற்றல் திறனை வளர்த்துக்கொள்வார்.	PSO 2	AN
CO-4	பல்வேறு சிறுகதைகளின்வழியாக மனித உரிமைகளை வலியுறுத்தி மனிதநேயத்தை மீட்டெடுக்கும், விழிப்புணர்வினைப் பெறுவர்.	PSO 3	AP
CO-5	துறைச் சார்ந்த கலைச்சொற்களை மாணவர்களுக்கு அறிமுகப்படுத்துவதோடு ஆங்கிலச்சொல்லுக்கு நிகரான தமிழ்ச்சொல்லையும் கற்று இருமொழிப் புலமை பெறுவர்.	PSO 4	U

பாட நூல்கள்

- |                     |                            |
|---------------------|----------------------------|
| செய்யுள்            | - தமிழாய்வுத்துறை வெளியீடு |
| தமிழ்இலக்கிய வரலாறு | - தமிழாய்வுத்துறை வெளியீடு |
| சிறுகதைத் தொகுப்பு  | - தமிழாய்வுத்துறை வெளியீடு |
| கலைச்சொற்கள்        | - தமிழாய்வுத்துறை வெளியீடு |

(For the candidates admitted from June 2018 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002  
DEPARTMENT OF HINDI  
SEMESTER – I

Course Title	PART – I LANGUAGE HINDI – I PROSE, SHORT STORY AND GRAMMAR –I
Total Hours	90
Hours/Week	6Hrs/Wk
Code	CODE: U18HN1HIN01
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to understand the importance of human values and patriotism

Course Objectives (CO):

The learner will be able to:

CO No.	Course Objectives
CO -1	Evaluate Self Confidence, Human values
CO- 2	Understand and analyze Gandhian Ideology
CO- 3	Understand Indian Culture, custom
CO- 4	Analyze communal Harmony and Unity in Diversity
CO- 5	Evaluate Friendship

UNIT-I (18Hours)

1. AatmaNirbharatha
2. Idgah
3. Sangya

*Extra Reading (Key Words ):* Takur ka kuvam, Bhuti Kaki

UNIT-II (18 Hours)

1. MahatmaGandhi
2. Vusne KahaTha
3. SarvaNaam

*Extra Reading (Key Words ):* Chandradhar Sharma Guleri, Gandhian Ideology

UNIT-III (18 Hours)

1. Sabhyata KaRahasya
2. Karva Va KaVrat
3. Visheshan

*Extra Reading (Key Words ):* Sabhyata Aur Sanskriti, Yashpal ki Sampooran khaniyan

## UNIT-IV

(18 Hours)

1. Bharat EkHai
2. Sharandhata
3. Kriya

*Extra Reading (Key Words ): Ramante Tatra Deavata, Badala*

## UNIT-V

(18 Hours)

1. Mitrata
2. Vapasi
3. Ling AurVachan

*Extra Reading (Key Words ): Aacharya Ramachandra Shukla, Usha Priyamvadha ki kahaniyan*

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Compare human values of present and past generations	E
CO- 2	Test for Gandhian Ideology in the literary works.	U, An
CO- 3	Interpret Indian Culture in a scientific manner	U
CO- 4	Assess casteless and classless India	An
CO- 5	Value the interests of one's friend.	E

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

Reference Books :

- GadyaSudha: Edt. Dr. M. SaleemBaig; RakaPrakashan; Allahabad. U.P.
- Hindi GadyaPrabhakar:Edi. Dr.Hiranmay; ShikshaBharathi; Kashmiri Gate; Delhi.
- KahaniVividha;RajkamalPrakashan; Allahabad.; New Delhi. Vyakaranpradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan;Allahabad



(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE(AUTONOMOUS)TIRUCHIRAPPALLI-2  
DEPARTMENT OF FRENCH  
SEMESTER I

Course Title	PART I – LANGUAGE - FRENCH PAPER I (GRAMMAR & CIVILISATION (ÉCHO A1 2 <sup>e</sup> édition)
Total Hours	90
Hours/Week	6Hrs/Wk
Code	U16FR1FRE01
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to learn the fundamentals of French Grammar and Cultural aspects of France.

Course Objectives(CO):

The learner will be able to

CO1	Remember alphabets, numbers, nationalities and professions; understand the term Francophone, a brief introduction of France and oneself.
CO2	Remember and understand verb conjugation and articles and apply the same in first contact
CO3	Remember the pronouns placed after prepositions; analyse and evaluate leisure time activities in France and across the world.
CO4	Apply past tense in writing personal diaries; comparison and adjectives in sketching travel journals
CO5	Understand the usage of articles and inversion in interrogation and analyse the food habit of the French.

Unit 1 Parcoursd'initiation;Vouscomprenez (15Hours)

La différence entre le prénom et le nom, les nationalités, les nombres, les professions

La présentation, le genre et le nombre d'un nom, l'interrogation et la négation – l'identité, les lieux de la ville, les mots du savoir-vivre – saluer, remercier – l'espace francophone.

*Extra Reading (Key Words ) : La carte de la France et La carte du monde francophone*

Unit2Autravail! (15Hours)

La conjugaison des verbes du 1<sup>er</sup> groupe, des accords, les articles – l'état civil, des personnes et des objets caractéristiques d'un pays – exprimer ses goûts – première approche de la société française.

*Extra Reading (Key Words ) : Fiches de renseignement de ses parents*

### Unit3 Onsedétend!

(15Hours)

La conjugaison des verbes irréguliers, le future proche, les pronoms après une préposition – les loisirs – proposer, accepter, refuser, demander une explication – première approche de l’espace de France, repéragesde quelques lieux de loisirs

*Extra Reading (Key Words ): Lieux de loisirs que l’étudiant apprécie*

### Unit 4 Racontez-moi !;Bonvoyage!

(30Hours)

Le passé composé, la date et l’heure – les moments de la journée, de l’année, les événements liés au temps – dire ce qu’on a fait – les rythmes de vie en France, des personnalités du monde francophone.

La comparaison, les adjectifs démonstratifs et possessifs – les voyages et les transports – négocier une activité, faire les recommandations – les transports en France

*Extra Reading (Key Words ):La vie des personnalités célèbres*

### Unit5 Bonappétit!

(15Hours)

L’emploi des articles, la forme possessive – la nourriture, les repas, la fête – les situations pratiques à l’hôtel et au restaurant – les habitudes alimentaires en France.

*Extra Reading (Key Words ): Recette de la crêpe et des tartes*

Course outcomes	Cognitive level
Introduce oneself to the class and classify Francophone countries in the world map.	Ap, E
Demonstrate regular verb conjugation	U, Ap
List out pronouns placed after prepositions	R, U
Survey leisure time activities in European countries	An
Develop personal diary	C
Outline the food habits of the French.	An

### TEXT BOOKS:

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D’APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL,

2013.

### Books for Reference:

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing House Je parle français I

–Abhay Publications

Le français avec des jeux et des activités - ELI

Langue et la civilisation – I – Mauger Bleu

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment andSeminars.

(for candidates admitted from June 2018 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS),  
Tiruchirapalli – 620002 PG AND RESEARCH  
DEPARTMENT OF ENGLISH  
I YEAR UG – SEMESTER I  
PART II – ENGLISH 1 - GENERAL ENGLISH I

HOURS:6  
CREDIT: 3

CODE : U15EL1GEN01  
MARKS: 100

### OBJECTIVES

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of using the standard language for communication.

### UNIT I - I, ME, MYSELF

Listening for specific information in instructions and directions

Speaking about oneself, family and friends, likes, dislikes, strengths, weaknesses, profession, talents, emotions, feelings, incidents, reactions, opinions, views, aim, vision.

Reading for comprehension of routine work. Writing –Paragraph guided

Grammar- Articles, Prepositions, Punctuation Vocabulary-Meanings, Synonyms, Antonyms

Composition –Guided Creative writing

### TEXTS

*This is the Photograph of me* by Margaret Atwood - Poem (Internal Testing)

1. *The Mayonnaise Jar*
2. *In Prison* by Jawaharlal Nehru (edited)
3. An extract from Shakespeare's *Othello* Act V Scene II

### UNIT II -MY FAMILY AND FRIENDS

Listening to identify the persons/ places/ things from descriptions

Speaking -Describing incidents, favorite places, traits of a person, analyzing the nature of a person.

Reading to get specific information and to analyze characters Writing -Letters (personal ), paragraphs- family profile and history Grammar -adjectives and verbs

Vocabulary-synonyms and antonyms in context Composition - Guided paragraph

### TEXTS

*Night of the Scorpion* by Nissim Ezekiel - Poem (Internal Testing)

1. *The Old Folks at Home* by Alphonse Daudet (edited)
2. *Will you, Daddy?* (Story from Reader's Digest)
3. An extract from Shakespeare's *King Lear* Act I Scene I

### UNIT III -THE WORLD AROUND ME

Listening To identify specific information Speaking –Discussing and expressing opinions Reading To infer meaning

Writing Descriptive and Diary writing

Grammar Uses of 'be' Verbs – subject verb concord

Vocabulary Coining new words with Prefix and suffix- converting one part of speech to another

Composition - Essay writing

## TEXTS

*Snake* by D.H. Lawrence – Poem (Internal Testing)

1. *Floating Fantasy* by Vinu Abraham(Prose)
2. *Discovery* by Herman Ould (Play)
3. *A Handful of Dates* by Tayeb Salih (Shortstory)

## UNIT IV - MY CONCERN AND RESPONSIBILITIES

Listening to short speeches and getting main concern- Global comprehension Speaking Expressing opinions, concerns and responsibilities

Reading To detect one's perspective Writing Debate and Dialogue Grammar Sentence patterns (5 basic types) Vocabulary Appropriate words in the context ,coinage of new words , use of phrases

Composition-Imaginative writing

## TEXTS

*I have a Dream* by Martin Luther King Jr - (Internal Testing)

1. *What I have lived for?* by BernardRussell
2. *Three days to see* by HelenKeller(edited)
3. An extract from Shakespeare's *The Merchant of Venice Act IV SceneI*

## UNIT V - MY PROFESSIONAL WORLD

Listening to short profile to get details –global comprehension Speaking Discussion on secrets of success learnt from success stories

Reading to infer meaning – to trace the development and analyze the ratio of development Writing resume and E-mail writing

Grammar- Four Types of sentences Vocabulary-Idioms and phrases- meaning Composition – Formal and imaginative writing

## TEXTS

Profile of a successful personality (Internal Testing)

1. Extract from a profile and an Interview of Indra KrishnamoorthyNooyi
2. *The Verger* by SomersetMaugham
3. Profile of Bill Gates

## PRESCRIBED BOOK:

English for Communication –PoGo publication Trichy

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**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SCHOOL OF MANAGEMENT STUDIES**  
**CHOICE BASED CREDIT SYSTEM**  
**UG COURSE PATTERN**  
**(For candidates admitted from June 2018 onwards)**  
*Only for the first year students i.e., I and II semester school pattern has been followed*  
**I Year I Semester**

<b>Course Title</b>	<b>Major Core – 1 Business Management</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs/ Wk</b>
<b>Code</b>	<b>U18BB1MCT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To acquaint the students with the basic elements of management

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Discuss the functions and principles of management.
CO-2	Illustrate the various methods of planning.
CO-3	Outline the organizations structures to be followed in management.
CO-4	Analyze the activities followed in staffing and directing.
CO-5	Schedule the controlling in an organization

**UNIT I :INTRODUCTION**

**15 hrs**

Business Management: Nature - Functions - Evolution - Management Vs Administration - Science or Art - Contributions by Taylor, Henry Fayol, Drucker

**Extra Reading/Keywords:** *Management and society*

**UNIT II :PLANNING**

**15 hrs**

Planning: Process- Kinds of planning – MBO-Balance score card- Forecasting and Planning- Limitations of Planning-Decision making.

**Extra Reading/Keywords:** *performance management tools*

**UNIT III :ORGANISING**

**15 hrs**

Organizing: Process – Features – Elements – Structure – Different Forms - Principles of Organisation – Departmentation - Delegation and Decentralization - Span of Control - Organization Charts .

**Extra Reading/Keywords:** *organization structure*

**UNIT IV :STAFFING AND DIRECTING****15 hrs**

A. Staffing: Man power Management – Functions - Recruitment - Selection - Tests and Interviews - Training and Development.

B. Directing and Co-ordination: Principles - Elements. Supervision - Leadership

**Extra Reading/Keywords:** *leading traits*

**UNIT V : CONTROLLING****15 hrs**

Controlling: Nature - Control Process - Control Technique

**Extra Reading/Keywords:** *controlling network analysis*

**COURSE OUTCOMES**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, Drucker.	PSO-2	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	PSO-2	Ap
CO-3	Identify the organizations process, departmentation, organization structure and span of control	PSO-2	U
CO-4	Paraphrase of recruitment, selection and training in an organization	PSO-2	U
CO-5	Recognise the skills required to manage and control functions effectively	PSO-2	U

**TEXT BOOK:**

- C. B. Gupta : Principles of Management, Sultan chand and Sons, New Delhi,2007

**BOOKS FOR REFERENCE:**

- 1. DinkarPagare : Principles of Management, Sultan Chand and Sons, New Delhi,2007
- 2. Steven B Robins : Principles and Practice of management
- 3. Fred Luthans : Organizational Behaviour; McGraw Hill, New York, 2006
- 4. Louis A. Allen : Management and Organization; McGraw Hill, Tokyo, 2004.
- 5.Koontz and O'Donnel :Principles of Management

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2018 onwards)**  
*Only for the first year students i.e., I and II semester school pattern has been followed*  
**I Year - Semester – I**

<b>Course Title</b>	<b>Major Core – 2: BUSINESS ENVIRONMENT</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U18BB1MCT02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the student to identify the different environments of business and impact of the various environment on the business.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Describe the concept of business environment and the consumer protection Act.
CO-2	Express the kinds of economic systems and economic environment
CO-3	Extrapolate labour environment and workers participation in management
CO-4	Interpret the technological and socio cultural environment in current business environment
CO-5	Assess privatization, globalization and multinational companies

**UNIT – I INTRODUCTION**

**15Hrs**

Business: Meaning – Characteristics - Environments of Business - Micro and Macro business environment - Changing concept and objectives of Business. Business Ethics: Social responsibilities of Business - Consumer Rights: Consumer Protection Act - Procedure for filing complaints and redressal mechanisms.

**Extra Reading/Keywords:** *Business environment, Consumer protection act*

**UNIT- II: ECONOMIC ENVIRONMENT**

**15Hrs**

Economic Systems; Capitalism, Socialism, Mixed Economy. The mixed Economy of India. Economic Roles of Government - The Constitutional Environment - Economic, Monetary and Fiscal Policy. State and Union Budgets - Finances of the Union and State Governments - Finance Commission.

**Extra Reading/Keywords:** *Economic systems, economic environment*

**UNIT-III: LABOUR ENVIRONMENT****15Hrs**

Workers' Participation in Management: Problems and Limitations - Forms of Participation's, Schemes in India. Exit Policy: Need for Exit Policy - Patents protection - Patents Law in India - Dunkel Draft Vs. Indian Patents Law – WTO - Issues relating to environment and labour standards.

**Extra Reading/Keywords:** *WPM, Exit policy*

**UNIT- IV: TECHNOLOGICAL AND SOCIO CULTURAL ENVIRONMENT. 15Hrs**

Technological Environment: Concept of Technology – Appropriate technology- process of innovation – Rates of technology development for selected industries (agriculture, Computer, Pharma) – Bench Marking- TIFAC CORE.

Socio Cultural Environment: Impact on Business - Emerging middle class- Rise in consumer spending – Social responsibility – Socio audit – political and Economical Environment- social media and its role in Business.

**Extra Reading/Keywords:** *Technological, socio-cultural, social audit*

**UNIT- V: GLOBAL ENVIRONMENT****15Hrs**

Privatization - Defects of Public sectors - Benefits of Privatization and reaction to Privatization - Ways of Privatization. Globalization: Strategies - Importance of Globalization. Multinational Companies: Investments patterns- motives - Benefits - Code of conduct.

Role of Foreign Capital: Private Foreign Capital – Limitations - Dangers

**Extra Reading/Keywords:** *Privatization, Multinational companies*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate and develop conceptual framework of business environment and the consumer protection Act.	PSO- 1,4	U
CO-2	Analyse the economic environment for strategic decision making and predict its impact in business	PSO- 4	U
CO-3	Retrieve the concept of labour environment and workers participation in management	PSO-3	E
CO-4	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.	PSO-2	U
CO-5	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business	PSO- 1,2	U



## References

### TEXT BOOK:

- C.B.Gupta : Business Environment, Sultan & Sons  
New Delhi, 2009

### BOOKS RECOMMENDED:

- Francis Cherunilam : Business Environment, Himalaya Publishing House, New Delhi,2008.
- Aswathappa K. Delhi. : Essentials of Business Environment; Himalaya Publishing House, New Delhi.
- Michael : Business Environment, Vikas,2005 Publishing House, Delhi, 2005
- Sundaram& Black : The International Business Environment Prentice Hall, New Delhi,2005
- Agarwal A.N : Indian Economy; Vikas Publishing House, Delhi,2005

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2018 onwards)**  
*Only for the first year students i.e., I and II semester school pattern has been followed*  
**Year –I Semester –I**

<b>Course Title</b>	<b>Allied Course – I FINANCIAL ACCOUNTING</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U18BB1ACT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the student to understand the basic knowledge of accounting concepts and preparation of financial statement.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Outline the accounting concepts and provision and reserves
CO-2	State the depreciation and final accounts of sole traders.
CO-3	Illustrate the final accounts of company accounts and sweat equity share.
CO-4	Relate the final accounts of companies.
CO-5	Elucidate the computerized accounting and accounting standards.

**UNIT I: ACCOUNTING CONCEPTS AND DEPRECIATION**

**(12 hours)**

Accounting concepts and conventions-Capital and Revenue Expenditure-Adjusting and Closing entries - Provision and Reserves.

**Extra Reading/Keywords:** *Going concern concept, Dual aspects concept*

**UNIT II: DEPRECIATION AND FINAL ACCOUNTS OF SOLE TRADERS. (12 hours)**

Depreciation- meaning . Methods of depreciation – Straight line method and Written Down Value method (excluding change in methods).

Introduction - Trading and Profit & Loss Account and Balance Sheet.

**Extra Reading/Keywords:** *Opening Stock, Income, Expense, Assets and Liabilities Scrap value and Residual value*

**UNIT III: INTRODUCTION TO COMPANY ACCOUNTS**

**(12 hours)**

Definition- types of companies -Issue & Forfeiture of shares and Re-issue of shares. Rights issue, Bonus issue, Buy back of shares and Sweat equity shares – concepts.

**Extra Reading/Keywords:** *Statutory company, Holding company, Allotment and Application*

**UNIT IV: FINAL ACCOUNTS OF COMPANIES ( 12 hours)**

Preparation of Profit and Loss Accounts, Appropriation account and Balance sheet.  
(Vertical format) ( excluding managerial remuneration)

**Extra Reading/Keywords:** *Sources of fund and Application of funds*

**UNIT V: COMPUTERISED ACCOUNTING AND ACCOUNTING STANDARDS (12 hours)**

Computerised Accounting: Introduction to Accounting Softwares - Advantages and disadvantages of use of computers in accounting.

Accounting Standards : Need - Relationship between Indian and International Standards – Indian Accounting Standards 1-10 (Theory)

**Extra Reading/Keywords:** *Disclosure of Accounting Policies , Valuation of Inventories and Cash Flow Statements*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Realize the accounting concepts and conventions used in the business	PSO -2	U
CO-2	Calculate the methods of depreciation and final accounts of Sole Traders.	PSO -4	An
CO-3	Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares	PSO -1	U
CO-4	Preparation of Profit and Loss Accounts of a company	PSO – 4	An
CO-5	Discuss the use of computer in accounting and the Indian Accounting Standards used in business and develop computer accounting skills	PSO – 1	U

**References**

**Text Books:** Reddy & Murthy, 2008. *Financial Accounting*. Chennai, India: Margam Publications.

Dalston L. Cecil & Jenitra L. Merwin, (2008). *Principles of Accountancy*, Trichy: Learntech Press

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2018 onwards)**  
*Only for the first year students i.e., I and II semester school pattern has been followed*  
**I Year - I Semester**

<b>Course Title</b>	<b>Allied Course II BUSINESS MATHEMATICS &amp; STATISTICS FOR MANAGERS</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs/ Wk</b>
<b>Code</b>	<b>U18BB1ACT02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To impart the knowledge on Simple Interest, Compound Interest, Differentiation and Integration

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Appreciate the concepts of finance and methods in mathematics and investment decisions
CO-2	Recognize the differentiation and various methods of derivatives function
CO-3	Outline the statistics and the calculation of measures of central tendency.
CO-4	Identify the different methods in measures of Dispersion.
CO-5	Illustrate the correlation variables and test the variable using chi square test.

**Unit I :MATHEMATICS OF FINANCE 12Hrs**

Mathematics of finance Simple Interest – Recurring Deposit- Compound Interest –Depreciation.

**Extra Reading/Keywords:** Interest calculation

**Unit II: DIFFERENTIATION 12Hrs**

Differentiation- Applications of the derivative – Arithmetic progression and geometric progression.

**Extra Reading/Keywords:**Progression

**Unit III :STATISTICS 12Hrs**

Statistics-Meaning & scope –Collection of data – Classification & Tabulation- diagram & Graphs (Histogram, polygon, Cumulative) Measures of central tendency,(Mean, Median, Mode).

**Extra Reading/Keyword:** Descriptive statistics

**Unit IV :MEASURES OF DISPERSION 12Hrs**

Measures of Dispersion (Range, Quartile Deviation, Mean deviation, Standard deviation)

**Extra Reading/Keyword:** Descriptive statistics

**Unit V: CORRELATION AND CHI SQUARE****12Hrs**

Correlation – Karl Pearson’s Coefficient of correlation – Rank Coefficient of Correlation.

Chi square test – Test of Goodness of fit – Test of Independence.

