

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002.

**DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN**

(For Candidates admitted from June 2016 onwards)

B.Com with Specialization in Computer applications

| Semester | Part | Course | Title of the Course | Code | Hrs/ Wk | Credits | Marks |
|----------|------|-----------------|---|---|-----------|-----------|------------|
| I | I | Language – I | Tamil Paper I/ Hindi Paper I/ French Paper I | U15TL1TAM01 U15HN1HIN01 U16FR1FRE01 | 6 | 3 | 100 |
| | II | English – I | English Paper I | U15EL1GEN01 | 6 | 3 | 100 |
| | III | Major Core - I | Financial Accounting – I | U16CO1MCT01 | 7 | 5 | 100 |
| | III | Allied – 1 | Business Mathematics and Statistics | U15MA1ACT04 | 4 | 4 | 100 |
| | III | Allied – 2 | Business Economics (For B.Com) | U16EC1ACT02 | 4 | 3 | 100 |
| | IV | EVS | Environmental Studies | U15RE1ESTO1 | 2 | 2 | 100 |
| | IV | Value Education | Catechism I / Ethics I/ Bible Studies I | U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1 | 1 | - | - |
| | | | Total | | 30 | 20 | 600 |
| II | I | Language – II | Tamil Paper II / Hindi Paper II/ French Paper II | U15TL2TAM02 U15HN2HIN02 U16FR2FRE02 | 5 | 3 | 100 |
| | II | English – II | English Paper II | U15EL2GEN02 | 6 | 3 | 100 |
| | III | Major Core - 2 | Financial Accounting – II | U16CO2MCT02 | 5 | 5 | 100 |
| | III | Major Core – 3 | Business Law | U16CO2MCT03 | 5 | 4 | 100 |
| | III | Allied – 3 | Computer Application in Business/ Business Organization/ Business Communication | U15CS2AOP03 U16CO2AOT03 U15BB2AOT03 | 4 | 3 | 100 |
| | IV | SBE -1 | Soft Skill Development | U15RE2SBT01 | 2 | 2 | 100 |

| | | | | | | | |
|-----|-----|--------------------|---|--|-----------|-----------|------------|
| | IV | SBE – 2 | Rural Enrichment and Sustainable Development | U15RE2SBT02 | 2 | 2 | 100 |
| | IV | Value Education | Catechism I / Ethics I / Bible Studies I | U15VE2LVC01 U15VE2LVE01 U15VE2LVBO1 | 1 | 1 | 100 |
| | | | Total | | 30 | 23 | 800 |
| III | I | Language – III | Tamil Paper III / Hindi Paper III / French Paper III | U15TL3TAM03 U15HN3HIN03 U16FR3FRE03 | 6 | 3 | 100 |
| | II | English – III | English Paper III | U15EL3GEN03 | 6 | 3 | 100 |
| | III | Major Core – 4 | Corporate Accounting I | U15CO3MCT04 | 5 | 5 | 100 |
| | III | Major Core – 5 | Principles of Marketing | U16CO3MCT05 | 5 | 5 | 100 |
| | III | Allied – 4 | Services Marketing / Human resources Management / Indian Financial System / Office Packages | U15CO3AOT02 U15CO3AOT03 U15CO3AOT04 U15CO3AOT05 | 4 | 3 | 100 |
| | IV | SBE – 3 | Business Software- Excel | U15CO3SBP03 | 2 | 2 | 100 |
| | IV | Value Education | Catechism II / Ethics II / Bible Studies II | U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2 | 1 | - | - |
| | IV | Gender Studies | Gender Studies | U15WS3GST01 | 1 | 1 | 100 |
| | | | Total | | 30 | 22 | 700 |
| IV | I | Language – IV | Tamil Paper IV / Hindi Paper IV / French Paper IV | U15TL4TAM04 U15HN4HIN04 U16FR4FRE04 | 5 | 3 | 100 |
| | II | English – IV | English – IV | U15EL4GEN04 | 6 | 3 | 100 |
| | III | Major Core – 6 | Banking Theory Law & | U15CO4MCT06 | 5 | 5 | 100 |
| | III | Major Elective – 1 | Cost Accounting / Fundamentals of Programming | U15CO4MET01 U15CO4MET02 | 5 | 5 | 100 |