**Extra Reading/Keyword:** Correlation**COURSE OUTCOMES (CO):****The learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Distinguish the concepts of simple interest , compound interest, true discount and annuities.	PSO-4	U
CO-2	Calculate the derivatives of function.	PSO-4	U, An
CO-3	Illustrate the concepts of statistics, mean , median and mode	PSO-4	R,U
CO-4	Breakdown the measures of Dispersion such as standard deviation and quartile deviation.	PSO-4	An
CO-5	Examine the goodness of fit and correlation.	PSO-4	U, An

**Books for Study:****Treatment as in**

- Unit I & II, III : Business Mathematics and Statistics by P.R. Navaneethan.
- Unit IV, V - Business Statistics by P.R. Vittal.

(For Candidates admitted from June 2015 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2

B.A/B. Sc/B.Com /B.C.A-DEGREE COURSES

LIFE ORIENTED EDUCATION

ETHICS – I: RELIGIONS AND VALUE SYSTEMS

HRS / WK :1

CODE:U15VE2LVE01

CREDITS : 1

MARKS : 100

OBJECTIVES:

- x To enable the students to understand and appreciate all Religions and Culture
- x To help the students to become
- x To aware of the negative forces of religions.

UNIT – I: RELIGION

God – Faith, Religion, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, Communion (come-union) – Socialization

UNIT – II: DIFFERENT RELIGIONS

Basic characteristics and basic thoughts of different religions: Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

UNIT–III: UNITY OF RELIGION

Unity of Vision and Purpose- Respect for Other Religions, Inter Religious Co-operation, Religious Pluralism as a fact and Religious Pluralism as a value

UNIT – IV: FUNDAMENTALISM, COMMUNALISM AND SECULARISM

Meaning and impact of Fundamentalism, Communalism, Violence and Terrorism – Tolerance – Secularism – Individualism

UNIT – V: VALUE SYSTEMS

Value and Value Systems - Moral Values - Individuals and the need to stand for values in the context of Globalization – Consumerism - Will power to live up to your values - Healthy body for empowerment – Physical health and Mental hygiene, food and exercises

REFERENCES:

1. Social Analysis (a course for all first year UG students), 2001. Department of Foundation Courses, Loyola College, Chennai-34.
2. Special topics on Hindu Religion, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
3. Religion: the living faiths of the world, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
4. Sydney Am Meritt, 1997. Guided meditations for youth.
5. Marie Migon Mascarenhas, 1986. Family life education- Value Education, A text book for College students.

(For Candidates admitted from June 2015 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2

B.A/B. Sc /B.Com/ B.C.A-DEGREECOURSES

LIFE ORIENTED EDUCATION

CATECHISM – I: GOD OF LIFE

HRS/WK:1

CODE: U15VE2LVC01

CREDIT : 1

MARKS : 100

OBJECTIVES:

- x To enable the students to know God and his Salvific acts through HolyBible
- x To enable the students to know about the Paschal Mystery

UNIT – I: CREATION AND COVENANT

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation through covenants

(Pentateuch) -Our response to God's covenant -Reason for its success and failure -The relationship of God with Israel -Image of God in Old Testament-God and me

UNIT – II: GOD OF THE PROPHETS

God's care for the humanity through Prophets-Major (Isaiah, Jeremiah) Minor (Amos) and Women (Deborah) Prophets-Their life and mission - Theology of Prophets -Concept of sin and collective sins expressed by prophets and God's saving love.

UNIT – III: GOD OF WISDOM

God experience through wisdom Literature, its origin and growth

UNIT – IV: SYNOPTIC GOSPELS

Synoptic Gospels and John's Gospel – Author –historical background –Chief message of each Gospel and for whom it was written - A few passages for the study of parallelism in the Synoptic Gospels.

UNIT – V: LUKE'S GOSPEL

Study of Luke's Gospel in detail – speciality of the Gospel – main emphasis of the message – meaning and blessing of suffering and paschal joy in one's life - Passion – PaschalMystery

REFERENCES:

1. Catechism of the Catholic Church published by Theological Publications in India forthe Catholic Hierarchy of India,1994
2. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition forIndia.
3. Vaazhvin Vazhiyil – St. John's Gospel- Fr. Eronimus
4. God's Word nourishes A catholic approach to the Scriptures Dr. Silvano Renu Rita,O.C.V. STD and Dr. Mascarenhas Fio S.J. D.mim. Catholic BibleI
5. Documents of Vatican II – St. Paul's Publications, Bombay1966.

(For Candidates admitted from June 2015 onwards)  
HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.  
B.A/B.Sc/B.Com /B.C.A-DEGREE COURSES  
LIFE ORIENTED EDUCATION  
BIBLE STUDIES – I: NEW TESTAMENT

HRS/WK:1

CODE: U15VE2LVBO1

CREDIT :1

MARKS :100

OBJECTIVE:

- x To enable the students to develop the passion for the Word of God – Jesus and inculcate the thirst of Missionaries being a disciple of Christ.

UNIT – I: BIBLE – THE WORD OF GOD

- x Books of the Bible – Division into Old Testament and New Testament – History of the Bible-
- x Messianic Prophecies (Isaiah 9:6,40:3,53:1-12,61:1-3,Micah5:2)
- x The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat3:1-17,14:1-12)
- x The Birth, Passion, Death and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1:18-21)

UNIT – II: MINISTRY OF JESUS

- x Miracles (Mark 2:1-12,Luke 4:38-41,6:6-11,7:1-17,8:26-56,John2:1-12)
- x Parables (Luke6:46-49,8:4-15,10:25-37,15:1-32)
- x Preaching
  - $\frac{3}{4}$  Sermon on the mount (Mat 5-7)
  - $\frac{3}{4}$  Lord's Prayer (Luke 11: 1-13)
  - $\frac{3}{4}$  Kingdom of God (Mat 13: 24-50)
- x Prayer life of Jesus (Luke 5:12-16,John 11:41-45,17:1-26,Mark 14:32-42)
- x Rich and Poor (Luke 16: 19-31,21:1-4) x
- Women Liberation (John 4:1-30,8:1-4) x
- Women in the New Testament
- x Martha & Maria (Luke 10: 38- 42, John 11: 1-46)

UNIT – III: CHURCH – BIRTH AND GROWTH

- x Early Church
- x Birth (Acts2:1-41)
- x Unity and sharing (Acts2:42-47,4:1-37,5:1-11)
- x Witnessing life (Acts 3:1-26,5:12-42,8:26-40,16:20-34)



- x Comparison between early Church and present Church.

#### UNIT – IV: DISCIPLES AND APOSTLES

- x Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1:13-14)
- x St. Peter (Luke 22:1-7, Acts 2:1-41, 12:1-17)
- x St. Andrew (Mat 4:18-20, John 1:35-42, 6:1-14)
- x St. Stephen (Acts 6,7)
- x St. Paul (Acts 8,9,14,17,26 and 28)
- x St. Thomas (John 20:24-31)

#### UNIT – V: ST. PAUL'S LETTERS AND THE MESSAGE

- x I & II Corinthians
- x Galatians x
- Ephesians
- x Philippians
- x I & II Timothy
- x Titus

#### REFERENCES:

1. Holy Bible
2. John Stott, 1994, "Men with a Message", Angus Hudson Ltd. London.

(For Candidates admitted from 2015 onwards)  
HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.

PG & RESEARCH DEPARTMENT OF TAMIL

First Year - Semester – II

Course Title	தமிழ்த்தாள; - II
Total Hours	75
Hours/Week	5 Hrs Wk
Code	U15TL2TAM02
Course Type	Theory
Credits	3
Marks	100

General Objectives:

இறைச்சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.

- To harmonize the students in Religious thoughts.
- To Introduce the specialties of Tamil laureates
- To infuse the friendly nature in students
- To improvise good habits among students

Course Objectives:

CO No.	Course Objectives
CO-1	இறைச்சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
CO-2	மதநல்லிணக்கத்தை உருவாக்குதல்.
CO-3	ஆளுமைத்திறனை வளர்த்தல்
CO-4	படைப்பாற்றல் திறனை ஊக்கப்படுத்துதல்.
CO-5	பிழையின்றி எழுதவும் படிக்கவும் மாணவர்களை தயார்ப்படுத்துதல்.

அலகு:1செய்யுள்

15 Hrs

1. தேவாரம் - சுந்தரர் (திருமழப்பாடி)
2. திருவாசகம் - மாணிக்கவாசகர் (குயில் பத்து)
3. திருமந்திரம் - திருமூலர்
4. திருப்பாவை - ஆண்டாள்
5. நாலாயிர திவ்யப்பிரபந்தம் - குலசேகராழ்வார் (பெருமாள் திருமொழி)

key Words (Extra Reading)

1. அற்புதத்திருவந்தாதி - காரைக்கால் அம்மையார்
2. திருவாய்மொழி - நம்மாழ்வார்

அலகு:2செய்யுள்

15 Hrs

6. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
7. இரட்சணிய யாத்திரிகம் (சிலுவைப்பாடு) - எச்.ஏ.கிருட்டிணப்பிள்ளை
8. வேதநாயக சாஸ்திரியார் பாடல்கள் - வேதநாயகாஸ்திரியார்

## key Words (Extra Reading)

1. நந்திக்கலம்பகம்
2. குற்றாலக்குறவஞ்சி –திரிகூடராசப்பக்கவிராயா;

அலகு:3

15 Hrs

தமிழ் இலக்கிய வரலாறு –  
பல்லவர்காலம்  
நாயக்கர்காலம்;

அலகு:4

15 Hrs

படைப்பிலக்கியம் - புதினம்  
கல்கி - பார்த்திபன் கனவு

## key Words (Extra Reading)

வில்லோடு வா நிலவே – வைரமுத்து

அலகு:5

15 Hrs

கடிதம் எழுதுதல்

## Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To evaluate the religious works and the growth of religious literature	PSO 1	U
CO-2	To bring-out the similarities in religious teachings and to ensure unity	PSO 2	AN
CO-3	To learn about the personalities about the Kings and their personalities	PSO 2	AP
CO-4	To enrich literature by reading, increase creativity and strengthen the vocabulary	PSO 3	U
CO-5	To learn the art of writing	PSO 4	U

ghh;it E}y;fs;

nra;As;

jkpo; ,yf;fpa tuyhW

fy;fp

fbj ,yf;fpak;

- jkpoha;Tj;Jiw ntspaPL

- jkpoha;Tj;Jiw Tj;;Jiw ntspaPLehty;

- ghh;j;jpgd; fdT

- gapw;rp VL

(For the candidates admitted from June 2018 onwards)  
 HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002  
 DEPARTMENT OF HINDI  
 SEMESTER – II

Course Title	PART – I LANGUAGE HINDI – II DRAMA , NOVEL AND GRAMMAR –II
Total Hours	75
Hours/Week	5Hrs/Wk
Code	CODE: U18HN2HIN02
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to appreciate and critically evaluate the prescribed literary works.

Course Objectives(CO):

The learner will be able to:

CO No.	Course Objectives
CO -1	Critically evaluate moral values in the drama
CO- 2	Critically appreciate and evaluate the novel in an ethical perspective.
CO- 3	Understand and apply tense and case
CO- 4	remember and apply adverbs and prepositions
CO- 5	comprehend the usage of conjunctions and interjections

UNIT-I (15 Hours)

1. Ashad ka ekdhin
2. Gaban
3. Kaal

*Extra Reading (Key Words ):* Mohan Rakesh, Laharon Ke Rajahams

UNIT-II (15 Hours)

1. Ashad ka ekdhin
2. Gaban
3. Karak

*Extra Reading (Key Words ):* Premchand, Nirmala

UNIT-III (15 Hours)

1. Ashad ka ekdhin
2. Gaban
3. Kriya Visheshan

*Extra Reading (Key Words ):* Seva Sadhan, Aadhe Adhure

## UNIT-IV

(15 Hours)

1. Ashad ka ekdhin
2. Gaban
3. SambandhaBodhak

*Extra Reading (Key Words ) : Andhere Bandh Kamare, Mispal*

## UNIT-V

(15 Hours)

1. Ashad ka ekdhin
2. Gaban
3. Yojak(Samuchaya Bhodak) Aur Dhyodak (Vismyadhi

*Bhodak) Extra Reading (Key Words ) : Poos Ki Raat, Shatranj Ke  
Khiladi*

Note :Texts given in the Extra Reading (Key Words ) must be tested only throughAssignmentand Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Appraise moral values in the Society	E
CO- 2	Distinguish necessity and luxury	E
CO- 3	To make use of present, past and future tense and build stories.	U, Ap
CO- 4	Utilize adverbs and prepositions in a text.	R, Ap
CO- 5	Rephrase using conjunctions and interjections.	U

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

Reference Books :

- Ashadka ek dhin : Mohan Rakesh;Rajpal andSons,Delhi.
- Nirmala: Premchand;Sri Jwalaji Books Educational Enterprises, New Delhi.
- Vyakaran pradeep; Dr. Ram Dev. M.A; LokBharathi Prakashan; Illahabad.
- Manak Hindi Vyakaran: Chandra Bhan 'Rahi';Sreya Prakashan, Illahabad

(For candidates admitted 2016 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SEMESTER II

Course Title	PART I – LANGUAGE - FRENCH PAPER II (GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1 2 <sup>e</sup> édition)
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR2FRE02
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to learn French Grammar and Cultural aspects of France.

Course Objectives (CO):

The learner will be able to

CO1	understand pronominal verbs and apply the same in narrating one's own everyday activities.
CO2	remember prepositions and understand climate in France and dwelling place.
CO3	apply past tenses in a biography and analyse relationships and family structure in France
CO4	understand object pronouns and evaluate savoir-vivre in France.
CO5	understand the usage of relative pronouns and secondary tenses and remember SOS and evaluate French style

Unit 1 Quelle journée!

(15Hours)

La conjugaison pronominale, l'impératif, l'expression de la quantité – les activités quotidiennes, les achats et l'argent – demander des nouvelles de quelqu'un – le comportement en matière d'achat et d'argent.

*Extra Reading (Key Words):* lettre amicale, compléter un dialogue

Unit 2 Qu'on est bien ici!

(12Hours)

Les prépositions et les adverbes, les verbes exprimant un déplacement – le logement, la localisation, l'orientation, l'état physique, le temps qu'il fait – demander de l'aide, exprimer une interdiction – le climat en France, les cadres de vie (ville et campagne)

*Extra Reading (Key Words):* des affiches et des panneaux

Unit 3 Souvenez-vous ? (12Hours)

Emplois du passé composé et de l'imparfait – les moments de la vie, la famille, les relations amicales, amoureuses, familiales – demander/donner des informations sur la biographie d'une personne – le couple et la famille.

*Extra Reading (Key Words ):* la biographie d'une personne importante

Unit 4 On s'appelle? (12Hours)

Les pronoms compléments directs et indirects – les moyens de la communication – aborder quelqu'un, exprimer une opinion sur la vérité d'un fait – les conseils de savoir-vivre en France.

*Extra Reading (Key Words ):* le savoir vivre en Inde

Unit 5 Un bon conseil ! ;Parlez-moidevous! (24Hours)

L'expression de déroulement de l'action, les phrases rapportées – le corps, la santé et la maladie – téléphoner, prendre rendez-vous, exposer un problème – les conseils pour faire face aux situations d'urgence.

La place de l'adjectif, la proposition relative, la formation des mots – la description physique et psychologique des personnes, les vêtements et les couleurs – demander/donner une explication – quelques styles comportementaux et vestimentaires en France.

*Extra Reading (Key Words ):* SOS en Inde, les marques internationales des vêtements.

Course outcomes:	Cognitive level
Make use of pronominal verbs to sketch one's routine.	U, Ap
Illustrate habitat in France.	An
Utilize a biography to identify past tenses.	E
Compare family structure in France and in India.	E
Apprise savoir-vivre in class room.	Ap, An
Examine « Style » in a French context.	An
Relate SOS in India and in France.	E

TEXT BOOKS :

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ

INTERNATIONAL, 2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing

House Je parle français II - Abhay Publications

Le français avec des jeux et des

activités – ELI Langue et la

civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**I YEAR UG – SEMESTER I**  
**PART II – ENGLISH 2 - GENERAL ENGLISH II**

HOURS:6  
CREDIT: 3

CODE : U15EL2GEN02  
MARKS: 100

**OBJECTIVES**

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of the standard language for communication.

**UNIT I – SELF**

Listening- Specific information from demonstration and instructions, transfer of information.  
Speaking - Sharing expressions, dreams and expressing opinions.  
Reading -Skimming and Scanning for specific information, reading for local comprehension.  
Writing - Story Writing  
Grammar - Articles and Sentence Pattern Vocabulary - Meanings, Synonyms, Antonyms  
Composition - Transfer of information: Paragraph to Bar graph/pie chart General Essay -  
Courage is the key to success

**TEXTS**

*The Far and the Near* by Thomas Wolfe (ShortStory)  
*The Owl who was a God* by James Thurber (Short Story) 3.*Wings of Fire – Chapter I* by Dr.  
A.P.J. Abdul Kalam(Prose)

**UNIT II – STRENGTHS**

Listening - Listening to a process Speaking - Telephone Etiquette  
Reading - Loud reading with pause, intonation and expression in dialogue form Writing -  
Writing about oneself (strengths& weaknesses, Have's & Have not's) Grammar- Subject verb  
agreement, Prepositions  
Vocabulary- One word substitute in the context Composition- Letter Writing - informal letters  
General essay – A bird in hand is worth two in bush.

**TEXTS**

1. *The Robe of Peace* by O' Henry (ShortStory)
2. An extract from *Androcles and the Lion* by George Bernard Shaw(Play)

**UNIT III - POSITIVE SHORTCOMINGS**

Listening - Listening to facts and opinions and trying to differentiate it  
Speaking - Pair Work – about have's & have not's, understanding the strengths and overcoming  
the weaknesses  
Reading - Reading newspapers, articles, magazines, anecdotes for global and specific in  
analytical thinking  
Writing - Filing Complaints, Travelogues Grammar - Tenses, Direct and Indirect Speech  
Vocabulary - Compound words



Composition - Dialogue Writing  
General essay – Adversity is the seed of success.

#### TEXTS

*Six Thinking Hats* by Edward de Bono(Prose)  
*A Cup of Tea* by Katherine Mansfield (Short Story)  
An Extract from Shakespeare's *As You Like It* (Act II Scene I lines 12-17)

#### UNITIV POTENTIALS

Listening - Listening to the description of personalities, historical places and monuments  
Speaking - Group Discussion – Totally controlled, partially controlled, Free  
Reading - Parallel Reading, reading for pleasure Writing - Letter writing – formal letters  
Grammar - Adjectives, Degrees of Comparisons Vocabulary - Idioms and Phrases  
Composition - Debates and Discussions  
General essay – My potentials

#### TEXTS

*Easy Ways to Avoid an Argument* by Sam Horn(Prose)  
*Pygmalion* by George Bernard Shaw(Play)  
*My Heart Leaps up when I behold* by William Wordsworth(Poem)  
*The Flower* by Alfred Lord Tennyson(Poem)

#### UNIT V ACHIEVEMENTS

Listening - Listening to comparisons and arguments Speaking - Performance  
Reading - In-depth reading  
Writing - Script writing of story to play Grammar - Question Tags  
Vocabulary - Homophones Composition - Essay Writing  
General essay - The reward of hard work.

#### TEXTS

*On Saying Please* by A.G. Gardiner(Prose)  
*A Time of Green* by Anna Stillaman(Play)

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**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(For candidates admitted from June 2018 onwards)**

*Only for the first year students i.e., I and II semester school pattern has been followed*

**I Year II Semester**

<b>Course Title</b>	<b>Major Core – III MARKETING MANAGEMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs/ Wk</b>
<b>Code</b>	<b>U18BB2MCT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the students to appreciate the concept of modern marketing and the recent trends

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Indicate the notion of traditional and modern marketing
CO-2	Identify the product policy and market segmentation.
CO-3	Categorize the different pricing and promotional mix in the marketing.
CO-4	Relate the advertising and personal selling techniques.
CO-5	Evaluate the various services rendered by the channels of distribution

**UNIT – I :INTRODUCTION TO MARKETING**

**18Hrs**

Marketing - Definition - Scope - Traditional and Modern concept - Importance and functions of marketing - Basic approaches to marketing - Marketing of agricultural, industrial and consumer goods – Consumer Behaviour.

**Extra Reading/Keywords :** *Marketing, consumer behaviour*

**UNIT – II: PRODUCT POLICY AND MARKET SEGMENTATION**

**18Hrs**

Product - Product Planning and Product Policy - Product Mix- Branding - Packaging - Product Life Cycle - Product planning for existing Product and new product. Market Segmentation.

**Extra Reading/Keywords :** *Product, market segmentation*

**UNIT – III :PRICING AND PROMOTION MIX****18Hrs**

Pricing - Pricing objectives - Factors influencing pricing - Methods of pricing - Pricing policies. Promotion: Promotion Mix - Sales Promotion.

**Extra Reading/Keywords :** *Pricing, promotion*

**UNIT – IV : ADVERTISING AND PERSONAL SELLING****18Hrs**

Advertising - Objectives - Importance - Advertisement Copy - Different media - Selection of media – Role of Advertising Standards Council India.

Personal Selling - Features - Functions - Selection of salesmen and training - Controlling.

**Extra Reading/Keywords :** *Advertising, personal selling*

**UNIT – V : MARKETING CHANNELS AND MARKETING RESEARC.** **18Hrs**

Channels of Distribution - Channel Functions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct Marketing- Tele-marketing - Online marketing - Social media marketing – Marketing Information and Research.

**Extra Reading/Keywords :** *Marketing channels, Social media*

**Course Outcomes (CO):**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Marketing , marketing of agricultural, industrial and consumer goods and Consumer Behaviour.	PSO-2	U
CO-2	Infer the product mix, branding, packaging,Product Life Cycle and market Segmentation.	PSO-2	U
CO-3	Give examples of pricing, promotion mix and sales promotion.	PSO-2	U
CO-4	Appraise the advertising , personal selling techniques and role of Advertising Standards Council India.	PSO-2	An
CO-5	Contrast the services rendered by the channels of distribution and develop service marketing skills	PSO-2	An

**TEXT BOOK:**

- Rajan Nair : Marketing; Sultan Chand and Sons, New Delhi'2006

**BOOKS FOR REFERENCE:**

- Kotler Philip : Marketing Management Englewood Cliffs; Prentice Hall, New Delhi,2006
- R.S.N Pillai&Bhagavathi : Modern Marketing Principles &Practises,S.Chjand&Co.Ltd,NewDelhi, 2009
- Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice-Hall of India, New Delhi,2006
- William M. Pride & :Marketing, Boston: Houghton-Mifflin. Ferrell.O.C.

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2018 onwards)**

**I Year II Semester**

<b>Course Title</b>	<b>Major Core – IV INDIAN FINANCIAL SYSTEM</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs/ Wk</b>
<b>Code</b>	<b>U18BB2MCTO4</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To expose the students to various concepts in Indian Financial System

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand the functions and structure of the Indian Financial System
CO-2	Recall the functions of the various kinds of financial institutions
CO-3	State the functions of the Money market.
CO-4	Understand the functioning of the Capital market in India.
CO-5	Identify the functions and types of the regulatory authorities in India

**UNIT – I FINANCIAL SYSTEM**

**12HRS**

Introduction – Functions of a financial system – Structure of the Indian Financial System - Relationship between financial system and the economy. Financial Services in India- Types of services: Merchant Banking, Venture Capital, Leasing, and Factoring.

**Extra reading /Key words :** Savings. Investment. Banking sector

**UNIT – II FINANCIAL INSTITUTIONS**

**12HRS**

Development Financial Institutions: IFCI, SIDBI, EXIM BANK, NABARD - Functions.

Banking and Non-Banking Institutions: Scheduled Commercial banks – Types.

Co operative banks. Investment banks.

Non-banking Finance Companies: Growth , Types

**Extra reading /Key words :** Industrial Development. Development Banks. NBFC.

**UNIT – III FINANCIAL MARKETS****12HRS**

**A:**The Money market: Functions, Significance. Indian Money market. Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers, Certificate of Deposit, Repo instruments etc.

**B:** The Capital market: Functions – Primary Capital market and Secondary Capital market. The Primary Capital market – IPO, FPO, - Public issue, Rights issue Private placement. IDR, Book building issue. Issue Management

**Extra reading /Key words** : Notice money. Participants in money market.

**UNIT – IV FINANCIAL MARKETS (Continued)****12 HRS**

The Secondary Capital market: Meaning, Functions.

Stock Markets in India. – BSE, NSE - Stock Market Indices.

Depositories- NSDL, CDSL. Internet trading - .

Commodities Market in India. Foreign Exchange market.

**Extra reading /Key words** : Merchant banking services. NSDL & CDSL

**UNIT – V FINANCIAL SYSTEM REGULATION****12HRS**

The Securities and Exchange Board of India: Management, Powers and Functions of SEBI, Regulation and Supervision of Securities market – Investor Protection measures.

The Reserve Bank of India: Objectives, Organisation, Functions &

Role of RBI in the development of the Indian Financial System. Credit Rating.

**Extra reading /Key words** : Powers of SEBI. Credit Rating agencies in India.

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	State the functions of the Indian Financial system	PSO-2	R
CO-2	Recognise the structure of the Financial system in India	PSO-2	U
CO-3	Examine the functions of the various kinds of financial institutions	PSO-2	An
CO-4	Explain the functions of the Money market in India.	PSO-2	E
CO-5	Recall the different types of Money market financial instruments	PSO-2	U
CO-6	Examine the importance of Capital market in India	PSO-2	An
CO-7	Recognise the types of capital market	PSO-2	U

CO-8	Explain the functions SEBI as the regulatory authority	PSO-2	E
CO-9	Examine the role of RBI as the regulatory authority	PSO-2	An
CO-10	Explain the importance of Credit Rating of financial instruments to result in skill and analyzing ability	PSO-2	U,An

## References

### Text Books:

- > Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi, 2014
- > Gordon E & Natarajan K. Indian Financial Systems, Himalaya Publishing House, New Delhi, 2015

### Reference Books:

- > Bharati V Pathak, Indian Financial System, Pearson Publications, 2014.
- > Machiraju H R , Indian Financial System, Vikas Publishing House, New Delhi 2010
- > Khan M Y, Indian Financial System, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2015.
- > Santhanam B., Financial Services, Margham Publications, Chennai, 2011
- > Gurusamy S., Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi, 2010.

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
 (For candidates admitted from June 2015 onwards)

**First Year - Semester – II**

<b>Course Title</b>	<b>Allied Course 3: Managerial Economics</b>
<b>Total Hours</b>	<b>52</b>
<b>Hours/Week</b>	<b>60Hrs</b>
<b>Code</b>	<b>U18BB2ACT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To enable the students to understand the principles of economics relating to business.

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand the basic concepts in managerial economics.
CO-2	Apprehend the demand analysis and its determinants
CO-3	Commemorate on production analysis, factors and characteristics.
CO-4	Remember and analyze the supply and cost analysis
CO-5	Appreciate on the price and output decisions in various market forms.

**UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS**

**13Hrs**

Meaning, Nature and Scope of Managerial Economics - Methods of Managerial Economics, Managerial Economics in decision making- Role and responsibilities of a Managerial Economist. Basic concepts in Managerial Economics - Incremental concept, Time perspective - Opportunity cost, Discounting principle, Equi-marginal principle and capital Budgeting (Conceptual treatment only)

**Extra Reading/Keywords:** *Economic theories in management.*

**UNIT II: DEMAND ANALYSIS**

**13Hrs**

Demand determinants -The Law of Demand and perverse demand curves- Types of demand. Concept of elasticity (Price, income, cross, advertising and expectation elasticity) Methods of measuring price elasticity of demand- Relationship between price elasticity and sales revenue. Demand forecasting- steps in demand forecasting- Short term and long term forecasting – Methods of demand forecasting.

**Extra Reading/Keywords:** *Individual demand and market demand.*

**UNIT III: PRODUCTION ANALYSIS****13Hrs**

Factors of production and their characteristics –Production possibility curves – Concepts of Total product, Average product and Marginal product. Fixed and variable factors – classical and Modern approaches to the Law of Variable Proportions. Law of returns to scale and Economies and diseconomies of scale.

**Extra Reading/Keywords:** *Scale of Production*

**UNIT IV: SUPPLY AND COST ANALYSIS****13Hrs**

Supply – Factors affecting supply – Law of supply – Elasticity of supply and types of elasticity of supply. Cost of production – Cost curves – Total, Average and Marginal cost curves – Relationship of MC to AC –Fixed and Variable cost curves – Short run and Long run cost curves – Difference between short run and long run cost.

**Extra Reading/Keywords:** *Exceptions to the law of supply*

**UNIT V: PRICE AND OUTPUT DECISIONS IN VARIOUS MARKET FORMS****13Hrs**

Role of time in determining the value of products. Equilibrium conditions of a firm and Industry under various market forms – Price and output determination in a Perfect Market. Price and Output determinations in Imperfect Market with specific reference to Monopoly, Monopolistic competition and Oligopoly.

**Extra Reading/Keywords:** *Duopoly.*

**Note:** Texts given in the Extra Reading, Key words must be tested only through Assignment and Seminars.

**Course Outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic concepts in managerial economics.	PSO 1	U
CO-2	Compute the demand determinants and forecast demand with its methods.	PSO 2	R
CO-3	Analyze the decisions made in the firm using production analysis techniques.	PSO 2	U
CO-4	Explain the supply and cost analysis.	PSO 3	R
CO-5	Describe the price output determination under perfect competition	PSO 4	U
CO-6	Differentiate among the various forms of market in the economy to improve decision making skills	PSO 4	U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**



## References

### PRESCRIBED TEXT BOOK

John Kennedy M. (2009), Micro Economics, Himalaya Publishing House, Mumbai.

### BOOKS FOR REFERENCE

- Ahuja, H.L.(1996),Principles of MicroEconomics – A New Look at Economic Theory, S.Chand and Company LTD, New Delhi.
- Bright Singh, D. (1984),Micro Economics,( 4<sup>th</sup> Edition)Emerald Publishers ,Madras.
- Chopra, P.N. (1997),Pricing Distribution and Welfare, Kalyani Publishers,Delhi.
- Jhingan M.L,(1986),Micro Economic Theory, Konark Publishers PVT, Ltd, New Delhi.
- Joshi ,J.M.and Rajendra Joshi.(1997), Micro Economic Theory, Himalaya Publishing House, Delhi.
- Koutsoyiannis,( 1975), Modern Micro Economics,The Macmillan Press ,London.
- Sundharam, K.P.M .and E.N. Sundharam,(1996),Micro Economics, S.Chand and Sons, Educational Publishers, New Delhi.

(For the candidates admitted from 2015 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI  
B.A/B.Sc./B.Com/B.R.SC/B.C.A/ B.B.A DEGREE EXAMINATION  
SEMESTER- II

<b>Course Title</b>	<b>SKILL –BASED ELECTIVE 1: SOFT SKILL DEVELOPMENT</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15RE2 SBT01</b>
<b>Course Type</b>	Theory
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

The student understands the need for the development of self-esteem, team spirit and communicative skills to prepare themselves for self-development.

**Course Outcomes:**

**The student will be able to**

1. Understand the importance of self-awareness, values and leadership skills in capacity building
2. Understand and analyze the factors affecting interpersonal skills
3. Understand and evaluate the concepts of vision, mission and goals for corporate skills
4. Understand, apply and analyze the importance of body language, time management and stress management
5. Understand the concept and need for self-development plan

**UNIT I:**

6hrs

**Individual Capacity Building**

Self awareness- building self-esteem- importance of having a strong self – esteem – developing positive attitude-. Anchoring on principles: Universal principles and values – forming & inculcating values- Leadership skills.

**Extra reading / Key Words:** *Biographies of any 2 Indian leaders*

**UNIT II:**

6hrs

**Interpersonal skills**

Trust-trustworthiness-interpersonal communication –art of listening, reading and writing –art of writing –building relationship-empathy.

**Extra reading / Key Words:** *Tips for building relationship*

**UNIT III:**

6hrs

**Corporate skills**

Vision, mission and goals: Concepts, vision setting, goal setting, Individual and Group goals, Concept of synergy, team building, group skills.

**Extra reading / Key Words:** *Group dynamics and communication skills*

**UNIT IV:**

6hrs

**Management skills**

Developing Body Language – Practicing etiquette and mannerism –Stress Management – Time Management Prioritization Importance and urgent activities- Time management to move towards life vision.

**Extra reading / Key Words:** *Polite conversations and dialogue skills*

**UNITV:**

6 hrs

**Self Development Plan**

Concept and Need for Self Development Plan – Preparing Self Development Plan 9 Format is used to complete the self development Plan), Monitoring and Evaluation of self Development plan – Developing indicators for self development introduction to National Skill Development Mission.

**Extra reading / Key Words:** *Case study*

**Note:** Extra reading/Key words are only for internal

**Testing(Seminar/Assignment) Course Course Outcome:**

1. explain the importance of self awareness, values and leadership skills in capacitybuilding
2. analyze the factors affecting interpersonal skills
3. evaluate the concepts of vision, mission and goals for corporateskills
4. apply and analyze the importance of body language, time management and stressmanagement
5. summarize the concept and need for self developmentplan

**REFERENCES:**

Alex K.(2012) *Soft Skills – Know Yourself & Know the World*, S. Chand & Company Ltd., New Delhi  
Meena K. Ayothi V. (2013). *A Book on Development of Soft Skills (Soft Skills: A Road Map to Success)*, P.R. Publishers & Distributors,Trichy.

Francis Thamburaj S.J. (2009). *Communication soft skills for Professional Excellence*, 1<sup>st</sup> Ed., Grace Publishers, Rathan Reddy B.(2005). *Team Development and Leadership*, Jaico Publishing House, Mumbai.

(For Candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-2**  
**B.A/B.Sc./B.Com/B.R.Sc/B.C.A-DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**CATECHISM – I: GOD OF LIFE**

**HRS /Wk:1**  
**CREDIT: 1**  
**MARKS: 100**

**CODE: U15VE2LVC01**

**OBJECTIVES:**

- To enable the students to know God and his Salvific acts through Holy Bible
- To enable the students to know about the Paschal Mystery

**UNIT – I: CREATION AND COVENANT**

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation through covenants (Pentateuch) -Our response to God's covenant -Reason for its success and failure - The relationship of God with Israel -Image of God in Old Testament-God and me

**UNIT – II: GOD OF THE PROPHETS**

God's care for the humanity through Prophets-Major (Isaiah, Jeremiah) Minor (Amos) and Women (Deborah) - Prophets-Their life and mission - Theology of Prophets -Concept of sin and collective sins expressed by prophets and God's saving love

**UNIT – III: GOD OF WISDOM**

God experience through wisdom Literature, its origin and growth

**UNIT – IV: SYNOPTIC GOSPELS**

Synoptic Gospels and John's Gospel – Author –historical background –Chief message of each Gospel and for whom it was written. A few passages for the study of parallelism in the synoptic gospels

**UNIT – V: LUKE'S GOSPEL**

Study of Luke's Gospel in detail – specialty of the gospel – main emphasis of the message – meaning and blessing of suffering and paschal joy in one's life.

Passion – Paschal mystery

**REFERENCES:**

1. Catechism of the Catholic Church published by Theological Publications in India for the Catholic Hierarchy of India,1994
2. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition for India.
3. VaalvinValizha – St. John's Gospel – Fr.Eronimus

(For Candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**

**B.A. /B.Sc. / B.Com. / B.R.Sc. / B.C.A. DEGREE**

**COURSE LIFE ORIENTED EDUCATION**

**ETHICS – I: RELIGION AND VALUE SYSTEMS**

**HRS /WK:1**

**CODE: U15VE2LVE01**

**CREDITS :1**

**MARKS : 100**

### **OBJECTIVES:**

- To Understand My and Other Religions and Culture
- To Appreciate My and Other Religions and Culture
- To Learn from other Religions and Culture
- To Interact with My and Other Religions and Culture to enhance my faith in my religion.
- To help the students to become aware of the negative forces of religions.

### **UNIT – I: RELIGION**

God – concept of faith, Faith, Meaning, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, come-union, socialization.

### **UNIT – II: DIFFERENT RELIGIONS**

Basic characteristics and basic thoughts- Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

### **UNIT – III: UNITY OF RELIGION**

Unity of Vision and Purpose- Respect for Other's Faith, Inter Religious Co-operation, Religious Pluralism as a fact and Religious Pluralism as a value.

### **UNIT – IV: FUNDAMENTALISM, COMMUNALISM AND SECULARISM**

Meaning and impact of Fundamentalism-Communalism-Violence and terrorism – Tolerance

– Secularism -Individualism

### **UNIT – V: VALUE SYSTEMS**

Value and Value Systems - Moral Values -Individuals and the need to stand for values in the concept of Globalization – Consumerism - Will power to live up to your values - Healthy body for empowerment – Physical health and Mental hygiene, food and exercises.

### **REFERENCES:**

1. Social Analysis (a course for all first year UG students), 2001. Department of Foundation Courses, Loyola College, Chennai-34.
2. Special topics on Hindu Religion, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
3. Religion: the living faiths of the world, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
4. Sydney Am Meritt, 1997. Guided meditations for youth.
5. Marie Migon Mascarenhas, 1986. Family life education- Value Education, A text book for College students.

(For Candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.**  
**B.A/ B.Sc/ B.Com/ B.R.Sc/ B.C.A DEGREE COURSES LIFE**  
**ORIENTED EDUCATION**  
**BIBLE STUDIES – I: NEW TESTAMENT**

**HRS /Wk :1**  
**CREDIT : 1**  
**MARKS : 100**

**CODE: U15VE2LVB01**

**OBJECTIVE:**

- Developing the passion for the Word of God – Jesus and inculcating the thirst of Missionaries being a disciple of Christ.

**UNIT – I: BIBLE – THE WORD OF GOD**

- Books of the Bible – Division into Old Testament and New Testament – history of the Bible-
- Messiah Prophecies(Isaiah 9:6,40:3,53:1-12,61:1-3,Micah5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat3:1-17,14:1-12)
- The Birth, Passion and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1:18-21)

**UNIT – II: MINISTRY OF JESUS**

- Miracles (Mark 2:1-12,Luke 4:38-41,6:6-11,7:1-17,8:26-56,John2:1-12)
- Parables (Luke6:46-49,8:4-15,10:25-37,15:1-32)
- Preaching
  - Sermon on the mount (Mat5-7)
  - Lord's Prayer (Luke 11:1-13)
  - Kingdom of God (Mat 13:24-50)
- Prayer life of Jesus (Luke 5:12-16,John 11:41-45,17:1-26,Mark14:32-42)
- Rich and Poor (Luke 16: 19-31,21:1-4)
- Women Liberation (John4:1-30,8:1-4)
- Women in the New Testament
- Martha & Maria (Luke 10: 38- 42, John 11:1-46)

## UNIT – III: CHURCH – BIRTH AND GROWTH

- EarlyChurch
- Birth (Acts2:1-41)
- Unity and sharing (Acts2:42-47,4:1-37,5:1-11)
- Witnessing life (Acts 3:1-26,5:12-42,8:26-40,16:20-34)
- Comparison between early Church and presentChurch.

## UNIT – IV: DISCIPLES AND APOSTLES

- Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1:13-14)
- Betrayal and the change in the life of St.Peter (Luke 22:1-7,Acts2:1-41,12:1-17)
- St.Andrew (Mat 4:18-20,John1:35-42,6:1-14)
- St.Stephen (Acts6,7)
- St.Paul (Acts 8,9,14,17,26 and28)

## UNIT – V: MISSIONARIES AND EVANGELISTS

- St.Thomas (John 20:24-31) & Missionary to India\Pandithar RamaBai
- WilliamCarrie
- Dr.Ida Scuddar& St. Britto (Oriyur)
- AmyCarcheal
- Mother Teresa(Calcutta)
- Devasagayam(Nagercoil)
- Staines &Family

## REFERENCES:

1. John Stott, 1994, **“Men with a Message”**, Angus Hudson Ltd. London

HOLYCROSSCOLLEGE(Autonomous),Tiruchirappalli-620002.

TAMILDEPARTMENTBA/

B.SC/B.COM DEGREE

Part -I : Language:TamilPaper-III

TotalHours : 90

Code : U15TL3TAM03

Hrs :6Hrs/Wk

Marks: 100

Credit 3

நோக்கங்கள்:

1. வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை எடுத்துரைத்தல்
2. சமூகவாழ்க்கைப் பற்றிய விழிப்புணர்வினைத் தோற்றுவித்தல்
3. ஆன்மீக உணர்வுகளை வலுப்படுத்துதல்;

பயன்கள்:

1. காப்பியங்களைப் பயில்வதன் மூலமாகமாணவர்கள் அறக்கருத்துக்களை உணர்ந்து கொள்ளுதல்.
2. சமூகமாற்றங்களைக் கண்டறிந்து மேம்பாடுகளை உருவாக்கச் செய்தல்
3. கலை நுட்பங்களையும் பண்பாட்டுச் சிறப்புகளையும் உணர்ந்து கொள்ளச் செய்தல்

myF:1 செய்யுள்

1. சிலப்பதிகாரம் - கடலாடுகாதை
2. மணிமேகலை- உலகவறவிபுக்ககாதை
3. கம்பராமாயணம் - கங்கைப்படலம்

myF:2 செய்யுள்

4. ,ரட்சணியயாத்திரிகம் - மரணப்படலம்
5. சீறாப்புராணம் - ஓட்டகைபேசியபடலம்;

my:3

தமிழ்இலக்கிய  
வரலாறுசோழர்கால

my:4 ம;

நாடகம்

சத்தியவேள;வி - அய்க்கண்



myF:5

கோயிற்கலை - திட்டக்கட்டுரை,வினாடிவினா பாடநூல்கள்

1. செய்யுள் - தமிழ்த்துறைவெளியீடு
2. தமிழ்இலக்கியவரலாறு - தமிழ்த்துறைவெளியீடு
3. நாடகம்  
அய்க்கண் - சத்தியவேள்வி
4. கோயிற்கலை - தமிழ்த்துறைவெளியீடு

(For the candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-  
 620002 DEPARTMENT OF HINDI  
 SEMESTER – III**

Course Title	PART – I LANGUAGE HINDI- III-MEDIEVAL–MODERN POETRY AND HISTORY OF HINDI LITERATURE-1 (Veergadha Kal Aur Bakthi Kal)
Total Hours	90
Hours/Week	6Hrs/Wk
Code	CODE: U15HN3HIN03
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to appreciate and critically evaluate Spirituality in Hindi Literature.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO -1	remember, understand and evaluate the Poetry of the masters.
CO- 2	understand and analyse the history of Hindi literature in the literary works.
CO- 3	understand and analyse the cause and consequence on revolution in literature.
CO- 4	Evaluate various streams of Bhakthi kaal.
CO- 5	appreciate and analyse the works of Bihari.

UNIT – I

(18 Hours)

1. Kabir Das
  2. Todathi pathar
  3. Veergatha Kal
- (Pravarithiyan, Kavi, Rachanayean)

Extra Reading (Key Words ):PrithviRaj Rasoo, Jago phir ek bhar

(18 Hours)

## UNIT- II

1. Thulasi Das
2. Anal Kireet
3. BhaktiKal – Gnanashrayi Sakh

Extra Reading (Key Words ): *Kabir, Ramdhari Singh Dinakr*

## UNIT- III

(18 Hours)

1. Rahim Ke Dohe
2. Jhoote Patte
3. BhaktiKal – Prem Margi

Sakha Extra Reading (Key Words): *Rahim*

1. Raskhan
2. Aavo phir se gaaon basayen
3. BhaktiKal – Ram Bhakti Sakha

Extra Reading (Key Words ):

## UNIT- V

(18 Hours)

1. Bihari Ke Dohe
2. Sipahi
3. BhaktiKal – Krishna Bhakthi

Sakha Extra Reading (Key Words ):  
*Bihari satsai*

Note : Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

## Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Recite the poems of Kabir Das	R,U,E
CO- 2	Distinguish necessity and luxury Place Bhakthi kaal in Hindi Literature	U, An
CO- 3	Debate on pros and cons of a revolution	U, An
CO- 4	Summarize the four streams of Bhakthi kaal	E
CO- 5	Examine the powerful words of Bihari	An

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

#### Prescribed Books

- History Of Hindi Literature ; Acharya Ramachandra Shukla, Delhi.
- Kavya Surabh: Pub.Dakshina Bharat Hindi Prachar Sabha , Cheenai.

#### Reference Books :

- Nai Sadhi Mein Kabir- Edi. Dr. M. Firoz Khan- Krishang Publication, Delhi.
- Dharmaveer Bharathi Ki Kavitha – Dr.Vibha shukla.;Aastha associates, Illahabad.