| | | | | | | | |
|----|-----|--------------------|--|---|-----------|-----------|------------|
| | III | Allied – 5 | Creative Advertising/ Labour Laws/ Financial Services | U15CO4AOT06 U15CO4AOT07 U15CO4AOT08 | 4 | 4 | 100 |
| | III | Allied – 6 | Consumer Behaviour /Organizational Behaviour/ Security Analysis & Portfolio Management | U15CO4AOT10 U15CO4AOT11 U15CO4AOT12 | 4 | 3 | 100 |
| | IV | Value Education | Catechism II / Ethics II/ Bible Studies II | U15VE4LVC02 U15VE4LVE02 U15VE4LVBO2 | 1 | 1 | 100 |
| | | | Total | | 30 | 24 | 700 |
| V | III | Major Core – 7 | Principles of Auditing | U15CO5MCT07 | 5 | 4 | 100 |
| | III | Major Core – 8 | Income Tax Law & Practice | U15CO5MCT08 | 5 | 4 | 100 |
| | III | Major Core – 9 | Corporate Accounting II | U15CO5MCT10 | 5 | 4 | 100 |
| | III | Major Core – 10 | Programming in C | U15CO5MCT09 | 5 | 4 | 100 |
| | III | Major Elective – 2 | Company Law / Oracle with Developer 2000 | U15CO5MET02 U15CO5MET07 | 5 | 5 | 100 |
| | IV | NME – 1 | Basic Principles of Accountancy/ Costing & Cost Control Techniques | U15CO5NMT01/ U15CO5NMT02 | 2 | 2 | 100 |
| | IV | SBE – 4 | Entrepreneurial Development | U15CO5SBP04 | 2 | 2 | 100 |
| | IV | Value Education | Catechism III / Ethics III/ Bible Studies III | U12VE6LVC03 U13VE6LVE03 U12VE6LVBO3 | 1 | - | - |
| | | | Total | | 30 | 25 | 700 |
| VI | III | Major Core – 11 | Management Accounting | U15CO6MCT12 | 6 | 5 | 100 |
| | III | Major Core – 12 | Financial Management | U15CO6MCT13 | 6 | 5 | 100 |
| | III | Major Core – 13 | Multimedia & Web designing | U15CO6MCT16 | 6 | 5 | 100 |

| | | | | | | |
|--------------------|--------------------|--|--|------------|------------|-------------|
| III | Major Elective – 3 | Retail Management/ International Human Resources Management International Financial Management Fundamentals of E-commerce | U15CO6MET03 U15CO6MET04 U15CO6MET05 U15CO6MET06 | 5 | 5 | 100 |
| IV | NME – 2 | Basic Principles of Accountancy/ Marketing Practices | U15CO6NMT01 U15CO6NMT03 | 2 | 2 | 100 |
| IV | SBE – 5 | Business Software | U15CO6SBP05 | 2 | 2 | 100 |
| IV | SBE – 6 | Research Methodology | U13DS6SBT06 | 2 | 2 | 100 |
| IV | Value Education | Catechism III / Ethics III/ Bible Studies III | U12VE6LVC03 U13VE6LVE03 U12VE6LVBO3 | 1 | - | - |
| IV | | Extension Activities | U08RE5ETF02 | - | 1 | 100 |
| | | Total | | 30 | 27 | 800 |
| Grand Total | | | | 180 | 141 | 4300 |

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.
தமிழாய்வுத்துறை
இளங்கலை / இளமறிவியல் / இளம்வணிகவியல் / பட்டவகுப்பு
முதலாமாண்டு – முதற்பருவம் - நவம்பர் 2016
தாள் - I

Total Hours : 90

Hrs : 6Hrs /Wk

Credit : 3

Code : U15TL1TAM01

Marks : 100

நோக்கங்கள்:

1. தாய்மொழியை வலுவோடும், பொலிவோடும் கையாளும் வழி முறைகளைக் கண்டறியச் செய்தல்.
2. தமிழ் இலக்கியப் பரப்பையும், பாரம்பரியத்தையும் அறிமுகப்படுத்துதல்.
3. படைப்பாற்றலை வளர்த்துக் கொள்ள ஊக்கம் அளித்தல்.
4. உயர்ந்த பண்பாடுகளின் அடிப்படையில் வாழ்க்கையை அமைத்துக் கொள்ளும் உள்ளார்ந்த விருப்பத்தைத் தோற்றுவித்தல்.
5. மனித உரிமைகளை வலியுறுத்தி மனித நேயத்தை வளர்த்தல்.
6. நாம் வாழும் நாட்டையும், உலகையும் பற்றிய விழிப்புணர்வை ஊட்டி சமய நல்லிணக்கத்தையும், சமூக நல்லுறவையும் பேணிக்காக்கத் துணைப்புகிறதல்.
7. ஆரோக்கியமான சிந்தனைகள் வளர ஆக்கம் அளித்தல்.