(For candidates admitted 2016 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS)TIRUCHIRAPPALLI-2**  
 DEPARTMENT OF FRENCH  
 SEMESTER III

Course Title	PART I – LANGUAGE - FRENCH PAPER III (LANGUAGE & CIVILISATION (ÉCHO A2 2 <sup>e</sup> édition)
Total Hours	90
Hours/Week	6 Hrs/Wk
Code	U16FR3FRE03
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to understand the French cultural aspects and apply the grammar learnt in appropriate situations.

Course Objectives (CO):

The learner will be able to

CO 1	understand the French education system and evaluate the same across the world.
CO 2	understand the usage of pronouns that denote quantity and place and apply them in answers; analyse extracts from magazines and work conditions in France.
CO 3	remember the rules of construction and usage of subjunctive mode and apply the same in sentences; evaluate French politics.
CO 4	understand gerund, adverbs, relative pronouns and evaluate press and media in France.
CO 5	remember the usage of tenses and analyse the benefits of learning a foreign language.

Unit 1 Vivementdemain! (18Hours)

Le futur, la comparaison des qualités, des quantités et des actions – la santé – le travail dans trenteans  
 – la vie quotidienne - l'éducation et la formation (l'enseignement en France) – faire des projets.

*Extra Reading (Key Words ):* le système éducatif en France.

Unit 2 Tu as duboulot? (18Hours)

Le pronom « en » et « y » - exprimer une condition : si + présent, si + passé composé, exprimer des préférences – les emplois de demain - des idées pour créer une entreprise – l'économie en France - le travail en dix points

*Extra Reading (Key Words ):* l'organnigramme d'une entreprise.

Unit 3 Qu'enzyme vous? (18Hours)

L'emploi du subjonctif , l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements – la région 'Poitou- Charentes' - la vie politique

*Extra Reading (Key Words ):* étude comparée de la politique en France et en Inde

Unit 4 C'est tout un programme!

(18Hours)

Les propositions relatives, la formation des adverbes, la forme « en + participe présent » - parler de la télévision et de la radio - comment les Français s'informent (la télévision et la presse en France)

*Extra Reading (Key Words ):TV5 Monde, les journaux français.*

Unit 5 Onse retrouve

(18Hours)

L'emploi et la conjugaison de l'indicatif – parler de son apprentissage du français langue étrangère – les rencontres : modes et comportements – une vraie vie de quartier grâce à Internet – formules pour un premier contact par écrit.

*Extra Reading (Key Words ): Paris, la capital de la mode!*

Course outcomes	Cognitive level
Contrast French education system to that of India.	E
Examine press and work conditions in India	An
Label subjunctive mode and its usages	U, Ap
Interpret politics in France	E
Categorize French media and press	E
Simplify "FLE"	An

TEXT BOOKS :

ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

Books for Reference:

La Conjugaison – Nathan

French made easy – Intermediate level – Goodwill

Publishing House Je parle français III – Abhay Publications

Le français avec des jeux et des activités – ELI Langue et la civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002 PG  
AND RESEARCH DEPARTMENT OF ENGLISH  
II YEAR UG – SEMESTER III  
PART II – ENGLISH 3 - GENERAL ENGLISH III

HOURS : 6  
CREDIT : 3

CODE : U15EL3GEN03  
MARKS: 100

GROWING WITH VALUES

Objectives:

1. To acquaint students with fine pieces of literature thereby enhancing their communicative skills.
2. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes
3. To create interest among students for self-learning
4. To create a general awareness among students regarding the importance of humanistic values in the modern world.
5. To acquire proficiency in oral and written language.

UNIT I – Love, Faith and Hope Listening for comprehension and general significance  
Speaking about one's fear and hope  
Reading for specific and global comprehension.  
Writing – creative writing  
Grammar – reporting speeches  
Vocabulary – shades of meaning, Idioms and phrases (10)  
Composition – Writing Paragraphs

TEXTS

“Hope” by Emily Dickinson (Internal Testing)

1. An extract from the Nobel Lecture by Mother Teresa
2. Angels Never Say “Hello!” by Dottie Walters
3. The Treasure by Alice Grey (Taken from Plant the seed by Timothy Kendrick)

UNIT II – Perseverance Listening- for distinguishing /  
convert / summarize/(interview)

Speaking- a role play on the theme of perseverance (enactment of fables/ folk tales based on the theme) Reading – read the passage (from encyclopedia) and draw a flowchart / tree diagram [main idea] Writing- parallel writing  
Grammar – descriptive discourse – degrees of comparison (describing person, city, places, things, weather climate)

Vocabulary – antonyms, idioms and phrases (10)

Composition – Creative writing

## TEXTS

Mother to Son by Langston Hughes (Internal Testing)

1. The Perseverance of a Spider.
2. Two Gentlemen of Verona by A.J Cronin
3. Faith of determination and perseverance (about Walt Disney)

UNIT III – Tolerance/Benevolence/Compassion Listening- for developing /

relating (speech)

Speaking- simulate any personality related to humanity

Reading – scan the passage (life of ...) and write down key phrases to sum up [figurative languages]

Writing- case study / letter writing (personal)

Grammar – writing reports of events and processes (voices)

Vocabulary – Suffixes, idioms and phrases

Composition – imaginative writing

## TEXTS:

Portrait of Gandhiji by Will Durant (1<sup>st</sup> Para) (Internal Testing)

1. Gitanjali (Poem No. 11) Leave this chanting – Rabindranath Tagore
2. The Selfish Giant – Oscar Wilde
3. The Price of a Miracle in *Rainbows follow rain* by Dan Clark

UNIT IV – Essential Life Skills/ Resilience Listening- for deducing/

illustrating / subdivide to make notes (newspaper article)

Speaking- interviewing (gap activity) / picture description

Reading – in-depth reading to classify/ categorize [point of view]

Writing- Situational writing

Grammar – analysis of sentences – simple, compound,

complex Vocabulary – compound words, idioms and

phrases Composition – essay writing (proverb as title)

## TEXTS:

The story of Rosa Parks (Internal Testing)

1. Life of Nelson Mandela
2. It's cool to be kechi by Juliet Hindell
3. 'Home they brought Her warrior dead' by Alfred Lord Tennyson



## UNIT V – The Art of Living

listening- for comparing and contrasting (personality/lives of two people)

Speaking- reporting from the magazine / newspaper

Reading - read the passage to draw inference / parallel reading [making connections]

Writing- creative writing

Grammar –‘If’ clause

Vocabulary – coinage, idioms and phrases

Composition – creative writing/imaginative writing

### TEXTS:

“A Psalm of Life” by H.W. Longfellow (Internal Testing)

1. The Power of Limitless living - by Robin Sharma.
2. The Art of Understanding Other People by Clarence Hall
3. “Leisure” by William Henry Davies

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year-III Semester**

Course Title	Major Core 3 OPERATION RESEARCH
Total Hours	65
Hours/Week	5Hrs/ Wk
Code	U18BB3MCT03
Course Type	Theory
Credits	5
Marks	100

General Objectives: To impart the overall view of the subject of Operations Research and to enable the students to apply the techniques in solving problems relating to marketing, finance and production.

Course Objectives:

CO No.	Course Objectives
CO-1	Prepare the problems relating to operation research and formulating LPP.
CO-2	Illustrate different kinds of transportation.
CO-3	Compute the inventory management in EOQ.
CO-4	Classify the replacement decision and policies to change the money value
CO-5	Interpret the scheduling in networks and queuing theory.

**Unit - I: INTRODUCTION**

Operations research - Linear programming problems - Formulation of Lpp - Graphical solution - Simplex method.

Extra Reading/Keyword: Linear programming problems

13Hrs

**Unit - II:TRANSPORTATION**

Transportation problem - Initial basic feasible solution by North-West Corner rule - Matrix minima, VAM method - Optimal basic feasible solution by MODI method - Assignment problem.

Extra Reading/Keyword: Transportation methods

13Hrs

**Unit - III:INVENTORY MANAGEMENT**

Inventory management - Types of inventory - Need for inventory control - Economic order quantity - EOQ with shortages.

Extra Reading/Keyword :Economic order quantity

13Hrs

#### Unit - IV:REPLACEMENT

Replacement decisions - Replacement policy without change in money value - Replacement of items that fail completely ( group replacement).

Extra Reading/Key word: Replacement policies

13Hrs

#### Unit - V: NETWORK

Network scheduling - PERT/CPM - Queuing theory - Single channel queuing problems.

Extra Reading/Keyword: Networking Techniques

13Hrs

#### COURSE OUTCOMES (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Calculate the LPP method, graphical method and simplex method	PSO-4	An
CO-2	Experiment the north-west corner rule, least cost method, VAM method and assignment problems	PSO-4	An
CO-3	Differentiate the levels of EOQ with shortages	PSO-4	An
CO-4	Outline the replacement decisions and policies	PSO-4	An
CO-5	Illustrate the CPM, PERT and queuing theory.	PSO-4	An

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

#### TEXT BOOK:

- KantiSwarup, Manmohan and Gupta : Operations Research Sultan Chand Sons., 06

#### BOOKS RECOMMENDED:

- HamdyA.Taha : Operations Research
- Prem Kumar Gupta,D.S.Hira :Operations Research, S.chand& company Ltd., New Delhi2010

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year-III Semester II Year III Semester**

Course Title	MAJOR CORE 06- ORGANISATIONAL BEHAVIOUR
Total Hours	65
Hours/Week	5Hrs/ Wk
Code	U18BB3MCT06
Course Type	THEORY
Credits	5
Marks	100

General Objectives: To enable the students with the knowledge of organizational behaviour .

Course Objectives:

CO No.	Course Objectives
CO-1	Analyze Individual and Organizational Behaviour
CO-2	Relate the Personality and Perception
CO-3	Appraise the motivation ,Interpersonal and Group Behaviour
CO-4	Interpret the Power and Authority
CO-5	Demonstrate the Organizational Change

**UNIT I : INTRODUCTION**

13 Hrs

Introduction to Organizational Behaviour – Elements – Need – Approaches – Models of organizational behaviour – Individual Behavior – Mintzberg managerial role-Need and shortcomings of Organizational behaviour.

Extra Reading/keywords:*Ethical Behaviour*

**Unit II : PERSONALITY AND PERCEPTION**

13Hrs

Personality-theories of personality-Type theory-Psychoanalytic theory-Trait-Freudian Stages-perception-determinants of perception-Learning.

Extra Reading/keywords:*Perceptual constancy*

**Unit III: MOTIVATION & GROUP BEHAVIOUR**

13 Hrs

Motivation-theories of motivation-Maslow-Herzberg-Mcgregor-Interpersonal behaviour-Group Behaviour-Group Dynamics-Norms-conflict-Group Cohesiveness. Team: concepts, Difference between group and team, Creating effective teams

Extra Reading/keywords:*Contemporary motivation theories*

Unit IV: POWER & AUTHORITY

13 Hrs

Leadership – Styles – Qualities – Power – Authority – Sources -Women as a leader- Communication – Types - Process - Murphy’s Law – Counseling – Functions .

Extra Reading/keywords:*Performance Counseling*

Unit-V : ORGANISATIONAL CHANGES AND INNOVATIONS : 13 Hrs

Organisational Change-Factors-Resistance to Change-Methods Organizational Development-Nature of OD- Process-International perspectives on Organizational Behaviour.

Extra Reading/keywords: *Transformational Leadership*

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Discover the models of organizational behavior, Individual Behavior and Mintzberg managerial role	PSO-5	Ap
CO-2	Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning.	PSO-5	Ap
CO-3	Relate the theories of motivation such as Maslow, Herzberg, McGregor, Interpersonal behavior, Group Behaviour and Group Dynamics	PSO-5	Ap
CO-4	Examine the Leadership Styles, Power, Women as a leader and Communication	PSO-5	An
CO-5	Outline the organisational change, resistance to change and organizational development	PSO-5	An

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

➤ K.Ashwathappa :OrganisationalBehaviour

BOOKS FOR REFERENCE:

➤ Fred Luthans : OrganisationalBehaviour, Tata McGraw – Hill Publishing Company, New Delhi,  
 ➤ Prasad L.M. : Organisational Theory &Behaviour – S.Chand Company, New Delhi, 2006

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**II Year-III Semester**

Course Title	<b>BUSINESS ETHICS</b>
Total Hours	52
Hours/Week	4Hrs/ Wk
Code	U18BB3AOT01
Course Type	Allied Optional 1
Credits	3
Marks	100

**GENERAL OBJECTIVE**

To enable the students to understand the importance of ethical values in managing business

**Course Objectives:**

CO No.	Course Objectives
CO-1	Understand the concept of ethical value.
CO-2	Analyze the ethical issues involved in business
CO-3	Describe the ethical systems to be followed in organizations
CO-4	Appreciate the Corporate Social Responsibility towards the community.
CO-5	Recognize the best way to manage ethical conduct in business

**Unit 1: Concept Of Ethics**

Definition Of Business Ethics and Values. Concepts . Importance Of Business Ethics And Values In Business - Types And Formation - Principles And Concepts Of Managerial Ethics - Relevance Of Ethics And Values In Society - Role Of Chief Executive Officers in shaping of business culture.

Extra Reading/keywords: *Moral, Utilitarianism*

**Unit 2: Business Ethics**

Business Ethics - Factors Influencing Business Ethics -Types Of Ethical Issues- Corruption In Businesses.

Ethics - External – Consumers – Fair Prices – False Claims – Advertisements- Markets For Ecosystem Services - Opportunities For Socially And Environmentally Friendly Business.

Extra Reading/keywords: *Bribery, Theft*

**Unit 3: Ethics and Organisation:**

Ethics – Internal – Hiring – Employees – Promotion – Discipline – Wages – Job Description – Exploitation Of Employees Ethics And Consumer - Ethics And Employees - Ethics And Shareholders - Ethics And Environment - India's Environment Policy -Environment Risk Management -Environment Audit.

Extra Reading/keywords: *Job Satisfaction ,Exploitation of employees*

**Unit 4: Managing Ethical Conduct And Corporate Social Responsibility**

Managing Ethical Conduct - Skills For Managers - Whistle Blowing - Individual Differences And Ethical Judgments – Cognitive Barriers To Ethical Judgment- Corporate Social Responsibility towards the community.

Extra Reading/keywords: *Shareholder, Customers*

## Unit 5: Corporate Governance

Corporate Governance: Issues – need -corporate governance code-transparency & disclosure -role of auditors- board of directors and share holders -corporate scams -Committees in India.

Extra Reading/keywords: *Scams*

### COURSE OUTCOMES

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To outline the significance of ethics in business.	PSO-2	U
CO-2	To examine the best way to solve issues ethically.	PSO-2	An
CO-3	To appreciate the best ethical practices in every actions of organization	PSO-2	U
CO-4	To recognize the importance of Corporate Social Responsibility	PSO-2	An,U
CO-5	To analyze the appropriate method of managing any ethical conduct under Corporate Governance	PSO-2	An

### Course Text:

1. Fernando. A. C., Business Ethics – An Indian Perspective, Pearson Publication, 2010.
2. Dr.S.Sankaran., Business Ethics & Values , Margham Publication , 2013

### Course Reference

1. Sanjeev.R., Ethics & Values In Business Management, Ane Books, 2009.
2. U.C.Mathur, Corporate Governance & Business Ethics, Macmillan, 2005.
3. Velasquez, Business Ethics - Concepts And Cases, Prentice Hall, 5th Edition, 200

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year-III Semester**

Course Title	<b>INDUSTRIAL MANAGEMENT</b>
Total Hours	13
Hours/Week	1 Hrs/ Wk
Code	U19BB3IRT01
Course Type	SBE 2
Credits	1
Marks	100

**GENERAL OBJECTIVE**

To enable the students to understand the significance of management in industries

**COURSE OBJECTIVES (CO):**

Course Objectives:

CO No.	Course Objectives
CO-1	Understand the concept of material management
CO-2	Analyze the value of psychology in industry
CO-3	Evaluate the need for insurance in factory
CO-4	Describe the different indirect tax
CO-5	Learn the creation of website

**UNIT I – MATERIAL MANAGEMENT**

Material management linkages- Technology in material management

Extra Reading/keywords: *Managerial functions*

**UNIT II – INDUSTRIAL PSYCHOLOGY**

Practical value of industrial psychology- Area of industrial psychology- work life balance

Extra Reading/keywords: *Motivation, Morale, Attitude*

**UNIT III- FACTORY INSURANCE**

Fire-Flood-Earthquake-Warehouse-Accident-Machinery breakdown-Employees group insurance

Extra Reading/keywords: *Beneficial returns of insurance*

**UNIT IV- INDIRECT TAX**

Central sales act 1956, Central excise act, VAT,GST

Extra Reading/keywords: *Tax compilations*

**UNIT V- INDUSTRIAL MARKETING**

Website creation (Practical)

Extra Reading/keywords: *Advertising, Designing*



## COURSE OUTCOMES

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To outline the benefits in linkages of material management	PSO-2	U
CO-2	To examine the psychological aspects in industry	PSO-3	An
CO-3	To enumerate the benefits recurred through insurance in factories	PSO-2	U
CO-4	To analyze tax regulations followed	PSO-2	An,U
CO-5	To design new wed creation	PSO-2	C

### Course text:

- Introduction to material management, J.R.Tony Arnold, Stephen N. Chapman, Lloyd M, Pearson Prentice Hall,2007
- Industrial psychology, Singh, Tata Mcgraw-Hill Education, 2011
- Elements of indirect tax, V S Datey, Taxmann Publications Pvt. Ltd, 2009
- Fundamentals of insurance, Tena B.Crews, Cengage Learning,2009

**HOLY CROSS COLLEGE (AUTONOMOUS),TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
 (For candidates admitted 2018 onwards)  
**II YEAR - SEMESTER III**

<b>Course Title</b>	<b>SBE – 3 Computer Literacy</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U19BB3SBT03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To enable the students to have an understanding of the computer function and its technological upgradations

**Course Objectives:**

**The student will be able to**

CO 1	Apply the office packages to gain a better understanding of the computer.
CO 2	Understand the functions of smart devices and online transactions
CO 3	Analyse the purpose of social networking and cyber security in the e-world
CO 4	Extract trial balance with adjustments
CO 5	Create trial balance without adjustments

**Unit I: Office Packages:**

**(6hrs)**

**MS- Word :**Creation of Documents (letters, Bio- data, etc).Creation of Tables, Formatting Tables (Time table, Calendar, etc).Working with Mail Merge(Circular letters).

**MS – Excel:** Creation of Worksheet (Mark Sheet, Pay Slip, PF Contribution list, etc). Excel Function (Date, Time, Statistical, Mathematical, Financial Functions). Creating charts (Line, Pie, Bar, etc).

**MS- Power Point :** Creation of Presentations(Duplicate and New slides, Layouts, View, Slide show, etc.). Working with objects (Movie, Sound, Word, Excel, etc.) Working with Transition and Animation effects(Text, Object, Pictures)

**Extra Reading/Key words:** *Units of Data Storage.*

**Unit II: Smart Devices and Online Transactions:**

**(6hrs)**

**Smart phone – Types :** Tablet PC , Smart TV, Smart Camera, Smart Watch and Smart Oven.Operating system for Smart phones- Apple iOS, Android, Windows 10, Blackberry, Synbian and Bada. Benefits of Smart Phones.

**E-Commerce and M-Commerce:** Components of E-Commerce- history, types, and benefits of each (B2B, B2C, C2B, C2C). Business to Government E-Commerce. M-Commerce-History, customers point of view and the provider point of view. Applications of M-Commerce- Mobile ticketing, mobile money transfer, mobile banking, mobile marketing and advertising. Payment methods in M-Commerce- Premium rate telephone numbers, Direct mobile dealing , Macro, Micro payment services and mobile wallets.

**Extra Reading/Key words:** *Google play for Android Phones.*

**Unit III: Social Networking and Cyber Security**

**(6hrs)**

**Social Networking Sites:** Characteristics of Social Networking Website- Examples of Social Networking Services (Facebook, SnapChat, Instagram, Whatsapp, Pinterest, Tumblr, LinkedIn, Twitter, Quora and Patreon). Advantages and Disadvantages of Social Network.

**Cyber law:** Evolution and Historical events in cyber law. Case studies- Article taken from Media. Building blocks of cyber law( Netizens, Cyber space and Technology). Cyber Crime, Electronic and Digital devices, Intellectual Property, Data Protection and Privacy. Merits and Demerits of Cyber crime.

**Extra Reading/Key words:** *How to stay out of trouble from Social Network.*

**Unit IV: Final accounts**

Final accounts with adjustments

**(6hrs)**

**Extra Reading/Key words:** *Balance sheet*

**Unit V: Final accounts**

**(6hrs)**

Final accounts without adjustments

**Extra Reading/Key words:** *Profit and loss accounts*

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Create MS office with the use of its function	PSO 1	C
CO-2	Analyze the smart use of devices in secured way	PSO2,3	An
CO-3	Understand the prevention of cybercrime and its securities	PSO 2	U
CO-4	Prepare balance sheet with adjustments	PSO1,2	Ap
CO-5	Understand the preparation of final accounts	PSO1,2	U

**Books for Reference:**

1. **Mastering Ms-Office by Bittu Kumar**
2. [https://www.webopedia.com/DidYouKnow/Hardware\\_Software/mobile-operating-systems-mobile-os-explained.html](https://www.webopedia.com/DidYouKnow/Hardware_Software/mobile-operating-systems-mobile-os-explained.html)
3. <https://makeawebsitehub.com/social-media-sites/>
4. [https://www.tutorialspoint.com/information\\_security\\_cyber\\_law/information\\_security\\_cyber\\_law\\_tutorial.pdf](https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf)
5. [https://www.tutorialspoint.com/information\\_security\\_cyber\\_law/information\\_security\\_cyber\\_law\\_tutorial.pdf](https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf)
6. <https://www.irjet.net/archives/V4/i6/IRJET-V4I6303.pdf>

(For Candidates admitted from June 2015 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2  
B.A. /B.Sc. / B.Com. / BBA/ B.C.A. DEGREE COURSE LIFE ORIENTED EDUCATION  
ETHICS – II: EMPOWERMENT OF WOMEN

HRS / WK : 1

CODE: U15VE4LVE02

CREDIT : 1

MARKS : 100

OBJECTIVES:

- ξ To make the learners aware of various gender and social issues and Cyber Crimes.
- ξ To make the learners understand and appreciate the role of media, in facing the challenges on various life issues.
- ξ To enable the learners to understand the ways of empowering women and cyber crime against women

#### UNIT – I: GENDER ISSUES

Feminism, Responsibilities of men and women towards Egalitarian society, Gender Identity-Factors contributing to gender identity (Family values, culture, tradition, religion, societal values, mass media)

#### UNIT – II: SOCIAL ISSUES RELATED TO WOMEN

Eve teasing, Rape, Dowry, Harassment in marriage, Divorce and Widows Remarriage, HIV & AIDS, Transgender, Female Genocide, sex workers, trafficking, fugitive, Female foeticide, handicapped children and women and evils of drug abuse.

#### UNIT – III: WOMEN AND MEDIA

Portrayal of women in media world - News paper, Magazine, Cinema, TV, Video and Advertisements - Morality in Media and Right use of Media

#### UNIT – IV: WAYS OF EMPOWERING WOMEN

Need for empowerment –Skills required for empowerment and Career Oriented Skills, Women's bill- Property rights, Models of Empowered Women- St. Teresa of Kolkata, Indira Gandhi, Helen Keller, Chanu Sharmila and Malala

## UNIT – V: CYBER CRIME AGAINST WOMEN

Harassment and Spoofing via e-mail, Cyber Stalking, Cyber Pornography, Morphing. Cyber Laws, Social network: Face book, Twitter and Whats app

### REFERENCES:

1. Dr.M.Arumairaj et al., 1999, "Marching towards the Millenium ahead".
2. Thomas Anjugandam, 1999, "Grow Free Live Free" Salesian Publicaiton.
3. H.C Prett Nandhini Upreti, jaipur 2000 "Women and problems of Gender Discrimination".
4. Thomas B.Jayaseelan, 2002, "Women: Rights and law" Indian Social Institute, New Delhi.
5. Reni Jacob vol I & II, April- June 2004, "Vikasimi – The journal of Women's Empowerment, Ed,"

(For Candidates admitted from June 2015 onwards)

HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.

B.A/B.Sc/B.Com /B.C.A – DEGREE COURSES

LIFE ORIENTED EDUCATION

BIBLE STUDIES – II: OLD TESTAMENT

HRS / WK :1

CODE: U15VE4LVBO2

CREDIT : 1

MARKS : 100

OBJECTIVE:

2. To enable the students to understand the desires of God through Prophetic revelation and to become sensitive to the heart beat of God.

#### UNIT – I: PURPOSE OF LIFE

Creation of man – fall of man (Gen 1-4) Plan of redemption through the life of :

5. Noah (Gen 6-9); Abraham (Gen 12-18);
6. Joseph (Gen 37-40); Moses (Exo 4-5);
7. Joshua (Joshua 1-8)

#### UNIT – II: JUDGES AND KINGS

- I. Judges: Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges 13-16)
9. Kings: David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11)

#### UNIT – III: MINOR PROPHETS

Brief Life History and teachings of

II. Amos

99. Jonah

KK. Micah

ΛΛ. Nahum

MM. Habakkuk

#### UNIT – IV: MAJOR PROPHETS

Brief Life History and teachings of

III Isaiah (Is 1,6,11,36-38,40-42,44,50,53,61)

999 Jeremiah (Jer 1-3,7-12,18-19,23)

KKK Ezechial (chapters 1,2,3,5,8,12 visions)

ΛΛΛ Daniel (Daniel 1-6)

#### UNIT – V: WOMEN IN THE BIBLE

Women in the Old Testament

1. Eve (Gen 3)

2. Ruth (Ruth 1-4)

3. Hannah (I Sam 1:1-28)

4. Esther (Esther 1-6)

## REFERENCES:

1. Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf&Stock Publishers, UK.
2. Willis Judson Beecher (2002) The Prophets and The Promise. Wipf & Stock Publishers, UK

(For Candidates admitted from June 2015 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2  
B.A./ B.Sc/ B.Com/ BBA/ B.C.A - DEGREE COURSES  
LIFE ORIENTED EDUCATION  
CATECHISM – II: CHURCH AND SACRAMENTS

HRS / WK : 1

CODE : U15VE4LVC02

CREDIT : 1

MARKS : 100

**OBJECTIVES:**

- x To enable the students to understand the ways of Christian living with the Church
- x To understand God's gift of the Holy Spirit.
- x To understand the methods of building relationship with Jesus.
- x To learn the life of Sacraments and Prayer
- x To enrich our devotion to Mother Mary and Saints.

**UNIT – I: MISSION OF THE CHURCH**

What is church (attributes) – Interpretation: body of Christ- Bride of Christ, goal of all things- Historical as well as spiritual- Mystery and Sacrament-Pilgrim Church.

**UNIT – II: PARTICIPATORY CHURCH**

Work of the Holy Spirit- Salt and leaven in the world “Church of modern World” Church as community – Its important aspect, early Christian Church – People of God as Church- Its characteristics and structure

**UNIT – III: THE FUNCTIONARY CHURCH AND I**

Ministerial Church – Relating Church –Parish Church- Role of lay faithful in the Church – Its challenges – Church and I.

**UNIT – IV: SACRAMENTS**

Sacraments – Initiation– Healing – Service (all the seven) – Emphasis on Confession, Confirmation and Holy Communion. Sacramental: holy “things” used –Their sanctity.

**UNIT – V: MARY AND SAINTS**

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Dogmas. Saints in the Church- Prominent Women in the old testament

**REFERENCES:**

1. “Vatican II Revised” Archbishop Angelo Fernandes Published by X.DiAx de Rio S.J. Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
2. “The Sacraments The Word of God at the Mercy of the Body” Claretian Publications, Malleswaram, Bangalore 560055.
3. Documents of Vatican II – St. Paul’s Publications, Bombay 1966.



HOLYCROSSCOLLEGE(Autonomous),Tiruchirappalli-620002.  
TAMILDEPARTMENT

BA/ B.SC/B.COM DEGREE

Part -I : Language: Tamil Paper IV

TotalHours :75

U15TL4TAM04Hrs

Credit

Code :

:5Hrs/Wk Marks: 100

3

நோக்கங்கள்:

1. மாணவர்களுக்குத் தமிழர் தம் வாழ்வியல் விழுமியங்களை உணர்த்துதல்.
2. அறநெறிகள் வாழ்க்கைக்கு வழிகாட்டும் விதத்தினை எடுத்துரைத்தல்
3. சிகரம் தொட்டசாதனையாளரின் வாழ்வியலைப் புலப்படுத்துதல்
4. மொழித்திறன் வளர்த்தல்.

பயன்கள்;:

1. வாழ்க்கையின் பல்வகை நிலைகளையும் உணர்ந்து செயல்படச் செய்தல்
2. தன்னைத்தானே நெறிப்படுத்திக்கொள்ள,  
பயன்பாடடைய இலக்கியம் வழிகாட்டுவதை புரிந்து  
கொள்ளச் செய்தல்.
3. இடைவிடாத முயற்சியின் வெற்றிப்படிகளைக் கண்டுணர்ந்து மேன்மை அடையச்  
செய்தல்.
4. இருமொழிப் புலமையை வளர்த்தல்.

அலகு:1செய்யுள்

1. குறுந்தொகை

1. கொங்கு தேர்வாழ்க்கைஅஞ்சிறைத்தும்பி- இறையனார்
2. யாரும் இல்லைதானே கள்வன் - கபிலர்
3. வேம்பின் பைங்காய் என் தோழிதரினே - மிளைக்கந்தன்
4. உள்ளது சிதைப்போர் உளரெனப்படாஅர் - பாலைபாடிய பெருங்கடுங்கோ
5. நோற்றோர் மன்றதோழி - குறுங்குடிமருதன்

2. நற்றிணை

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழிதி
3. ஆய்மலர் மழைக்கண் தெண்பனி உறைப்பவும் - நல்விளக்கனார்
4. சிறு வீமுல்லைப்பெரிது கமழ்அலரி - மதுரை பேராலவாயர்

3. கலித்தொகை

1. எறித்தருகதிர்தாங்கிஏந்தியகுடைநீழல்- கபிலர்
2. பாடுகம்வாவாழிதோழி-

கபிலர் அலகு:2செய்யுள்

4. புறநானூறு

1. நின்நயந்துஉறைநர்க்கும்- பெருஞ்சித்திரனார்
  2. காய்நெல்அறுத்துக்கவளம்கொளினே- பிசிராந்தையார்
  3. படைப்புப்பலபடைத்து- பாண்டியன்அறிவுடைநம்பி
  4. கேட்டல்மாத்திரை-கோப்பெருஞ்சோழன்
  5. ஈன்றுபுறந்தருதல்என்தலைக்கடனே-பொன்முடியார்
5. பதிற்றுப்பத்து- ஐந்தாம்பத்து
1. சுடர்வீவேங்கை
  2. தசம்புதுளங்குஇருக்கை
  3. ஊன்துவைஅடிசில்
6. திருக்குறள்
1. அறத்துப்பால்- இனியவைகூறல்
  2. பொருட்பால் - வினைசெயல்வகை
  3. காமத்துப்பால்- புலவி நுணுக்கம்

அலகு:3

தமிழ்இலக்கியவரலாறு(துறைவெளியீடு)ச  
ங்ககாலம் - சங்கம்மருவியகாலம்  
எட்டுத்தொகை, பத்துப்பாட்டு,பதினெண்கீழ்க்கணக்குநூல்கள்

அலகு:4

வாழ்க்கைவரலாறு  
அன்னை தெரசா - பா.தீனதயாளன் பொது-

அலகு:5 மொழிபெயர்ப்பு

பாடநூல்கள்

1. செய்யுள்நூல் - தமிழாய்வுத்துறைவெளியீடு
2. தமிழ்இலக்கியவரலாறு - தமிழாய்வுத்துறைவெளியீடு
3. வாழ்க்கைவரலாறுபா.தீனதயாளன் - அன்னை தெரசா
4. மொழிபெயர்ப்பு - தமிழாய்வுத்துறைவெளியீடு

(For the candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**SEMESTER – IV**

Course Title	PART – I LANGUAGE HINDI -IV FUNCTIONAL HINDI & TRANSLATION
Total Hours	75
Hours/Week	5Hrs/Wk
Code	CODE: U18HN4HIN04
Course Type	Theory
Credits	3
Marks	100

General Objective : To enable the students to Learn the Language Skills.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO -1	apply technical translation in Functional Hindi
CO- 2	understand and evaluate global marketing
CO- 3	create general essays
CO- 4	apply the formats and create office orders
CO- 5	apply translation techniques in a text.

**UNIT – I**

(15 Hours)

1. Personal Letters
2. Technical Terms
3. Translation Ex-1
4. General Essay - Pollution

**UNIT- II**

(15 Hours)

1. Commercial Letters
2. Technical Terms
3. Translation Ex-4
4. General Essay - Globalisation

Extra Reading (Key Words ): *Vyavasayikata*

**UNIT- III**

(15 Hours)

1. Office Memorandum
2. Technical Phrases
3. Translation Ex-6
4. General Essay – Self

Employment Extra Reading (Key Words  
): *Kisan*

UNIT- IV:

(15 Hours)

1. Office Order
2. Technical Phrases
3. Translation Ex-13
4. General Essay – India – Unity in

Diversity Extra Reading (Key Words ): *Hamara  
Bharat*

1. Circular
2. Reminder
3. TranslationEx-15
4. General Essay – My Favourite Author

Extra Reading (Key Words ): *Jayashankar Prasad, Premchand*

Note : Texts given in the Extra Reading (Key Words ) must be tested only through  
Assignmentand Seminars.

Course Outcomes:

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Utilize technical terms in translating a text.	Ap
CO- 2	Mark the global brands and their countries.	U, E
CO- 3	Develop an essay on any social issue.	E, C
CO- 4	Formulate an office order for the university	Ap, C
CO- 5	Make use of translation techniques in a text.	Ap

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E-  
Evaluate; C- Create

Prescribed Books

- Vyavaharik Hindi,by Dr. Mahendra Mittal,Shabari Sansthan, Delhi.
- Aalekhan Aur Tippan: Prof.Viraj, M.A; Raj Pal And Sons;Kashmiri Gate,Delhi.
- Anuvad Abhyas : Bholanath Tiwari; Lokbharathi Prakashan; New Delhi.

Reference Books :

- Raj Bhasha Hindi Aur Vuska Swaroop- Shanthi kumar Syal; Parampara  
Prakasha, Delhi.
- Vyaharopayogi evam kam kaji Hindi – Ananth Kedharea .;Sahityayan  
Prakashan; Kanpur.

(For candidates admitted 2016 onwards)  
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SEMESTER IV

Course Title	PART I – LANGUAGE - FRENCH PAPER IV (LANGUAGE & CULTURE (ÉCHO A2 2 <sup>e</sup> édition)
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR4FRE04
Course Type	Theory
Credits	3
Marks	100

General Objective: To enable the students to analyse and evaluate French cultural aspects and use the accumulated vocabulary and grammatical aspects in creative writing.

Course Objectives (CO):

The learner will be able

to

CO1	Apply pronouns and create texts; appreciate and analyse French cuisine and festivals
CO2	critically evaluate the art forms of 20 <sup>th</sup> century and apply conditional present tense in a text
CO3	remember savoir-faire in France and apply reported speech in story writing
CO4	analyse the consequences of immigration, sports and adventures; apply passive voice in a text
CO5	understand the usage of possessive pronouns and analyse the rhythm of life in France

Unit 1 C'est la fête! (18Hours)

Les pronoms objets directs et indirects – parler d'une fête – exprimer des goûts et des préférences – fêtes sans frontières – plats des fêtes – les jours fériés – les saisons

*Extra Reading (Key Words):* étude comparée des fêtes françaises et indiennes.

Unit 2 Vousplaisez! (18Hours)

Le conditionnel présent, la distinction du futur et du conditionnel – le mouvement en général – raconter une anecdote – journée de détente – la naissance d'un chef d'œuvre - l'art au début du 20<sup>e</sup> siècle – le plaisir de jeux de mots.

*Extra Reading (Key Words):* Histoire du monde au début du 20<sup>e</sup> siècle.

Unit 3 On s'entend bien! (18Hours)

Les constructions « faire + verbe » et « laisser + verbe », le discours rapporté – décrire le caractère ou le comportement, exprimer l'accord et le désaccord – le langage des couleurs – sujets de conversation – sujets d'étonnement.

*Extra Reading (Key Words ):* les taboos

Unit 4 À vos risqué et périls!

(18Hours)

Le subjonctif présent, la voix passive – l’aventure d’aujourd’hui – travailler pour la planète – réussites et échecs - marathon de Paris – plaisir des sports – les sports les plus regardés et pratiqués - les français et les sports.

*Extra Reading (Key Words ):* les sportifs français

Unit 5 La vie est dure

(18Hours)

Les pronoms possessifs, les adjectifs, les pronoms indéfinis – parler de ses activités quotidiennes, exprimer la confiance ou la méfiance – les tâches ménagères – la France insatisfaite - sans travail.

*Extra Reading (Key Words ):* entretien d’une personne.

Course outcomes	Cognitive level
Design a text using pronouns	C
Discover a French recipe	An
Narrate an anecdote	C
Critically evaluate modern art forms	E
Infer reported speech and passive voice in a story	C
Explain the influence of immigration on sports	An
Examine the rhythm of life in France	An

#### TEXT BOOKS :

ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D’APPRENTISSAGE

Authors: J. Girardet and J. Pécheur Publication:

CLÉ INTERNATIONAL, 2013.

#### Books for Reference:

La Conjugaison – Nathan

French made easy – Intermediate level - Goodwill Publishing House Je

parle français III – Abhay Publications

Le français avec des jeux et des activités - ELI

Langue et la civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**II YEAR UG – SEMESTER IV**  
**PART II – ENGLISH 4 - GENERAL ENGLISH IV**

HOURS : 6  
CREDIT : 3

CODE : U15EL4GEN04  
MARKS: 100

**EMPLOYABILITY SKILLS**

**OBJECTIVES:**

1. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes.
2. To acquire proficiency in oral and written language.
3. To train the students for employability skills such as team skills, communication skills and presentation skills.
4. To acquire values related to personal integrity and excellence in work propagated in the literary works.
5. To create interest among students for self-learning.

**UNIT I – Personal integrity –Honesty, dependability, adaptability and loyalty.**

Listening to identify a person's attitude, values, situation and the decision made.

Speaking about one's action, expressing opinions, character analysis.

Reading for comprehension(inferring a character's method of managing a situation, adaptability and the like).

Writing recommendations.

Grammar – use of appropriate adjectives and adverbs in contexts

and reporting speeches Vocabulary – differentiating shades of

meaning, use of idioms and phrases in sentences Composition –

Your thoughts are the architects of your destiny – David O' Mckay

Honesty is the first chapter in the book of wisdom – Thomas Jefferson

**TEXTS**

1. *"How far is the river"* by Ruskin Bond
2. *The Pie and the Tart* by Hugh Chesterman.
3. An excerpt from Shakespeare's *"Julius Caesar"* Act III Scene II Lines 13 - 33–  
Antony's speech

**UNIT II – Key to success – Self-esteem,  
perfection and excellence** Listening to differentiate duty from  
obligation.

Speaking – Discussing one's knowledge about different subjects, learning skills,  
thirst for knowledge, learning from experiences.

Reading for comprehension exhibiting higher perception of life's experiences.

Writing paragraphs with cause and reason, analyzing motives behind people's actions and behavior.

Grammar – use of cohesive devices

Vocabulary – figures of speech– simile, metaphor.

Composition –

1. Excellence is not a destination, it is a continuous journey that never ends – Brian Tracy
2. To be perfect is to change often – Winston Churchill

#### TEXTS

1. Our urgent need for self-esteem by Nathaniel Brandon.
2. Five senses by Judith Wright
3. Three questions by Leo Tolstoy

#### UNIT III – Team skills

Listening to speaker's ideas, opinions, and suggestions and analyzing their character. Speaking –Discussing, questioning, interacting, respecting, sharing and participating. Reading for comprehension – absorbing the attitude of the people.

Writing – personal essays and report writing Grammar – use of inverted structures

Vocabulary –New words in current usage.

Composition –1. “Talent wins games, but teamwork and intelligence wins championships.”  
2. “It takes two flints to make a fire.”

#### TEXTS

1. “The Little Black Boy” by William Blake
2. How to get cooperation by Dale Carnegie.

UNIT IV – Communication skills for interpersonal relationship Listening to specific information and guessing.

Speaking –Facing interview and situational speeches (Master of ceremony, felicitation and the like).

Reading for comprehension to identify the methods of persuasion.

Writing formal letters and invitations.



Grammar – Transformation of sentences.

Vocabulary – Words related to technical registers.

Composition –1. “Communication is an art form that is crafted throughout our lives.”

2. Birds of same feather flock together.

## TEXTS

1. The Refund by Fritz Karinthy

## UNIT V –Presentation skills

Listening to commands, information, announcements, and discussions in a meeting.

Speaking –role play in panel discussion, mock parliament and public speaking.

Reading for comprehension.

Writing agenda, minutes, memo, notice, circular, project proposal.

Grammar – use of simple, compound, complex, imperative sentences and punctuations.

Vocabulary – Business terms.

Composition – writing a project.

## TEXTS

1. An excerpt from Abraham Lincoln’s speech in Gettysburg.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year- IV Semester**

Course Title	Major Core 7 – Management Accounting
Total Hours	90
Hours/Week	6
Code	U18BB4MCT07
Course Type	Theory
Credits	5
Marks	100

**General Objective:**

To enable the students to understand the various tools of financial analysis and to interpret financial data

**Course Objectives:**

The learner will be able to

Co.No.	Course Objective
1	Understand management accounting and various tools of financial analysis; and Analyse profitability and financial status of a business based on ratios calculated
2	Understand the preparation of Funds flow statement and Cash flow statement and analyse the results
3	Apply marginal costing technique in managerial decision making problems and evaluate different proposals
4	Understand different types of budgets and analyse budgets
5	Analyse material, labour and overhead variances

**UNIT – I INTRODUCTION AND RATIO ANALYSIS (20 hours)**

**A:** Management Accounting - Scope - Relationship between Cost, Financial and Management Accounting - Analysis of financial statements - Tools for analysis - Comparative Statements - Common Size Statements and Trend Analysis.

**B:** Ratio Analysis - Ratios for Liquidity, Solvency and Profitability.

Extra reading/ Key words: *Analyzing the financial statements of various companies*

UNIT – II FUNDS FLOW ANALYSIS AND CASH FLOW ANALYSIS (18 hours)

Funds Flow Analysis - Concept of Fund - Schedule of Changes in Working Capital- Fund Flow Statement.

Cash Flow Analysis - Cash from operation – Preparation of Cash Flow Statement as per Accounting Standard (Revised).

Extra reading/ Key words: *Cash flow statement as per companies Act,2013*

UNIT – III MARGINAL COSTING AND BREAK-EVEN ANALYSIS (16 hours)

Marginal Costing - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point – Cost Volume Profit Analysis - Managerial applications of marginal costing.

Extra reading/ Key words: *Break even analysis of start-ups*

UNIT – IV BUDGETARY CONTROL

(18 hours)

Budget - Budgetary Control - Functional Budgets - Master Budget - Fixed and Flexible Budgets - Cash Budget.

Extra reading/ Key words: *Budgeting practices of business firms*

UNIT – V STANDARD COSTING AND VARIANCE ANALYSIS (18 hours)

Standard Costing - Variance Analysis – Material, Labour and Overhead Variances.

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Extra reading/ Key words: *Merits of standard costing.*

THEORY - 30% PROBLEMS - 70%

Course Outcomes:

1. Recognize the relationship between Cost, Financial and Management Accounting
2. Draw conclusion about the liquidity, solvency and profitability of business entities based on comparative statements, common size statements, trend analysis and ratio analysis
3. Prepare Funds flow statement and make inferences
4. Prepare Cash flow statement based on Revised Accounting Standard and make inferences
5. Prepare marginal cost statement and calculate breakeven point
6. Compare different proposals based on marginal costing technique and draw conclusion
7. Prepare different types of budgets and make a comparison
8. Calculate material, labour and overhead variances and make inferences based on variances

PRESCRIBED TEXT:

- Dalston L. Cecil & Jenitra L. Merwin, *Management Accounting*, Trichy, LearnTech Press.