பயன்கள்:

1. தற்காலத் தமிழ் இலக்கிய வரலாற்றை வளர்க்க வழிகாட்டல்.
2. மாணவர்களின் தன்னம்பிக்கையை வளர்த்தல்
3. வாழ்வியல் நெறிகளை உணர்த்தல்.
4. பிழையின்றி எழுத பேச பயிற்சி அளித்தல்.

பாடத்திட்டம்

அலகு:1 செய்யுள்

1. பாரதியார் கவிதைகள் - தமிழ்
கண்ணன் 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. சிற்பி – ஒரு கிராமத்து நதி

அலகு:2 செய்யுள்

8. கல்யாணஜி – பேசும்பார் என் கிளி
9. நிர்மலா சுரே' - தைலச்சிமிழும் தச்சன் மகளும்
10. இரா. மீனாட்சி – ஒரு கோதை
11. விஜி – குரங்கு மனிதன்
12. பா. சத்தியமோகன் - எங்கெங்கு காணினும்
13. ஹைகூ கவிதைகள்

அலகு:3

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

அலகு:4

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு

அலகு:5

பொதுப்பகுதி - கலைச்சொற்கள்
தமிழாய்வுத்துறை வெளியீடு

பாட நூல்கள்

- | | |
|----------------------|----------------------------|
| செய்யுள் | - தமிழாய்வுத்துறை வெளியீடு |
| தமிழ் இலக்கிய வரலாறு | - தமிழாய்வுத்துறை வெளியீடு |
| சிறுகதைத் தொகுப்பு | - தமிழாய்வுத்துறை வெளியீடு |
| கலைச்சொற்கள் | - தமிழாய்வுத்துறை வெளியீடு |

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc &
B.Com HINDI PAPER-I SHORT STORY, PROSE,
GRAMMAR SEMESTER – I

HRS/WEEK:6

CODE:U15HN1HIN01

CREDITS:3

MARKS :100

UNIT – I : Purasakar, Sukamaya Jeevan, Ganga Singh, Machuye Ki Beti,
Maharaj Ka Ilaj

UNIT-II : Maatru vandana, Chandini, Thitalii, Divali, Seekho.

UNIT- III : Sadak Ke Niyam, Bhagavan mahaveer, Prithvi Ka swarga,
Mahan ganithagya Ramanujam, Birbal Ki Chaturaye.

UNIT- IV : General Grammar
(Sanghya, Visheshan, ling, Vachan, Kriyavisheshan)

UNIT-V : Anuvad Abhyas –II

Books Prescribed :

- | | |
|---|--|
| <input type="checkbox"/> GalpaSanchayan | - D.B.H.P. Sabha Publishers,Chennai-17 |
| <input type="checkbox"/> Naveen Hindi Patamala–I | - D.B.H.P. Sabha Publishers,Chennai-17 |
| <input type="checkbox"/> Naveen Hindi Patamala–II | - D.B.H.P. Sabha Publishers,Chennai-17 |
| <input type="checkbox"/> SugamHindiVyakaran | - D.B.H.P. Sabha Publishers,Chennai-17 |
| <input type="checkbox"/> Anuvad Abhyas– II | - D.B.H.P. Sabha Publishers,Chennai-17 |

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SYLLABUS
SEMESTER I

PART I – LANGUAGE - FRENCH PAPER I [GRAMMAR & CIVILISATION
(ÉCHO A1 2^e édition)]

(For candidates admitted 2016 onwards)

HRS/WEEK : 6

CREDIT : 3

CODE : U16FR1FRE01

MARKS : 100

Unit 1 Parcours d’initiation ; Vous comprenez

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.

Unit 2 Au travail!

La conjugaison des verbes du 1^{er} 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.

Unit 3 On se détend!

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, repérages de quelques lieux de loisirs

Unit 4 Racontez-moi ! ; Bon voyage !

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

Unit 5 Bon appétit!

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.