BOOKS FOR REFERENCE

- Shashi K. Gupta & Sharma R.K, *Management Accounting*, New Delhi: Kalyani Publishers.
- Khan and Jain, *Management Accounting*, New Delhi : Tata McGraw Hill.
- Maheswari S.N., *Management Accounting*; New Delhi : Sultan Chand and Sons.
- Dr. R. Ramachandran & Dr. R. Srinivasan, *Management Accounting*, Trichy : SriRam Publish

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year-IV Semester**

Course Title	Allied Optional 2 RETAIL MANAGEMENT
Total Hours	4
Hours/Week	52
Code	U18BB4AOT02
Course Type	Theory
Credits	4
Marks	100

General Objectives: To enable the students to understand the various concepts in Retailing

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Identify the significance and issues related to retailing
CO-2	Discuss the retail activities through traditional retail formats
CO-3	Compare the new modes of retailing through modern retail formats
CO-4	Recognize how strategic planning is done in selection of retail location
CO-5	Discover the marketing strategies involved in retailing

**UNIT I : INTRODUCTION TO RETAILING**

15Hrs

Definition – Importance, functions of a retailer, problems in retailing – factors influencing retailing in India. Global retail market: Issues & Challenges – Life cycle in retail

Extra Reading/keywords: *Breaking Bulk, Global retailing*

**UNIT II: TRADITIONAL RETAIL FORMATS**

15Hrs

Retail formats – Departmental stores, Convenience stores – Super markets – Chain stores – Speciality stores – Door to Door selling – Retail Co-operatives – Features, merits & demerits.

Extra Reading/keywords: *Buying behavior and system*

**UNIT III : MODERN RETAIL FORMATS**

15Hrs

Single Channel and Multi Channel Retailing, Direct Marketing: Emerging Trends, Steps in Direct Marketing Strategy, Key issues: Direct Selling, Vending Machines, Electronic Retailing - Scope, Characteristics, Video Kiosks, Airport Retailing.

Extra Reading/keywords: *E-tailing and Omni channel retailing*

**UNIT IV : RETAIL STRATEGY PLANNING**

15Hrs

Steps in strategic planning process - Retail location strategy – Factors influencing Retailer’s Choice of location - factors affecting merchandise planning – Importance of Human Resource Management in Retailing - Pricing policies

Extra Reading/keywords: *mass merchandise, Planogram*

**UNIT V : RETAIL MARKETING STRATEGY**

15Hrs

Retail promotion strategies – Visual Merchandise – Store loyalty – Variables influencing store loyalty – Building Store loyalty – Customer Relationship Management – Meaning, Importance, steps involved in CRM process - Retail Franchising

Extra Reading/keywords: *Relationship retailing*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

**Course Outcomes:**

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and know the basic concepts in retailing	PSO1	U
CO-2	Describe and understand the Traditional retail formats	PSO2	U
CO-3	Compare how modern retail formats can take over traditional retail formats	PSO4	E
CO-4	Assess how strategic planning can enable a better retailing	PSO3	U
CO-5	Analyze the marketing strategies in retailing that brings market skills in place	PSO2	U

**TEXT BOOK:**

- SwapnaPradhan : Retailing Management, Tata McGraw Hill Education Private Limited, New Delhi, 2012

**BOOKS FOR REFERENCE:**

- Suja Nair : Retailing Management, Himalaya Publishing House, Mumbai, 2008
- Chetan Bajaj : Retailing Management, Oxford University Press, India, 2005
- Barry Berman & Joel R Evans : Retailing Management, Prentice Hall of India, New Delhi 9<sup>th</sup> Edition, 2004

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 2**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**II Year-IV Semester**

Course Title	Allied Optional 3 - INDUSTRIAL LAW
Total Hours	60
Hours/Week	4
Code	U18BB4AOT03
Course Type	Theory
Credits	3
Marks	100

**General Objectives:**To enable the students to understand the basic Principles of Industrial Law and to develop an awareness on Labour welfare legislations.

**Course Objectives:**

The learner will be able to

CO No.	Course Objectives
CO-1	Recognise the laws regarding safety, health, welfare measures and unfair labour Practices.
CO-2	Explain the employees liability for compensation regarding occupational disease and accident.
CO-3	Analyse the laws under minimum wages act and maternity benefit act.
CO-4	Recognise the laws regarding registration of unions their rights and duties of a registered trade union.
CO-5	Outline the labour welfare measures under various Acts

**UNIT – I THE FACTORIES ACT AND INDUSTRIAL DISPUTES ACT 12hrs**

The Factories Act - Features - Safety, Health and Welfare measures - The Contract Labour (Regulation and Abolition) Act, 1970.

Industrial Disputes Act, 1947: Industrial Dispute- Workman. Strikes and Lock-out: Lay-off – Retrenchment-Closure - Unfair Labour Practices.

Extra Reading/keywords: *Workman Committee and Lay-off*

**UNIT - II: WORKMEN’S COMPENSATION ACT, 1923 12hrs**

Emergence of the legislation-Total and partial disablement – Employers Liability for compensation -Occupational disease – Compensation for Accident.

Extra Reading/keywords: *Commissioner, Disablement*

**UNIT - III: MINIMUM WAGES ACT AND MATERNITY BENEFIT ACT 12hrs**

The Minimum Wages Act, 1948- Fixation of minimum rates of wages - working hours - determination of wages - claims. The Payment of Wages Amendment Act-2017

The Maternity Benefit Act, 1961- Object - Scope. Amendment – 2017

Extra Reading/keywords: *Adolescent and Creche facility*

UNIT - IV: TRADE UNIONS ACT, 1926

12hrs

Features of the enactment - Definitions - Registration of Unions – Rights and duties of a registered trade union- Cancellation- Amalgamation of Unions – Dissolution.

Extra Reading/keywords: *registered office, registered Trade Union and trade dispute*

UNIT - V: LABOUR WELFARE LEGISLATIONS

12hrs

The Employees State Insurance Act, 1948: Corporation – Fund – Contributions – Benefits - Adjudication of disputes - Claims - Penalties - The Employees Provident Fund Act, 1952 - Employees Provident Fund Scheme.

Extra Reading/keywords: *confinement, contribution and employment injury*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate an understanding of the nature of the laws regarding safety, health, welfare measures apart from other provisions.	PSO -1,4	U
CO-2	Identify the employees liability for compensation to the workmen for injury or accident	PSO -4	U
CO-3	Clarify the benefits regarding minimum wages act and maternity act.	PSO - 2	U
CO-4	Recall the laws regarding registration of unions their rights and duties of a registered trade union.	PSO -1,2	U
CO-5	Examining the different laws and measures that results in high analyzing skills	PSO -1,2	An

References

TEXT BOOK:

N.D.Kapoor : Handbook of Industrial Law.SultanChand&Sons.New Delhi.2004

BOOKS RECOMMENDED:

- Gower L.C.B : Principles of Modern Company Law, Stevens & Sons, London
- 2. Ramaiya A. : Guide to the Companies Act; Wadhwa & Co., Nagpur
- 3. Avtar Singh : Company Law: Eastern Book Co., Lucknow
- 4. Kuchal M.C. : Modern India Company Law; Shri Mahavir Books, Noida

- 5. Kapoor N.D : Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000; Sultan Chand & Sons, New Delhi
- 6. Bagrial A.K. : Company Law; Vikas Publishing House, New Delhi
- 7. H.Samuel : Industrial Law, Vikhas Publications New Delhi.2002
- 8. ArunMonappa : Industrial Relations; Tata McGraw Hill Publishing Company Ltd.



HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.

BBA – SBE 4 – ENTREPRENEURIAL DEVELOPMENT

NO.OF HOURS :2

CODE : U18BB4\$BP05

NO.OF CREDITS:2

MARKS: 100

Course objective:

To introduce the students to the concept of entrepreneurship development and give them exposure to entrepreneurial skills.

UNIT I :INTRODUCTION:

Meaning of entrepreneur - functions of an entrepreneur - Concept of entrepreneurship- Qualities .

UNIT II: WOMEN ENTREPRENEURSHIP

Successful women entrepreneurs – Problem faced by women entrepreneurs -Self- Help Group .

UNIT III : GOVERNMENT POLICY AND INITIATIVES

Government policy for small scale enterprises –Ministry (MSME) – Institutional support – NSIC-SIDCO-DIC- SISIs-TIIC - DIC

UNIT IV : GOVERNMENT INCENTIVES

Subsidies provided by Central and State Government – Special Economic Zones( SEZ) – Institutions Promoting export – Export Promotion council – Functions.

UNIT V: ENTREPRENEURIAL SKILLS (Practicals)

Making of Sanitary Pad, Doll, Jute bags, Artificial Jewels and Flower. Soap oil, Phenoyl, washing powder and vessel cleaning powder and Garland, Hair Styler..

TEXT BOOK:

- S.S.Khanka : Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2008

BOOKS RECOMMENDED:

- Srivastava S.B : Practical Guide to Industrial Entrepreneurs; Sultan Chand Sons, New Delhi
- Prasanna Chandra : Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi, 2005
- Pandey I.M. : Venture Capital- The Indian Experience, Prentice Hall of India, 2001
- R.V. Badi, N.V. Badi : Entrepreneurship, Vrinda Publications Limited, Mayur Vihar, Delhi - 110091

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2  
B.A./B.Sc./ B.Com/ B.R.SC/ B.C.A - DEGREE COURSES  
LIFE ORIENTED EDUCATION  
CATECHISM – II: CHURCH AND SACRAMENTS

HRS / WK:1

CODE : U12VE4LVC02

CREDIT : 1

MARKS : 100

**OBJECTIVES:**

- To instruct the students to live in relationship with God.
- To offer God's gift of the Holy Spirit.
- To build relationship with Jesus.
- To learn Sacraments and Prayer life through which a Christian is able to live in relationship with Christ.
- To enrich our devotion to Mother Mary and Saints.

**UNIT – I: MISSION OF THE CHURCH**

What is church (attributes) – Interpretation: body of the Christ- Bride of Christ, goal of all things- Historical as well as spiritual- Mystery and Sacrament-Pilgrim Church.

**UNIT – II: PARTICIPATORY CHURCH (AS LAY FAITHFUL) AS A COMMUNITY**

Work of the holy Spirit- Salt and leaven in the world “Church of modern World” Church as community – Its important aspect, early Christian Church – People of God as Church- Its characteristic and structure

**UNIT – III: THE FUNCTIONARY CHURCH AND I**

Ministerial Church – Relating Church – Parish Church- Role of lay faithful in the Church – Its challenges – Church and I.

Sacraments – Initiation- Social – Healing (all the seven) - stress on Confession, Confirmation and Holy Communion - Sacramental: holy “things” used –their sanctity

**UNIT – IV: SACRAMENTS AND SACRAMENTAL**

Sacraments-Initiation-Social-Healing (all the seven)-stress on Confession, Confirmation and Holy Communion. Sacramental: holy “things”used-their sanctity.

**UNIT – V: MARY AND WOMEN IN THE BIBLE- RUTH, ESTHER, JUDITH**

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Theologies. Saints in the Church- 10 women saints. Ex. Mother Teresa, St.Alphonse.

**REFERENCES:**

1. “Vatican II Revised” Archbishop Angelo Fernandes Published by X.Diya de Rio S.J. Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
2. “The Sacraments The Word of God at the Mercy of the Body” Claretian Publications, Malleswaram, Bangalore 560055.

**HOLY CROSS COLLEGE ( AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**  
**ETHICS – II: EMPOWERMENT OF WOMEN**

**HRS /WK:1**

**CODE: U12VE4LVE02**

**CREDIT :1**

**MARKS : 100**

**OBJECTIVES:**

- To make the learners aware of various Social, Gender issues and CyberCrimes.
- To make them aware of the propertyrights.
- To make them understand and appreciate the role of media, in facing the challenges on various lifeissues.

**UNIT – I: GENDER ISSUES**

Feminism, Responsibilities of men and women towards Egalitarian society, Gender Identity-Factors contributing to gender identity (Family values, culture, tradition, religion, societal values, mass media ).

**UNIT – II: WOMEN AND MEDIA**

Portrayal of women in media, Media world - News paper, Magazine, Cinema, TV, Video and Advertisements - Morality in Media and Right use of Media

**UNIT – III: SOCIAL ISSUES RELATED TO WOMEN**

Eve teasing, Rape, Dowry, Harassment in marriage, Divorce and Widows Remarriage, HIV & AIDS, Transgender, Female Genocide, sex workers, trafficking, fugitive, Female foeticide, handicapped children and women and evils of drug abuse

**UNIT – IV: WAYS OF EMPOWERING WOMEN**

Need for empowerment –Skills required for empowerment and Career Oriented Skills, Women’s bill- Property rights, Models of Empowered Women-Mother Teresa, Indira Gandhi, and Helen Keller, Chanu Sharmila and Malala

**UNIT – V: CYBER CRIME AGAINST WOMEN**

Harassment and Spoofing via e-mail, Cyber Stalking, Cyber Pornography, Morphing - Cyber Laws, social network, face book, andtwitter

**REFERENCES:**

1. Dr.M.Arumairaj et al., 1999, “Marching towards the Milleniumahead”.
2. Thomas Anjugandam, 1999, “Grow Free Live Free” SalesianPublicaiton.
3. H.C PrettiNandhiniUpreti, jaipur 2000 “Women and problems of GenderDiscrimination”.
4. Thomas B.Jayaseelan, 2002, “Women: Rights and law” Indian Social Institute, NewDelhi. Reni Jacob vol I & II, April- June 2004, “Vikasimi – The journal ofWomen’s Empowerment, Ed,”

**HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.**  
**B.A/B.Sc./B.Com/B.R.Sc/B.C.A – DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**BIBLE STUDIES – II: OLD TESTAMENT**

**HRS /Wk :1**

**CODE:U12VE4LVB02**

**CREDIT :1**

**MARKS : 100**

**OBJECTIVE:**

- Understanding the desires of God through Prophetic revelation and becoming sensitive to the heart beat of God.

**UNIT – I: PURPOSE OF LIFE**

Creation of man – fall of man (Gen 1-4) Plan of redemption through the life of :

- Noah (Gen 6-9); Abraham (Gen 12-18);
- Joseph (Gen 37-40); Moses (Exo 4-5);
- Joshua (Joshua 1-8)

**UNIT – II: JUDGES AND KINGS**

- **JUDGES:** Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges 13-16)
- **KINGS:** David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11, Proverbs 1-5, 31)

**UNIT – III: WOMEN IN THE BIBLE**

- Women in the Old Testament
- Eve (Gen 3)
- Ruth (Ruth 1-4)
- Hannah (I Sam 1:1-28)
- Esther (Esther 1-6)

**UNIT – IV: MINOR PROPHETS**

- Brief Life History and teachings of
- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

**UNIT – V: MAJOR PROPHETS:**

- Brief Life History and teachings of
- Isaiah (Is 1, 6, 11, 36-38, 40-42, 44, 50, 53, 61)
- Jeremiah (Jer 1-3, 7-12, 18-19, 23)
- Ezechial (chapters 1, 2, 3, 5, 8, 12 visions)
- Daniel (Daniel 1-6)

**REFERENCES:**

1. Missionaries Biographies. 1995, Amazon.com

2. Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf&Stock Publishers,UK.
3. Willis Judson Beecher (2002) The Prophets and The Promise. Wipf& Stock Publishers,UK

**HOLY CROSS COLLEGE (AUTONOMOUS),TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**CHOICE BASED CREDIT SYSTEM**  
**UG COURSE PATTERN**  
**(For candidates admitted from June 2015 onwards)**

Semester	Part	Course	Title of the Course	Code	Hrs /wk	Credits	Marks
<b>I</b>	<b>I</b>	<b>Language</b>	<b>Tamil Paper-I/ Hindi Paper –I/ French Paper - I</b>	<b>U15TL1TAM01 U15HN1HIN01 U16FR1FRE01</b>	<b>6</b>	<b>3</b>	<b>100</b>
	<b>II</b>	<b>English</b>	<b>English Paper-I</b>	<b>U15EL1GEN01</b>	<b>6</b>	<b>3</b>	<b>100</b>
	<b>III</b>	<b>Main Core-1</b>	<b>Introduction to Management</b>	<b>U15BB1MCT01</b>	<b>6</b>	<b>5</b>	<b>100</b>
	<b>III</b>	<b>Allied-1</b>	<b>Financial Accounting</b>	<b>U15BB1AOT01</b>	<b>5</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Allied-2</b>	<b>Managerial Economics Business Mathematics &amp; Statistics for Managers</b>	<b>U15BB1AOT02 U16BB1AOT02</b>	<b>4</b>	<b>3</b>	<b>100</b>
	<b>IV</b>	<b>EVS</b>	<b>Environmental Studies</b>	<b>U15RE1SBT01</b>	<b>2</b>	<b>1</b>	<b>100</b>
	<b>IV</b>	<b>Value Education</b>	<b>Catechism/ Ethics/ Bible Studies</b>	<b>U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1</b>	<b>1</b>	<b>-</b>	<b>-</b>
	<b>VI</b>		<b>Service Oriented Course</b>		<b>1</b>	<b>-</b>	<b>-</b>
			<b>TOTAL</b>		<b>30</b>	<b>20</b>	<b>600</b>

Semester	Part	Course	Title of the Course	Code	Hrs /wk	Credits	Marks
II	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper - II	U15TL2TAM02 U15HN2HIN02 U16FR2FRE02	5	3	100
	II	English	English Paper-II	U15EL2GEN02	6	3	100
	III	Major Core-2	Management Accounting	U15BB2MCT02	6	5	100
	III	Major Elective -1	Business Environment	U15BB2MET01	4	4	100
	III	Allied-3	Business Mathematics & Statistics for Managers Business Communication Computer Application in Business Business Organization	U16BB2ACT03  U16BB2AOT03  U16CA2AOT03  U16CO2AOT03	4	3	100
	IV	Skill-based Elective-1	Soft Skill Development	U15RE2EST01	2	2	100
	IV	Skill-based Elective-2	Sustainable Rural Development and Student Social Responsibility	U15RE2SBT02	2	2	100
	IV	Value Education	Catechism/ Ethics/ Bible Studies	U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1	1	1	100
		VI		Service Oriented		-	-

			<b>Course</b>				
			<b>TOTAL</b>		<b>30</b>	<b>24</b>	<b>800</b>

<b>Semester</b>	<b>Part</b>	<b>Course</b>	<b>Title of the Course</b>	<b>Code</b>	<b>Hr s/w k</b>	<b>Credit s</b>	<b>Mark s</b>
<b>III</b>	<b>I</b>	<b>Language</b>	<b>Tamil Paper-III/ Hindi Paper –III/ French Paper - III</b>	<b>U15TL3TAM03 U15HN3HIN03 U16FR3FRE03</b>	<b>6</b>	<b>3</b>	<b>100</b>
	<b>II</b>	<b>English</b>	<b>English Paper-III</b>	<b>U15EL3GEN03</b>	<b>6</b>	<b>3</b>	<b>100</b>
	<b>III</b>	<b>Major Core-3</b>	<b>Quantitative Techniques</b>	<b>U15BB3MCT03</b>	<b>5</b>	<b>5</b>	<b>100</b>
	<b>III</b>	<b>Major Core-4</b>	<b>Cost Accounting</b>	<b>U15BB3MCT04</b>	<b>5</b>	<b>5</b>	<b>100</b>
	<b>III</b>	<b>Allied-4</b>	<b>Information Technology in Business</b>	<b>U15BB3AOT04</b>	<b>4</b>	<b>3</b>	<b>100</b>
	<b>IV</b>	<b>Skill-based Elective-3</b>	<b>Business Ethics</b>	<b>U15 BB3SBT03</b>	<b>2</b>	<b>2</b>	<b>100</b>
	<b>IV</b>	<b>Value Education</b>	<b>Catechism/ Ethics/ Bible Studies</b>	<b>U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2</b>	<b>1</b>	<b>-</b>	<b>-</b>
	<b>IV</b>	<b>Gender Studies</b>	<b>Gender Studies</b>	<b>U15WS3GST01</b>	<b>1</b>	<b>1</b>	<b>100</b>
	<b>VI</b>		<b>Service Oriented Course</b>		<b>-</b>	<b>-</b>	<b>-</b>
			<b>TOTAL</b>		<b>30</b>	<b>22</b>	<b>700</b>

<b>Semester</b>	<b>Part</b>	<b>Course</b>	<b>Title of the Course</b>	<b>Code</b>	<b>Hr s/w k</b>	<b>Credit s</b>	<b>Mark s</b>
<b>IV</b>	<b>I</b>	<b>Language</b>	<b>Tamil Paper-IV/ Hindi Paper –IV/ French Paper - IV</b>	<b>U15TL4TAM04 U15HN4HIN04 U16FR4FRE04</b>	<b>5</b>	<b>3</b>	<b>100</b>
	<b>II</b>	<b>English</b>	<b>English Paper-IV</b>	<b>U15EL4GEN04</b>	<b>6</b>	<b>3</b>	<b>100</b>
	<b>III</b>	<b>Major Core- 5</b>	<b>Production and Operation Management</b>	<b>U15BB4MCT05</b>	<b>6</b>	<b>5</b>	<b>100</b>
	<b>III</b>	<b>Major Core -6</b>	<b>Marketing</b>	<b>U15BB4MCT06</b>	<b>4</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Major Elective -2</b>	<b>Financial Management</b>	<b>U15BB4MET02</b>	<b>4</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Allied-5</b>	<b>Industrial Law</b>	<b>U15BB4AOT05</b>	<b>4</b>	<b>3</b>	<b>100</b>
	<b>IV</b>	<b>Value Education</b>	<b>Catechism/ Ethics/ Bible Studies</b>	<b>U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2</b>	<b>1</b>	<b>1</b>	<b>100</b>
	<b>VI</b>		<b>Service Oriented Course</b>			<b>1</b>	<b>100</b>
			<b>TOTAL</b>		<b>30</b>	<b>24</b>	<b>800</b>



<b>Semester</b>	<b>Part</b>	<b>Course</b>	<b>Title of the Course</b>	<b>Code</b>	<b>Hrs/wk</b>	<b>Credits</b>	<b>Marks</b>
<b>V</b>	<b>III</b>	<b>Main Core-7</b>	<b>Human resources Management</b>	<b>U15BB5MCT07</b>	<b>5</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Major Core-8</b>	<b>Retail Management</b>	<b>U15BB5MCT08</b>	<b>5</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Major Core-9</b>	<b>Business Law</b>	<b>U15BB5MCT09</b>	<b>5</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Major Core-10</b>	<b>Organizational Behaviour</b>	<b>U15BB5MCT10</b>	<b>5</b>	<b>4</b>	<b>100</b>
	<b>III</b>	<b>Major Elective-3</b>	<b>Security Analysis &amp;Portfolio Management</b>	<b>U15BB5MET03</b>	<b>5</b>	<b>5</b>	<b>100</b>
	<b>IV</b>	<b>Non-Major Elective-1</b>	<b>Fundamentals of Event Management</b>	<b>U15BB5NMT01</b>	<b>2</b>	<b>2</b>	<b>100</b>
	<b>IV</b>	<b>Skill-based Elective-4</b>	<b>ONLINE COURSE</b>	<b>U18OC5SBT04</b>	<b>2</b>	<b>2</b>	<b>100</b>
	<b>IV</b>	<b>Value Education</b>	<b>Catechism/ Ethics/ Bible Studies</b>	<b>U15VE6LVC03 U15VE6LVE03 U15VE6LVBO3</b>	<b>1</b>	<b>-</b>	<b>-</b>
			<b>TOTAL</b>		<b>30</b>	<b>25</b>	<b>700</b>

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
VI	III	Main Core-11	Strategic Management	U15BB6MCT11	6	5	100
	III	Major Core-12	Entrepreneurial Development	U16BB6MCP12	6	5	100
	III	Major Core-13	International Business	U15BB6MCT13	6	5	100
	III	Major Elective-4	Total Quality Management	U15BB6MET04	5	5	100
	III	Non-Major Elective-2	Disaster Management	U15BB6NMT02	2	2	100
	III	Skill-based Elective-5	Business software	U15BB6SBT05	2	2	100
	IV	Skill-based Elective-6	Research Methodology	U13BB6SBT06	2	2	100
	IV	Value Education	Catechism Ethics Bible Studies	U15VE6LVC03 U15VE6LVE03 U15VE6LVBO3	1	-	-
	IV	Extension Activities	RESCAPES - Impact Study Project	U08RE5ETF02	-	1	100
			<b>TOTAL</b>		<b>30</b>	<b>27</b>	<b>800</b>
			<b>Grand Total</b>		<b>180</b>	<b>141</b>	<b>4400</b>

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2015 onwards)**  
**III Year V Semester**

<b>Course Title</b>	<b>Major Core 7 HUMAN RESOURCE MANAGEMENT</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs/ Wk</b>
<b>Code</b>	<b>U15BB5MCT07</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the students to understand the concepts of Human Resources Management

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Paraphrase the role and functions of HRM
CO-2	Express the significance of HRP
CO-3	Summarize the source of recruitment and selection
CO-4	Analyze the development of employees through training and development
CO-5	Identify the administration in compensation planning

**UNIT – I INTRODUCTION:**

**15 HRS**

Evolution - Role and Status of HRM in India –Nature, objectives scope and functions of HRM-Distinction between PM and HRM-Role of HRM in corporate strategic management-Responsibilities and qualities of HR Manager.

**Extra Reading/keywords::***Scope of HRM in India*

**UNIT – II HR- PLANNING:**

**15 HRS**

Strategic human resource management- Environmental influence of HRM –Human Resource Planning -Importance- HRP Process-Job analysis-methods of data collection-job description-job specification-job design.

**Extra Reading/keywords::***Manpower planning*

**UNIT – III RECRUITMENT AND SELECTION:****15 HRS**

Recruitment and Selection - Sources of Human Resources.

Selection Process - Tests and Interviews - Placement and Induction - Performance appraisal - Methods of Appraisal –uses and limitations- counseling.

**Extra Reading/keywords:***Activities in HRM***UNIT – IV TRAINING AND DEVELOPMENT:****15 HRS**

Training and Development – Nature - Need and importance –methods: On the job training – off the job training – Executive development programs - Process - HRA - HRIS - Career Counseling - Promotion and Transfers –Demotion.

**Extra Reading/keywords:***Imparting and development***UNIT – V:COMPENSATION PLANNING****15 HRS**

Wages and salary administration –Incentives-Fringe benefits-Quality of work life-Discipline-Grievance handling– Developing grievance handling system -Redressal of Grievances.

**Extra Reading/keywords:***Remuneration***COURSE OUTCOME****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	Ap
CO-4	Demonstrate the kinds of Training and development.	PSO-2	Ap
CO-5	Recognise the grievance handling system and WASA	PSO-2	U

**TEXT BOOK:**

C.B.Gupta

:Human Resource Management, Sultan Chand &amp; Sons, New Delhi.

**BOOKS RECOMMENDED:**

1. K. Aswathappa

: Human Resource and Personnel Management Tata McGraw Hill Publishing Company Ltd, New Delhi

2. Stephen P. Robins

: Organizational behaviour, Prentice Hall of India Ltd, New Delhi,2000

3. C.B. Memoria

: Personnel Management, Himalaya Publishing House, New Delhi,1999

4. Edwin Flippo

: Personnel Management, Tata McGraw Hill Publications, New delhi, 1984

5. S.S.Khanka

:Human Resource Management, Sultan Chand & Sons, New Delhi.

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2015 onwards)**

**III Year - Semester – V**

<b>Course Title</b>	<b>Major Core -8 RETAIL MANAGEMENT</b>
<b>Total Hours</b>	<b>5</b>
<b>Hours/Week</b>	<b>75</b>
<b>Code</b>	<b>U15BB5MCT08</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the students to understand the various concepts in Retailing

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Identify the significance and issues related to retailing
CO-2	Discuss the retail activities through traditional retail formats
CO-3	Compare the new modes of retailing through modern retail formats
CO-4	Recognize how strategic planning is done in selection of retail location
CO-5	Discover the marketing strategies involved in retailing

**UNIT I : INTRODUCTION TO RETAILING**

**15Hrs**

Definition – Importance, functions of a retailer, problems in retailing – factors influencing retailing in India. Global retail market: Issues & Challenges – Life cycle in retail

**Extra Reading/keywords:** *Breaking Bulk, Global retailing*

**UNIT II: TRADITIONAL RETAIL FORMATS**

**15Hrs**

Retail formats – Departmental stores, Convenience stores – Super markets – Chain stores – Speciality stores – Door to Door selling – Retail Co-operatives – Features, merits & demerits.

**Extra Reading/keywords:** *Buying behavior and system*

**UNIT III : MODERN RETAIL FORMATS****15Hrs**

Single Channel and Multi Channel Retailing, Direct Marketing: Emerging Trends, Steps in Direct Marketing Strategy, Key issues: Direct Selling, Vending Machines, Electronic Retailing - Scope, Characteristics, Video Kiosks, Airport Retailing.

**Extra Reading/keywords:***E-tailing and Omni channel retailing*

**UNIT IV : RETAIL STRATEGY PLANNING****15Hrs**

Steps in strategic planning process - Retail location strategy – Factors influencing Retailer’s Choice of location - factors affecting merchandise planning – Importance of Human Resource Management in Retailing - Pricing policies

**Extra Reading/keywords:***mass merchandise, Planogram*

**UNIT V : RETAIL MARKETING STRATEGY****15Hrs**

Retail promotion strategies – Visual Merchandise – Store loyalty – Variables influencing store loyalty – Building Store loyalty – Customer Relationship Management – Meaning, Importance, steps involved in CRM process - Retail Franchising

**Extra Reading/keywords:***Relationship retailing*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and know the basic concepts in retailing	PSO1	U
CO-2	Describe and understand the Traditional retail formats	PSO2	U
CO-3	Compare how modern retail formats can take over traditional retail formats	PSO4	E
CO-4	Assess how strategic planning can enable a better retailing	PSO3	U
CO-5	Analyze the marketing strategies in retailing that brings market skills in place	PSO2	U

**TEXT BOOK:**

> Swapna Pradhan

: Retailing Management, Tata McGraw Hill Education Private Limited, New Delhi, 2012

**BOOKS FOR REFERENCE:**

> Suja Nair

: Retailing Management, Himalaya Publishing House, Mumbai, 2008

> Chetan Bajaj

: Retailing Management, Oxford University Press, India, 2005

➤ Barry Berman & Joel R Evans : Retailing Management, Prentice Hall of India,  
New Delhi 9<sup>th</sup> Edition, 2004



**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2015 onwards)**

**III Year - Semester – V**

<b>Course Title</b>	<b>Major Core 9 - BUSINESS LAW</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15BB5MCT09</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the students to understand the important provisions of Indian Contract Act, Sale of Goods Act and Companies Act

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Recognize the basic aspects of contract and its attributes
CO-2	Commemorate discharge and remedies of breach in a contract
CO-3	Comprehend the contract of agency and its types
CO-4	List out the terms and conditions on sale of goods act
CO-5	Recall the negotiable instruments act and companies act

**UNIT – I NATURE OF LAW OF CONTRACT:**

**15Hrs**

Law of contract - Nature of contract - Offer and Acceptance - Consideration - Capacity to contract.

**Extra Reading/keywords:** *Indian contract act 1872*

**UNIT II: DISCHARGE AND REMEDIES FOR BREACH:**

**15Hrs**

Discharge of contract - Remedies for breach of contract - Quasi contract - Indemnity and Guarantee - Bailment and Pledge.

**Extra Reading/keywords:** *termination and reputation*

**UNIT III: CONTRACT OF AGENCY**

**15Hrs**

Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties - Liabilities of parties - Termination of agency - Irrevocable agency.

**Extra Reading/keywords:** *delegation and extent of agents authority*

**UNIT IV: SALE OF GOODS ACT:**

**15Hrs**

Sale of Goods Act,1930 – Sale and agreement to sell – Conditions and warranties – Passing of property – Performance – Remedies for breach – Rights of an unpaid seller.

**Extra Reading/keywords:** *actionable claim*

**UNIT V : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT: 15Hrs**

Negotiable Instruments Act – Promissory note – Bill of exchange – Cheque - Companies Act – Incorporation – Memorandum of association – Article of Association – Doctrine of Ultra virus.

**Extra Reading/keywords:** *endorsement*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the companies act 1956.	PSO-1,2	An

**References**

**TEXT BOOK:**

- Kapoor N.D. : Business Law; Sultan Chand Sons; New Delhi, 2006

**BOOKS FOR REFERENCE:**

- Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi,1998
- Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar& Sons Pvt. Ltd., Kolkata,1992.

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI –620 002**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**(For candidates admitted from June 2015 onwards)**

**III Year V Semester**

<b>Course Title</b>	<b>Major Core – 10 ORGANISATIONAL BEHAVIOUR</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs/ Wk</b>
<b>Code</b>	<b>U15BB5MCT10</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To enable the students with the knowledge of organizational behaviour.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Analyze Individual and Organizational Behaviour
CO-2	Relate the Personality and Perception
CO-3	Appraise the motivation ,Interpersonal and Group Behaviour
CO-4	Interpret the Power and Authority
CO-5	Demonstrate the Organizational Change

**UNIT I : INTRODUCTION**

**15 Hrs**

Introduction to Organizational Behaviour – Elements – Need – Approaches – Models of organizational behaviour – Individual Behavior – Mintzberg managerial role-Need and shortcomings of Organizational behaviour.

**Extra Reading/keywords:***Ethical Behaviour*

**Unit II : PERSONALITY AND PERCEPTION**

**15 Hrs**

Personality-theories of personality-Type theory-Psychoanalytic theory-Trait-Freudian Stages-perception-determinants of perception-Learning.

**Extra Reading/keywords:***Perceptual constancy*

**Unit III: MOTIVATION & GROUP BEHAVIOUR**

**15 Hrs**

Motivation-theories of motivation-Maslow-Herzberg-Mcgregor-Interpersonal behaviour-Group Behaviour-Group Dynamics-Norms-conflict-Group Cohesiveness.

**Extra Reading/keywords:***Contemporary motivation theories*

**Unit IV: POWER & AUTHORITY****15 Hrs**

Leadership – Styles – Qualities – Power – Authority – Sources -Women as a leader- Communication – Types - Process - Murphy’s Law – Counseling – Functions .

**Extra Reading/keywords:***Performance Counseling*

**Unit-V : ORGANISATIONAL CHANGES AND INNOVATIONS : 13 Hrs**

Organisational Change-Factors-Resistance to Change-Methods Organizational Development-Nature of OD- Process-International perspectives on Organizational Behaviour.

**Extra Reading/keywords:***Transformational Leadership*

**Course Outcomes:**

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Discover the models of organizational behavior, Individual Behavior and Mintzberg managerial role	PSO-5	Ap
CO-2	Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning.	PSO-5	Ap
CO-3	Relate the theories of motivation such as Maslow, Herzberg, Mcgregor, Interpersonal behavior, Group Behaviour and Group Dynamics	PSO-5	Ap
CO-4	Examine the Leadership Styles, Power, Women as a leader and Communication to bring in leadership skills	PSO-5	An
CO-5	Outline the organisational change, resistance to change and organizational development	PSO-5	An

**TEXT BOOK:**

➤ K.Ashwathappa :OrganisationalBehaviour

**BOOKS FOR REFERENCE:**

➤ Fred Luthans : OrganisationalBehaviour, Tata McGraw – Hill Publishing Company, New Delhi,

➤ Prasad L.M. : Organisational Theory &Behaviour – S.Chand Company, New Delhi, 2006

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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**III Year - Semester – V**

<b>Course Title</b>	<b>MAJOR CORE - 3</b> <b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
<b>Total Hours</b>	75
<b>Hours/Week</b>	5 Hrs/Wk
<b>Code</b>	U15BB5MET03
<b>Course Type</b>	Theory
<b>Credits</b>	5
<b>Marks</b>	100

**General Objectives:**

To introduce the students to the concepts of investment and various tools of investment analysis

**Course Objectives:**

**The learner will be able to**

CO No.	Course Objectives
CO-1	Summarize the concept, objectives of investment and investment process.
CO-2	Outline the structure of money market and capital market in India
CO-3	Identify the fundamental analysis regarding investment.
CO-4	Discuss the techniques and methods of movement of price of shares.
CO-5	Recall the building of portfolio of shares.

**UNIT- I : INTRODUCTION**

**(15 hours)**

Investment- concepts and goals –Objectives of investment-Investment alternatives- Financial – Real - business – personal – Institutional – Features of an investment programme –Investment process - comparison of investments – Criteria for selecting best investment proposals

**Extra Reading/keywords:**Risk, Return and liquidity

**UNIT – II :FINANCIAL MARKETS IN INDIA**

**(15 hours)**

Structure of Money market-Capital market in India –Industrial Securities Market – Relationship between Primary Market and Secondary Market - New Issue market – Functions – Methods of floating new issues - Problems faced in new issue market - Stock Exchanges – Functions – Bombay Stock Exchange, National Stock Exchange – Objectives– Advantages– OTCEI -Online Trading .

**Extra Reading/keywords:** Treasury bills, Commercial Paper and Floatation, Demat.

**UNIT- III: FUNDAMENTAL ANALYSIS**

**(15 hours)**

Approaches to Security Analysis – Fundamental Analysis - Economic analysis- Factors.Industry analysis- Classification of Industry- Life cycle of an Industry. Company analysis – Company financial statements – Ratio analysis - Advantages & Limitation of Ratio Analysis - Book value – Market value of shares.

**Extra Reading/keywords:**Buy and Hold, Liquidity, Profitability and Activity ratio

**UNIT-IV: TECHNICAL ANALYSIS**

**(15 hours)**

Basic Assumptions of Technical Analysis – Differences between Technical Analysis and Fundamental analysis – Theories, Techniques and Methods of Movements of Stock Prices – Dow Theory – Minor Trends – Chartist Method – Charts – Line Chart – Bar Chart - Japanese Candlestick Charts – Points and Figures Chart – Limitation of Points and Figures Chart –Other important Chart patterns adopted in Technical Analysis – Head and Shoulders – Moving Averages Method – Oscillator – Triangles – Elliot Wave Theory – Short Selling – Odd Lot Trading

**Extra Reading/keywords:**Saucer and Head and Shoulder

**UNIT – V: PORTFOLIO MANAGEMENT**

**(15 hours)**

Port folio construction and choice – Objectives - Risk and return for portfolio of securities – principles of portfolio construction - Diversification – Methods – Portfolio Revision – Portfolio Management – Principle and Process – Theories in Portfolio Management – Markowitz Model – Sharpe’s Portfolio Model – Baumol’s Model .

**Extra Reading/keywords:**Capital Growth and Risk Minimization

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate the significance of investment programme in market environment	PSO 1,2	U
CO-2	Relate how different markets function in India .	PSO 2	U
CO-3	Infer the importance of fundamental analysis in evaluating security.	PSO 1,2	An
CO-4	Analyse the application of various methods of technical analysis	PSO 4	An
CO-5	State the role of portfolio in making investment decisions	PSO 5	U

**References**

**Text Books:**

Punithavathy Pandian : Security Analysis and Portfolio Management, Vikas Publication

**Reference Books:**

Donald Fischer &RohaldJordan : Security Analysis & portfolio management – prentice– Hall of India – New Delhi, 2012

PreethiSingh : Investment Management – Himalaya Publishing house, New Delhi, 2014

Bhalla V.K. &Tuteja S.K. : Investment Management – S. Chand & Co. Ltd.,New Delhi.

Aavadhani V. : Investment & Securities Markets inIndia – Himalaya Publishing House, New Delhi

Bhalla : Investment Management – S. Chand & Co. New Delhi

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.**  
**B.B.A SEMESTER V**  
**NON MAJOR ELECTIVE - 1**  
**FUNDAMENTALS OF EVENT MANAGEMENT**

**NO.OF HOURS: 2**  
**NO.OF CREDITS: 2**

**CODE: U15BB5NMT01**  
**MARKS: 100**

**Course Objective:**

This course will enable students to

1. Understand the role and purpose(s) of special events in objective oriented organizations.
2. Develop the techniques and strategies required to plan successful special events.
3. Acquire the knowledge and competencies required to promote, implement and conduct special events.

**Unit I: INTRODUCTION TO MANAGEMENT AND EVENT CONCEPTS**

Management: Definition – Characteristics - Functions – Nature – Principles.

Event: Definition – Characteristics - 5 C's of Events – Key elements of events – Categories of events

**Unit II: PRICING AND PROMOTION OF EVENTS**

Risk rationing – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events

**Unit III: EXECUTION AND EVENT MANAGEMENT**

Event Management – Activities in event management: Pre-event activities – During- event activities – Post-event activities – Planning – Organizing – Staffing – Leading and Coordinating – Controlling – Event Management Information System.

**Unit IV: STRATEGIC PLANNING**

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment – Problem analysis – Opportunity and resource analysis.

**Unit V: EVALUATION OF EVENT PERFORMANCE**

Basic evaluation process – Measuring performance – Critical evaluation points – Measuring reach – Measuring interaction – Measuring quality of event.

**REFERENCES:**

1. Sanjaya singh Gaur & Sanjay V Saggere : Event Marketing and Management,2003,Noida, Vikas Publishing house pvt. Ltd.
2. Anton Shone and Bryn Parry : Successful event management, 2008, New Delhi,Cengage Learning India Pvt Ltd.

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.**  
**B.B.A SEMESTER V**  
**SKILL BASED ELECTIVE – 4**  
**EVENT MANAGEMENT**

**NO.OF HOURS :2**  
**NO.OF CREDITS:2**

**CODE : U15BB5SBT04**  
**MARKS : 100**

**Course Objective:**

This course will enable students to

1. Understand the role and purpose(s) of special events in objective oriented organizations.
2. Develop the techniques and strategies required to plan successful special events.
3. Acquire the knowledge and competencies required to promote, implement and conduct special events.

**Unit I: INTRODUCTION TO EVENT MANAGEMENT**

Defining an event - Types of events - size of events - Advantages offered by events.  
Importance and scope of events - Event as a marketing tool - Diverse marketing needs addressed by events

**Unit II: KEY ELEMENTS OF EVENTS**

Event infrastructure - core concept - core people - core talent - core structure

**Unit III: CONCEPTUALIZING AND DESIGNING EVENTS**

Conceptualizing and designing events - 5 C's of events. Activities in event management. Planning - organizing – staffing – leading - co-ordination - controlling. Event management information systems.

**Unit IV: STRATEGIC MARKET PLANNING**

Strategic market planning – Setting objectives- developing a strategic marketing plan - environmental assessment – competitive assessment – business assessment - problem analysis – opportunity and resource analysis.

**Unit V: STAGING AN EVENT**

Choosing the event site –Managing the event as a project – the organization manager and the team during the event -close down, evaluation and legacies.

**References:**

1. Sanjaya singh Gaur &  
Sanjay V Saggere

: Event Marketing and  
Management,2003,Noida, Vikas Publishing  
house pvt. Ltd.

2. Anton Shone and Bryn Parry

: Successful event management, 2008, New



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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**III Year - Semester – VI**

<b>Course Title</b>	<b>MAJOR CORE - 11 STRATEGIC MANAGEMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs/Wk</b>
<b>Code</b>	<b>U15BB6MCT11</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To enable the students to understand the basic concepts of strategic management.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Describe the various concepts of strategic management
CO-2	Summarize the environmental and resource analysis
CO-3	Comprehend and analyse the strategic formulation and its structure
CO-4	Recognize the strategic implementation process in an organization
CO-5	Apply and analyse the strategic leadership and control techniques

**Unit 1:INTRODUCTION:**

**18hrs**

A. Strategic Planning: Evolution - Levels and concepts of strategic planning. Strategic Management: Elements-Modes of strategic management.

B. Strategic Management Process: Purposes- Steps- Strategic intent – Mission –Vision –value.

**Extra Reading/keywords:** concepts of strategy

**Unit 2: ENVIRONMENTAL & RESOURCE ANALYSIS**

**18hrs**

A. Environmental analysis- External & Internal – Environmental scanning-organizational response to environment. Competitive analysis-M.Porter’s five force Model-Strategic groups – Competitor’s analysis

B. Internal analysis-Resources-Organizational capabilities & competitive advantages- Approaches to internal analysis- SWOT Audit-SWOT Matrix- SWOT analysis- Generic strategy.

**Extra Reading/keywords::** industry analysis

**Unit 3 : STRATEGIC FORMULATION****18hrs**

Corporate level strategy- Grand strategy - Strategic Alternatives – Growth - Stability – Retrenchment – Combination strategies.