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
I YEAR UG – SEMESTER I
PART II – ENGLISH 1 - GENERAL ENGLISH I

HOURS – 6 PER WEEK

CREDIT : 3

CODE : U15EL1GEN01

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 –GuidedCreative writing

TEXTS

- | | | |
|-----------|---|--|
| Listening | - | <i>This is the Photograph of me</i> by Margaret Atwood |
| Speaking | - | <i>The Mayonnaise Jar</i> |
| Reading | - | <i>In Prison</i> by Jawaharlal Nehru (edited) |
| Writing | - | Othello's soliloquy (extract from Shakespeare's <i>Othello</i>) |

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

- | | | |
|-----------|---|--|
| Listening | - | <i>Night of the Scorpion</i> by Nissim Ezekiel |
| Speaking | - | <i>The Old Folks at Home</i> by Alphonse Daudet (edited) |
| Reading | - | <i>Will you? Daddy</i> (Extract from Reader's digest) |
| Writing | - | conversation among King Lear and his daughters professing their love for their father (extract from Shakespeare's <i>King Lear Act I Scene I</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

- Listening - *Snake* by D.H. Lawrence (poem)
- Speaking - *Floating Fantasy* by Vinu Abraham (Prose)
- Reading - *Discovery* (ed.) (play)
- Writing - *A Handful of Dates* by TayebSalih (Short story)

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

- Listening - *I have a Dream* by Martin Luther King Jr (edited)
- Speaking - *What I have lived for?* by Bernard Russell
- Reading - *Three days to see* by Helen Keller (edited)
- Writing - Quality of Mercy (Portia court scene)
(extract from Shakespeare’s *The Merchant of Venice*)

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

- Listening - Profile of a successful personality
- Speaking - Success story of IndraKrishnamoorthyNooyi
- Reading - *The Verger* by Somerset Maugham

Prescribed Book:

English for Communication –PoGo publication Trichy

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2
B.COM COMPUTER APPLICATIONS – FROM 2016-17
SEMESTER I- PART III - MAJOR CORE PAPER –1
FINANCIAL ACCOUNTING-I

NO.OFHOURS :7
NO.OFCREDITS:5

CODE :U16CO1MCT01
MARKS:100

OBJECTIVES

- To provide an understanding of the application of Double entry system of book-keeping, Accounting for sale or return, Rectification of errors and Bank reconciliation statement;
- To provide basic knowledge of Bill of exchange, Average due date and Account current, Accounts of no profit concerns, Consignment accounts and Joint venture accounts.

UNIT – I INTRODUCTION TO ACCOUNTING AND FINAL ACCOUNTS

Accounting Concepts and Conventions – Need for Accounting Standards – Adjustment and Closing Entries – Final Accounts of a sole trader.

UNIT - II RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT

- A. Rectification of Errors: Rectification before and after preparation of trialbalance, Suspenseaccount.
- B. Bank Reconciliation Statement: Causes for difference between cash book and passbook balance, Preparation ofBRS.

UNIT – III BILL OF EXCHANGE, AVERAGE DUE DATE AND ACCOUNT CURRENT

- A. Bill of Exchange: Features, Recording transactions relating tobills: Drawing, accepting, retiring, renewing, dishonour and insolvency of acceptor.
- B. Average Due Date – Account Current: Forward method, Red ink interest and Epoque method.

UNIT – IV ACCOUNTS OF NON PROFIT CONCERNS

Receipts and Payments Account - Income and Expenditure Account - Balance Sheet.

UNIT – V CONSIGNMENT AND JOINT VENTURE

- A. Consignment Accounts: Valuation of stock, Accounting for losses, Costprice method and Invoice pricemethod.
- B. Joint Venture Accounts: Separate set of books, Recording in the books of each party (excluding Memorandum Joint VentureMethod).

Theory-20%

Problem:80%

BOOKS FOR STUDY

- Reddy & Murthy, (2006). *Financial Accounting*, Chennai: MarghamPublishers.
- DalstonL. Cecil &JenitraL. Merwin, (2015). *Financial Accounting*, Trichy: LearntechPress.

BOOKS FOR REFERENCE

- Shukla. M.C.& Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S .Chand &Co.
- Jain. S.P. &Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Gupta. R.L.&Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: HimalayaPublications.
- Dr K S Raman &S.N.Maheswari, (2007). *Financial Accounting*, New Delhi:Vikas Publication.

HOLY CROSS COLLEGE (AUTONOMOUS) TRICHIRAPPALLI – 620002

(For the candidates admitted from 2015 onwards)

SEMESTER - I

ALLIED 1 : BUSINESS MATHEMATICS AND STATISTICS

(For commerce students-vocational)

Total Hours: 60

Code:U15MA1ACT04

Credits:4

Marks:100

OBJECTIVE:

To provide sufficient knowledge of statistics which enables them to compute various statistical measures . To solve socially relevant allocation problems.

UNIT I : APPLICATIONS OF DIFFERENTIATION (12HRS)

Application of derivatives –marginal functions –elasticity –increasing and decreasing functions –maxima and minima

UNIT II : TRANSPORTATION AND ASSIGNMENT PROBLEM (12HRS)

Transportation Problem –North-West Corner Rule –Matrix minima method-Vogels approximation method (only initial basic feasible solution) –Assignment Problem –Hungarian method.

UNIT III : COLLECTION AND PRESENTATION OF DATA (12HRS)

Statistics –meaning and scope –collection of data –classification and tabulation –diagrams and graphs –histogram-polygon –cumulative frequency curves .

UNIT IV : MEASURES OF DISPERSION AND CORRELATION (12HRS)

Measures of dispersion –range, quartile deviation ,mean deviation ,standard deviation , coefficient of variation-merits demerits –Karl Pearsons coefficient of correlation ,Rank correlation

UNIT V : INDEX NUMBERS (12HRS)

Index Numbers – Laspeyer’s, fisher’s and Paasche’s index numbers- tests for Index Numbers - cost of living Index Number - uses of Index Numbers.

TEXT BOOKS:

Treatment and content as in

1. Navnitham PA. Business Mathematics and Statistics (2009) , for Unit I.
2. Kanti Swarup, Gupta P.K , Manmohan OPERATIONS RESEARCH ,Sultan Chand New Delhi for Unit II.
3. Pillai R.S.N ,Bagavathi .V (2007) STATISTICS.S.Chand and Company ,New Delhi for Units III , IV and V

REFERENCE BOOKS:

1. Hamdy Taha (2005), OPERATIONS RESEARCH Prentice Hall of India, New Delhi.
2. Gupta ,Hira (1989), OPERATIONS RESEARCH.S.Chand Publishers, New Delhi.
3. Arora .S., Sumeet Arora (2002), COMPREHENSIVE STATISTICAL METHODS, S.Chand and Company Ltd ,New Delhi.
4. Douglas A.Lind ,William G.Marchall ,Samuel A. Wathen (2003) ,BASIC STATISTICS FOR BUSINESS AND ECONOMICS, McGraw Hill, Delhi.
5. Gupta .S.C, Indra Gupta (2004) ,BUSINESS STATISTICS ,Himalaya Publishing House , New Delhi.
6. Gupta .S.P (2006) ,STATISTICAL METHODS, Sultan Chand & Sons ,New Delhi.
7. Sharma J.K, (2006) BUSINESS STATISTICS, Dorling Kindersley, (India) Pvt Ltd, Licensees of Pearson Education in South Asia.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM REGULAR/ COMPUTER APPLICATIONS - FROM 2016
ALLIED – 2 SEMESTER I
BUSINESS ECONOMICS

NO.OFHOURS :7

NO.OFCREDITS:5

OBJECTIVE :

CODE :U16EC1ACT02

MARKS:100

- To enable students to understand the principles of Business Economics and sensitize them about the importance of the subject in management decision making.

UNIT I : BUSINESS ECONOMICS & CONSUMPTION AND DEMAND ANALYSIS

Role of business economics in decision making – role and responsibilities of a business economist. Business significance of Consumption and Demand – Factors affecting demand – law of demand and perverse demand curves – Type of demand.

Concept of elasticity (Price, Income and Cross). – Methods of measuring price elasticity of demand – relationship between price elasticity and sales - Demand forecasting – steps in demand forecasting – short term and long term forecasting - methods of demand forecasting.

UNIT II : PRODUCTION ANALYSIS

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 Economics and diseconomies of scale

UNIT III: SUPPLY AND COST ANALYSIS

Supply–Factors affecting supply–Law of supply–Elasticity of supply and types of elasticity of supply.

Cost of Production – concepts of cost – sunk cost and future cost, direct cost and indirect cost – money cost and real cost, explicit cost and implicit cost, private cost and social cost and actual cost and opportunity cost- Cost curves – Total, Average and Marginal cost curves, - Relationship of MC to AC – Fixed and Variable cost curves – Short run cost curves – Difference between short run and long run cost.

UNIT IV : PRICE AND OUTPUT DECISIONS IN VARIOUS MARKET FORMS

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 determination in an Imperfect Market with specific reference to Monopoly, Monopolistic and Oligopoly.

UNIT V : ECONOMIC DEVELOPMENT, GLOBALISATION

Nature - Role of different sectors- Agriculture, Industry and Services in the development of the economy and problems. Infrastructure- energy, transportation, communication, health and education- Globalisation.

Theory-90%

Problem:10%

TEXT BOOK:

- Sankaran .S.(2003), Business Economics, Margham Publications,Chennai.

REFERENCE BOOKS

- Chaturvedi, D.D., Gupta S.L. and Sumitra A.L ,(2001)., Business Economics – Test and cases, Galgotiapublishing company, NewDelhi.
- ManabAdhikary., (2002).Business (2ndEdition). Excel Book, NewDelhi.
- Samuelso, B.A., Economics , (1976),Tale MCGraw-Hill. NewDelhi.
- Sivayya K.V., M. Gangadharan Rao and V.S.P.Rao (2000), Business EconomicsVol-1 discovery Publishing House., NewDelhi.

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A /B.Sc./B.Com/B.R.SC/B.C.A/B.B.A DEGREE EXAMINATION SEMESTER I
ENVIRONMENTAL STUDIES

Hrs– 2/Week
CREDITS -2

CODE:U15RE1EST01

Unit I–Awareness and Natural Resources

Awareness of Environmental issues and management strategies–need of the hour

Renewable and non-renewable resources-uses, present status and management of forest, water, land and energy resources.

Unit II–Ecosystems and Biodiversity

Ecosystem–concepts, structure and types–concept of food chain and food web–causes and effects of weakening food chains

Biodiversity–concept of genetic, species and ecological biodiversity–ecological and economic values– India, a mega diversity country, hotspots–threats to biodiversity and conservation measures.

Unit III–Environmental Pollution

Causes, effects and control of water, and air pollution–global warming–ozone depletion–Nuclear hazards.

Unit IV–Human population and Environment

Population growth at national and global level.

World food production-Effects of modern agriculture on land and Ecosystems-

GMOs and related issues Environmental pollutions and diseases-malaria-chikungunya

Unit V–Environment and Social Issues

Rich–poor wide–at national and global levels Urbanization –slums Changing value systems -AIDS Family welfare programs

REFERENCES:

- Agarwal, K.C.(2001). Environmental Biology, Nidi Publication Ltd. Bikaner.
Chairas, D.D.(1985). Environmental Science. The Benjamin Cummings Publishing Company, Inc. Clarke George, L. (1954). Elements of Ecology. Hohn Wiley and SONS, Inc.
Hodges, L. (1977). Environmental Pollution, II Edition. Holt, Rinehart and Winston, New York. Krebs, C.J.(2001). Ecology. VI Edition. Benjamin Cummings.

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.

தமிழாய்வுத்துறை

இளங்கலை / இளம் அறிவியல் / இளம் வணிகவியல் பட்ட வகுப்பு

முதலாமாண்டு – இரண்டாம் பருவம் - ஏப்ரல் 2016 - 2017

தாள் - II

Total Hours : 75

Hrs : 5Hrs /Wk

Credit : 3

Code : U15TL2TAM02

Marks : 100

நோக்கங்கள்:

1. இறைச் சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
2. தமிழ்ச் சான்றோர்களின் சிறப்புகளை அறிமுகப்படுத்துதல்.
3. மாணவர்களின் நல்லெண்ணங்களை மேம்படுத்துதல்.
4. நட்புணர்வை மாணவர்கள் மனதில் பதியவைத்தல்.

பயன்கள்:

1. இப்பாடம் மாணவர்களிடையே ஆன்மீக அறிவு அறிமுகமாகவும், வளரவும், ஆழப்படவும் துணைபுரிகின்றது. இது ஓர் இயற்கைப் பூங்கா.
2. தமிழை நேசித்து, தமிழ்ச் சான்றோர்களின் மீது மதிப்புக் கொள்ளவும், தானும் சான்றோர் ஆகவும் இது ஒரு பாலமாக பயன்படுகிறது.
3. ஊற்றுக்களாய் மாணவிகளிடையே மறைந்து கிடக்கும் நல்லெண்ணங்களை வெளிக்கொணரவும் நேர்மறைச் சிந்தனைகள் தோன்றவும் பயன்படுவதால் இது ஒரு நூலகமாகும்.
4. வாழ்க்கையில் நட்பின் தேவையை உணர வைக்கும் வழிகாட்டியாகத் திகழ்கிறது. இது வாழ்க்கைப் பெட்டகம்.

பாடத்திட்டம்

அலகு:1 செய்யுள்

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

அலகு:2 செய்யுள்

6. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
7. இரட்சணிய யாத்திரிகம் - எச்.ஏ.கிருட்டிணப்பிள்ளை
8. வேதநாயகம் சாஸ்திரியார் பாடல்கள் - வேதநாயகம் பிள்ளை

9. நபிகள் நாயக மான்மிய மஞ்சரி - செய்கு தம்பிப் பாவலர்

அலகு:3

தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
பல்லவர்காலம்
நாயக்கர்காலம்

அலகு:4

படைப்பிலக்கியம் - புதினம்
கல்கி - பார்த்திபன் கனவு

அலகு:5

கடிதம் எழுதுதல்

செய்யுள்
தமிழ் இலக்கிய வரலாறு
கல்கி
கடித இலக்கியம்

பாட நூல்கள்

- தமிழாய்வுத்துறை வெளியீடு
- தமிழாய்வுத்துறை வெளியீடு
- பார்த்திபன் கனவு
- பயிற்சி ஏடு.

(for the candidates admitted from June 2015 onwards)
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002 DEPARTMENT OF
HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-II PROSE, DRAMA, GRAMMAR-II, COMPREHENSION
SEMESTER –II**

**HRS/WEEK:5
CREDITS:3**

**CODE:U15HN2HIN02
MARKS :100**

UNIT – I : Bharat matha, Premchand, Taj mahal ki Aathma Kahani, Mahakavi Prasadh, Meri theertha yatra

UNIT-II : Sathyameva jayathe - Drama (chapter 1&2)

UNIT- III : Sathyameva jayathe – Drama (chapter 3)

UNIT- IV : General Grammar (Sarvanaam, Kriya, Kaal, Karak, Ne Ka niyam)

UNIT-V : Comprehension – Prosepassages

Books Prescribed :

- NaveenGadhyaChayanika – D.B.H.P. Sabha Publishers,Chennai-17
- SathyamevaJayathe – D.B.H.P. Sabha Publishers,Chennai-17
- GeneralGrammar – D.B.H.P. Sabha Publishers,Chennai-17

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SEMESTER II

**PART I - LANGUAGE - FRENCH PAPER II [GRAMMAR, CIVILISATION &
TRANSLATION (ÉCHO A1 2^e édition)]**

(For candidates admitted 2016 onwards)

HRS/WEEK : 5

CREDIT : 3

CODE : U16FR2FRE02

MARKS : 100

Unit 1 Quelle journée !

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.

Unit 2 Qu'on est bien ici !

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)

Unit 3 Souvenez-vous ?

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.

Unit 4 On s'appelle ?

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.

Unit 5 Un bon conseil ! ; Parlez-moi de vous !

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.

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur Publication: CLÉ INTERNATIONAL, 2013.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
I YEAR UG – SEMESTER II
PART II – ENGLISH 2 - GENERAL ENGLISH II

HOURS – 6 PER WEEK

CREDIT : 3
CODE : U15EL2GEN02

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

1. *When I have fears* by John Keats (poem)
2. *Key to courage* by I.A.R. Wylie (prose)
3. *The Far and the Near* by Thomas Wolfe (Short Story)

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. *My early days* (An extract from *Wings of fire* by A.P.J. Abdul Kalam (prose))
2. *The robe of peace* by O. Henry (Short Story)
3. An extract from *Androcles and the lion* by G.B. Shaw (play)
4. *Give me the strength* by Tagore's *Gitanjali* (poem)

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

1. *The Ballad of father Gilligan* by Alexander Pope (poem)
2. *Six thinking hats* by Edward de Bono (prose)
3. *A cup of tea* by Katherin Mansfield (Short Story)
4. An extract from Shakespeare's *As you like it (Act II Scene I lines 12 -17)*

UNIT IV 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

1. *The flower* by Tennyson (poem)
2. *How to avoid argument* by Sam Horn (prose)
3. *The child is father of man* by Wordsworth (poem)
4. An extract from *Pygmalion* by G.B. Shaw

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

1. *The Garden* by Dom Moraes (poem)
2. *On saying please* by A.G. Gardiner (prose)
3. *One good turn* by A.E.M. Bayliss (play)

*****.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM - FROM 2015 ONWARDS SEMESTER II - PART III: MAJOR CORE - 2
FINANCIAL ACCOUNTING-II

HOURS :5
CREDITS :5

CODE :U16CO2MCT02
MARKS:100

OBJECTIVES:

- To provide basic knowledge of Royalty Accounts, Depreciation Accounting, Departmental accounts, Branch Accounts and Single entry system.
- To provide knowledge about Hire purchase system of accounting
- To develop skills in the preparation of Partnership Accounts.

UNIT- I DEPRECIATION ACCOUNTING AND SINGLE ENTRY SYSTEM

(A) Depreciation Accounting-Methods of Providing Depreciation - Straight line method, written down value method -Sinking fund method - Insurance policy method

(B) Single entry system of Book-keeping - Statement of affairs and Conversion method

UNIT – II ACCOUNTING FOR ROYALTIES AND INSURANCE CLAIMS

A) Royalty Accounts - Accounting treatment-Books of Lessor, Lessee-Sub-lease.

B) Insurance Claims - Claim for Loss of Stock and Loss of Profit.

UNIT – III BRANCH ACCOUNTS AND HIRE PURCHASE SYSTEM

A) Branch Accounts – Dependent Branches - Debtors System and Stock and Debtors system of accounting.

B) Hire Purchase System - Calculation of Interest. Default and Repossession

UNIT IV PARTNERSHIP ACCOUNTS

Fundamentals and Adjustments of Partnership – Admission of a Partner (one partner only), Retirement and Death of a partner.

UNIT – V PARTNERSHIP ACCOUNTS(Continued)

Dissolution of Partnership firms and Piecemeal distribution

Theory-20% Problems-80%

BOOKS FOR STUDY

- T.S.Reddy&Murthy.A (2014) Financial Accounting, Chennai, Margham Publication.

BOOKS FOR REFERENCE

- Shukla. M.C.& Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S .Chand & Co.,
- Jain. S.P. & Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Gupta. R.L.&Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: Himalaya Publications.
- Dr K S Raman &S.N.Maheswari, (2007). *Financial Accounting*, New Delhi: Vikas Publication.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B Com COMPUTER APPLICATIONS - FROM 2016 ONWARDS
SEMESTER II - MAJOR CORE-3 BUSINESS LAWS

HOURS :5

CODE: U16CO2MCT03

CREDITS :4

MARKS:100

OBJECTIVES

To enable the students to understand the important provisions of:

- (i) Indian Contract Act
- (ii) Sale of Goods Act
- (iii) Partnership Act

UNIT – I INTRODUCTON TO CONTRACT

Law of contract - Nature and types of contract –Essential of valid contract - Offer and Acceptance - Consideration - Capacity to contract.

UNIT – II NATURE OF CONTRACT

Free consent - Mistake - Misrepresentation - Fraud - Coercion and undue influence - Legality of object - Agreements not declared void - Contingent contract - Performance of contract- Discharge of contract - Remedies for breach of contract

UNIT – III SPECIAL CONTRACTS AND LLP

Quasi contract - Indemnity and Guarantee - Bailment and Pledge. The Limited Liability Partnership (LLP) Act, 2008 Definitions – Origin – LLP in India - Salient features of LLP - Difference between LLP and partnership - LLP Vs Company - LLP agreement

UNIT – IV CONTRACT OF AGENCY

Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties - Liabilities of parties - Termination of agency - Irrevocable agency. Introduction to Cyber laws in India and Right to Information Act.

UNIT – V SALE OF GOODS ACT 1930

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

BOOK FOR STUDY

Kapoor N.D., *Business Law*, Sultan Chand Son, New Delhi, 2013
Gogna

BOOKS FOR REFERENCE

- Kuchhal M.C., (2006). *Mercantile Law*, New Delhi: Vikas Publishing House.
- Desai T.R., (2006), *