Corporate restructuring - Process and Concepts of restructuring - Mergers- Acquisitions. Co-operative strategies- Reasons for strategic alliances- Risk and causes of alliances- Pre- requisites for success.

**Extra Reading/keywords:** diversification, turnover, bankruptcy

**Unit 4 : STRATEGIC IMPLEMENTATION****18hrs**

Structural issues- Issues in strategic implementation –Strategic- Structure relationship-Functional structure- Divisionalisation- Strategic Business Units (SBUs)- Project organization – Matrix Organization Structure-Factors influencing organizational structure – Structure and strategic Implementation.

**Extra Reading/keywords:** optimum action plan

**Unit 5. STRATEGIC LEADERSHIP AND CONTROL****18hrs**

Strategic leadership: Functions of leadership – Traits of effective leaders- Transactional vs transformation leaders – strategic leadership and competitive advantage.

B. Strategic evaluations and control: Importance- Barriers- criteria for evaluation- Strategic and operational control- Techniques for operational control- Control process- Characteristics of effective control system.

**Extra Reading/keywords:** VRIO analysis

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

**References****Text Books:**

Strategic Management & Business Policy :AzarKhazmi, Tata McGraw Hill, New Delhi

**Reference Books:**

R.M. Srivastava: Management Policy & Strategic Management, Himalaya Publishing House, New Delhi,2000.

John A Pearce &Richard B Robinson : Strategic Management Formulation, Implementation & Control, Mc-Graw Hill, New York.

Greek W.P. and Jauch L.R.: Business policy and strategy management, Mc-Graw Hill, New York

Fred R.David : Strategic Management,Prentice Hall of India, New Delhi,2005.

V S P Rao and V.Harikrishn : Strategic Management, Excel Books, New Delhi,2006

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**III Year Semester – VI**

<b>Course Title</b>	<b>Major Core 12: ENTREPRENUERIAL DEVELOPMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U16BB6MCP12</b>
<b>Course Type</b>	<b>Theory &amp; Practical</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**To enable the student to understand the concept of entrepreneurship, business opportunities and to formulate the project report to become an entrepreneur.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Identify the idea of entrepreneurship
CO-2	Extrapolate the project identification and project report
CO-3	Contrast small enterprises and institutional support to entrepreneurs
CO-4	Identify the government policies and incentives to the small enterprises
CO-5	Analyze total quality management in small enterprises

**UNIT – I :INTRODUCTION:**

**18Hrs**

Evolution of the concept of entrepreneur - Characteristics - functions of an entrepreneur - Concept of entrepreneurship - Growth of entrepreneurship in India - Functions of women entrepreneurship - Development - Recent trends of rural entrepreneurship - NGOs and Rural entrepreneurship - Economic factors and non - Economic factors affecting entrepreneurial growth - Government initiative on startups policy.

**Extra Reading/keywords:***Entrepreneurship, Women Entrepreneurs*

**UNIT -II:PROJECT IDENTIFICATION AND SELECTION:**

**18Hrs**

Meaning of project identification - Project Selection - project report - Contents - Formulation - Planning Commissions' guidelines for formulating a project report - Specimen of a project report- concept of project appraisal -Methods of appraisal.

**Extra Reading/keywords:** *Project identification, project appraisal*

**UNIT- III:SMALL ENTREPRISES AND INSTITUTIONAL SUPPORT 18Hrs  
TO ENTREPRENEURS:**

Definition - Characteristics - Role of small enterprise in economic development - Problems of small scale industries - Need for institutional support - NSIC - SIDCO - SSIB - SSICS - SISI- District Industries Centers - Industrial Estates - Specialized institutions - Technical Consultancy Organizations (TCOs) – Financial support to Entrepreneurs.

**Extra Reading/keywords:** *Small scale industries, Institutional support*

**UNIT- IV: GOVERNMENT POLICY AND INCENTIVES: 18Hrs**

Government policy for small scale enterprises :- Role of Ministry MSME - government support to small scale enterprises during five year plans - Tax holiday - Rehabilitation allowance - Investment allowance - Tax concessions to small scale industries in rural areas and in backward areas - Signals and symptoms of sickness - Causes and consequences - Corrective measures.

**Extra Reading/keywords:***Government policies, sickness in SSI*

**UNIT- V: TOTAL QUALITY MANAGEMENT FOR SMALL ENTERPRISES: 18Hrs**

Total Quality Management for small enterprises: meaning of TQM - Need for TQM in small enterprises - TQM process in small enterprise - Export performance and trends of small enterprises - Major constraints - Suggestions to improve exports –Success stories of entrepreneurs

**Extra Reading/keywords:***Total quality management, EX-IM in SSI*

**(THEORY & PRACTICALS)**

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand and describe business opportunities and an in-depth understanding of Entrepreneurship	PSO-5	U
CO-2	Recognize the knowledge about key process to bring new products and services to market	PSO-5	R
CO-3	Design new plan, organize and execute a project report for new venture	PSO-5	An
CO-4	Identify the government policies and incentives to the small enterprises	PSO-5	R
CO-5	Explore the new entrepreneurial opportunities for employability	PSO-5	E

**References**

**Text Books:**

> S.S.Khanka

: Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2008

**Reference Books:**

- Srivastava S.B : Practical Guide to Industrial Entrepreneurs; Sultan Chand Sons, New Delhi
- Prasanna Chandra : Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi, 2005
- Pandey I.M. : Venture Capital- The Indian Experience, Prentice Hall of India, 2001
- R.V. Badi.N.V.Badi : Entrepreneurship, Vrinda Publications Limited, MayurVihar, Delhi -110

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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**III - Semester – VI**

<b>Course Title</b>	<b>Major Core – 12 : INTERNATIONAL BUSINESS</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U15BB6MCT13</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objectives:** To make the students aware of theoretical & practical (knowledge) aspects of international business & the functioning of international institutions.

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Describe the different conceptual theories in international business
CO-2	Discuss the scope and barriers in international marketing
CO-3	Explain the Trade policies in India
CO-4	Analyze the role of various financial institutions
CO-5	Relate international trading through forex market

**UNIT – I: INTROUCTION**

**18hrs**

Definition - Scope of international business - MNC in India- Theories of international trade - Smith's Theory of Absolute Differences in Costs - Ricardo's theory of Comparative Costs - Haberler's theory of opportunity Costs - Modern theory of Factor Endowments .

**Extra Reading/keywords:** *Multinational enterprises and international business theories*

**UNIT – II: INTERNATIONAL MARKETING**

**18hrs**

International Marketing - Benefits - Scope of International Marketing - Balance of Trade - Balance of Payments Disequilibrium - Causes & Remedial Measures - Tariff & Non Tariff Barriers - Meaning - Type.

**Extra Reading/keywords:** *Marketing barriers*

**UNIT -III : EXIM POLICY**

**18hrs**

India's Trade Policy - New EXIM Policy 2002-2007- Terms of Payment in Export- Export & Import Procedures - EXIM Bank- EGCC.

**Extra Reading/keywords:***Trading Policies*

**UNIT – IV: IMF & WORLD BANK**

**18hrs**

IMF - Objectives - Organisation & Structure of the fund - IMF & India - Recent trends in IMF - SDR - World Bank - Functions - Membership - Organisation - Activities - India & World Bank

**Extra Reading/keywords:***Governing institutions*

**UNIT – V: FOREX MARKET**

**18hrs**

Foreign exchange Market - Structure - Methods of foreign payment - Spot & forward Exchange Markets - Foreign Exchange Rate - Meaning - Determination of foreign exchange Rate .

**Extra Reading/keywords:***Forex trading*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the scope and theories of international business	PSO1	U
CO-2	Identify how marketing practices takes place in international business	PSO2	E
CO-3	Analyze and remember how import and export regulations takes place through EXIM policy	PSO4	An
CO-4	Assess how IMF and World Bank acts as a Financial Advisory institution	PSO4	E
CO-5	State the activities of forex in international business activities	PSO4	An

**Text Book:**

- 1. Francis Cherunilam : International Business

**BOOKS FOR REFERENCE:**

- Bhattacharya, B. : Going International-Response Strategies for Indian Sector, Wheeter Publishing Co., New Delhi,
- Black and Sundaram : International Business Environment, Prentice Hall of India, New Delhi.
- Adhikary, Manab : Global Business Management, Macmillan, New Delhi,



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**III Year- Semester – VI**

<b>Course Title</b>	<b>MAJOR ELECTIVE - 4 TOTAL QUALITY MANAGEMENT</b>
<b>Total Hours</b>	75
<b>Hours/Week</b>	5 Hrs/Wk
<b>Code</b>	<b>U15BB6MET04</b>
<b>Course Type</b>	Theory
<b>Credits</b>	5
<b>Marks</b>	<b>100</b>

**General Objectives:**

To introduce the students to the concept and philosophies of total quality management

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Describe and paraphrase the concept of Quality
CO-2	Identify and infers Quality Management
CO-3	Interpret TQM philosophies
CO-4	Outline how Organizing is done for TQM
CO-5	Summarize the Implementation of TQM in Service

**UNIT – I Introduction to quality**

**15 Hrs**

Evolution - Quality movement in India - Importance of quality - Quality definitions-views of quality - Dimensions of quality and service quality - Types of quality – Customer driven quality- Quality in production systems-determinants of quality.

**Extra Reading/keywords:** Quality Awards

**UNIT-II : Managing quality**

**15Hrs**

Traditional vs modern quality management - Quality in manufacturing service systems - Quality control – Quality control strategy and policy -Concept of quality control- Principles of TQC- Necessities - Scope of TQM - Major elements of total quality infrastructure-TQM Vs Traditional Management Practices - Benefits of TQM – ISO 9000 – Six sigma.

**Extra Reading/keywords:** Process decision programme chart PDPC

**UNIT-III : TQM Philosophies**

**15 Hrs**

The Deming philosophy-The Juran philosophy-The Crosby philosophy.

**Extra Reading/keywords:** Lean Management, Quality function Development

**UNIT-IV : Organising for TQM:****15Hrs**

Need for organizing for quality-Evolution of organization - Requirements - Organising TQM-The systems approach - Future organization -Developing quality culture - Self development and empowerment - Continuous improvement (KAIZEN)

**Extra Reading/keywords:** Creative methodology in TQM

**UNIT-V : Total Quality Management in Services:****15 Hrs**

Quality in services- Difference between goods and services- Component of service system quality- Service quality dimensions- Models - Measuring service quality- Building service quality information system.

**Extra Reading/keywords:** Business Process Re engineering , Terminology used in Japanese Management practices.

**Course Outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U
CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

**References****Text Books:**

K.ShridharaBhat :Total Quality Management ,Himalaya Publishing House

**Reference Books:**

Suresh Dalela, Saurabh : ISO 9000 A manual for TQM – Shailendra Nigam  
TQM,Excel Books

James R.Evans, James W.Dean. Jr : Total Quality Management, Organisation and philosophy

Joel E.Ross : Total Quality Management

S.D.Bagade. : Total Quality Management, Himalaya Publishing House

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.**  
**BBA SEMESTER VI**  
**NON MAJOR ELECTIVE – 2**  
**DISASTER MANAGEMENT**

**NO.OF HOURS :2**  
**NO.OF CREDITS:2**

**CODE : U15BB6NMT02**  
**MARKS: 100**

**COURSE OBJECTIVE:**

- To develop an understanding of the process of Disaster Management.
- To understand the mitigation programmes of Disaster Management.
- To develop an understanding of the Disaster Management poling and legislation.

**UNIT I**

Meaning, definition, basic aspects and types of disasters.

**UNIT II**

Stages IN Disaster - Pre, during and post disaster.

**UNIT III**

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

**UNIT IV**

Disaster training – Utilisation of resources, training and public awareness.

**UNIT V**

Disaster Management policy and legislation; Disaster Management – Strategy in India.

**BOOKS FOR REFERENCE:**

- “Disaster Management” , I sundar, T. Sezhiyan 1<sup>st</sup> Edition, Sarup and Sons, New Delhi, 2007.
- “Disaster Management” , A Disaster Manager’s Hand boob; Carter.W, ASTAN Development Bank, Manila.
- Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.
- Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna publications, 1973.

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.**

**B.B.A. 2008 –2009 SEMESTER VI**

**SKILL BASED ELECTIVE V**

**BUSINESS SOFTWARE**

**NO.OF HRS :2**

**NO.OF CREDITS:2**

**CODE: U15BB6SBT05**

**MARKS:100**

**COURSE OBJECTIVES**

- To enable the students to understand the basic principles and concepts of computerized accounting.
- To enable the students to use Tally 9 EPR for accounting.

**UNIT: I**

Meaning of Computerized Accounting – Meaning of Computers – Importance of computerized accounting – Computerized Accounting Vs Manual Accounting. Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

**UNIT: II**

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

**UNIT: III**

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

**UNIT: IV**

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders – Customer and supply analysis – Extracting simple reports and graphs with tally accounting package.

**UNIT: V**

Introduction to cost – Creation of cost category – Cost centre category – Editing and deleting cost centre – Usage of cost category and cost centre in voucher entry – Budget control – Creation of budgets – Editing and deleting budgets – Reports.

**TEXT BOOK:**

➤ ICAR & D Team : Tally 9, Vikas Publishing House Pvt.

Ltd., New Delhi, 2006.

## **BOOKS FOR REFERENCE:**

- Nadhani A.K. & Nadhani K.K : Implementing Tally, BPB Publication, New Delhi, 2005.
- Vishnu Priya Singh, : Quick Learn Tally, Computech Publication Pvt. Ltd., New Delhi.
- Srinivasa Valaban : Computer applications in Business, Sultan & Sons, 2006.

## **COMPUTER PRACTICAL FOR BUSINESS SOFTWARE-FOR EXTERNAL EVALUATION**

### **EXERCISE:- 50% MARKS**

1. Petty Cash Entries, Subsidiary Books
2. Accounts Only – Accounts With Inventory
3. Accounts With Inventory Tax Initialize
4. Stock Categories
5. Cost Centre
6. Cost Categories
7. Stock Journal
8. Balance Sheet
9. Final Accounts Without Adjustments
10. Final Accounts With Adjustments
11. Order Processing
12. Price List
13. Bill-wise Details
14. Bank Reconciliation Statement
15. Interest Calculation.

(For candidates admitted from 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**SEMESTER VI**

<b>Course Title</b>	<b>SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15DS6SBT06</b>
<b>Course Type</b>	(Theory cum Project)
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

Students get introduced to concept of research and to carry out research projects.

**Course Objective:**

The student will be able to

1. understand the different types of research.
2. analyze the research objectives and frames the hypothesis
3. understand the structure of dissertation.
4. evaluate their research work.

**Unit I**

**6Hrs**

**Introduction to research:** Concept of research – types of research – introduction to research literature base – collection of research information from different sources; maintenance of information.

**Extra reading / Key Words:** *Primary data, Secondary data collection*

**Unit II**

**6Hrs**

**Research focusing:** identifying research area – drawing objectives\ hypothesis – designing the work – data collection – analysis.

**Extra reading / Key Words:** *Test of Hypothesis and Levels of significance.*

**Unit III**

**6Hrs**

**Preparation of dissertation:** Structure of dissertation – editing – bibliography.

**Extra reading / Key Words:** *Summarizing any Two research article.*

**Unit IV Project work**

**12Hrs**

**Note: 1.Extra reading/Key words are only for internal testing(Seminar/Assignment)**

**2 The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. The students can carry out their projects individually or in groups.**

**REFERENCES:**

Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited

Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India

Lal, B.(2002) Research Methodology, ABD Publishers. India

(For Candidates admitted from June 2015 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2**  
**B.A./B.Sc./B.Com/BBA./B.C.A - DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**CATECHISM – III: LITURGY AND CHRISTIAN LIFE**

**HRS / Wk : 1**

**CODE:U15VE6LVC03**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To prepare the students to participate meaningfully in the liturgical celebration and experience GOD in their day today life.
- To enable the students to become living witnesses to Jesus Christ in their personal, family and social life.

**UNIT – I: LITURGY**

Personal prayer ( Know oneself) – Vocal prayer – Community prayer – Meditation – Contemplation – Knowing the prayers : Our Father – Hail Mary – Holy Rosary – Mysteries of the Rosary- Litany of Mary – Family prayer-Popular devotion

**UNIT – II: HOLY SACRIFICE OF THE MASS**

Significance – Meaning and need for spiritual growth – Mass prayers – Part of the mass – Liturgical year, its division and its significance. – The Creed – Act of contrition – Discernment of spirits – Counseling – Spiritual direction.

**UNIT – III: CHRISTIAN VOCATION AS DISCIPLE FOR THE KINGDOM OF GOD**

Who am I as a Christian? – Christian dignity and others – The values of the Kingdom opposing to the values of the World – Christian social conscience – Christian in the reformation of the world – A call to be salt and light in today's context.

**UNIT – IV: CHRISTIAN FAMILY**

Holy Family- Characteristic of good family – Bible centered, Prayer centered, Christian centered–Responsibilities of parents and children in the family –Laws of the Church towards marriage-Pro life (Abortion, Euthanasia) – Lay Vocation – Lay Participation – Lay associates.

**UNIT – V: CONSECRATED LIFE**

“Come and follow me” – special disciples - Religious vocation – “I have called you to be mine”- Role of Nuns and Priest - called to be prophets and agents for God's Kingdom – nucleus of the church – Eschatological signs of the God's Kingdom.

**REFERENCES:**

1. Compendium – Catechism of the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
2. You are the light of the World, A course on Christian living for II year Religion published by Department of Foundation Courses, St. Joseph's College (Autonomous), Tiruchirappalli– 620 002.
3. Documents of Vatican II – St. Paul's Publications, Bombay 1966.



**HOLY CROSS COLLEGE ( AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / BBA/ B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**  
**ETHICS – III: FAMILY AND CAREER DEVELOPMENT**

**HRS / Wk : 1**

**CODE: U15VE6LVE03**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To help the students acquire skills, knowledge and talents to lead a meaningful life.
- To make the students learn skills of nurturing family and children.
- To make the students aware of emotional intelligence and choose their career.

**UNIT – I: PERSONAL COMPETENCE**

Emotional Intelligence for Professional growth, Management Vs Leadership-Management and Leadership Skills - Conflict Management - Tips for Professional growth

**UNIT – II: MARRIAGE AND FAMILY**

Family Vision - Family Values, Family relationship, Family Management, Sex in Marriage, Emotional Balance and Imbalance, Compatibility between Husband and Wife

**UNIT – III: PARENTHOOD**

Bringing up Children - Development stages (Eric Ericson model), Spirituality: Spirituality in Family - Prayer, God's Will , Role of Mother

**UNIT – IV: PERSONALITY DEVELOPMENT**

Self Analysis; interpersonal relation, introspection – Character formation towards positive personality- Values, self and college motto, punctuality, good moral, poverty, honesty, politeness, humanity, gentleness, friendship, fellowship and patriotism

**UNIT – V: CAREER CHOICE**

Career Choice according to Personality, Preparation for Competitive Exams, Sources of Knowledge, Memory Techniques, Mind Mapping

**REFERENCES:**

1. Tony B and Barry Buzan(2003), The mind map book, BBC world wide limited, London.
2. Susan Nash(2005), Turning team performance inside out, Jai CO. publishing House, New Delhi.
3. Fr. Ignacimuthu (1999) "Values for Life", Vaigarai Pathipagam.
4. Grose. D.N. (2000), "A text book on Value Education", Dominant Publishers.

**HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.**  
**B.A/B.SC/B.COM/ B.C.A – DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**BIBLE STUDIES – III: ESSENCE OF CHRISTIAN LIVING**

**HRS / Wk : 1**

**CODE: U15VE6LVBO3**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVE:**

- To prepare the students to practice Christian principles in family, church and society as young women

**UNIT – I: ESSENTIALS OF CHRISTIAN FAITH**

- Salvation – Deliverance from sin (Is 53), Assurance of salvation and New life (II Cor 5:17)
- Sacraments – Baptism (Luke 3: 6-14), Lord's Supper (I Cor 10: 16,17; 11: 23-29)
- Trinity – One in three and three in one. Illustrations from the Bible. (John 14: 16,17)
- Heaven and Eternal life (John 14: 13, 3: 13-21)

**UNIT – II: MARRIAGE AND FAMILY LIFE**

- Finding the God's Will - Issac (Gen 24)
- Man and woman as Partners – Abraham and Sarah (Gen 16-18,22), Aquila and Priscilla (Acts 18: 1-3,26)
- Evils to be avoided – Premarital Sex, Extramarital Sex, Homosexuality, Abortion (Heb 13: 4, Psalm 127 : 4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth, (Eph 5)

**UNIT – III: CHRISTIAN HOME**

- Parental Responsibilities and bringing up children – Abraham (Gen 22), Eli (I Sam 2: 24- 36,3: 11-18), Mary, Mother of Jesus (Luke 2: 51,52)
- Caring for the Aged (I Sam 2: 31,32)

**UNIT – IV: CHRISTIAN ETHICS**

- Holiness – Joseph (Gen 39:9) Levi 11: 45, Ecc 12
- Obedience to God - Abraham (Gen 12) ; St.Paul (Acts 9)
- Freedom and Accountability
- Justice and Love
- Choices in Life – Making Decisions (Studies, job, life Partner)
- Model to follow – Who is your model? (John 15: 1-17)
- Social Evils – Dowry, Caste discrimination, Accumulation of wealth

## UNIT – V: MISSIONARIES DOWN THE LANE

- William Carrie (Calcutta)
- Pandithar Rama Bai (Karnataka)
- Amy Carcheal (Dohnavur)
- Dr. Ida Scudder (Vellore)
- Devasagayam (Nagercoil)
- St. John De Britto (Oriyur)
- Graham Staines & Family (Odisha)
- St. Mother Teresa (Calcutta)

## REFERENCES:

1. Alban Douglass (1982) One Hundred Bible Lessons. Gospel Literature Service, Mumbai.
2. Derek Prince (1993) Foundations for Righteous Living. Derek Prince Ministries-South Pacific, New Zealand.
3. Derek Prince and Ruth Prince (1986) God is a Match maker. Derek Ministries, India.
4. Ron Rhodes(2005) Hand book on Cults. Amazon.com
5. Stanley.R. (1997) With God Again. Blessing Youth Mission, India.
6. Taylor.H. (1993) Tend My Sheep. SPCK, London.







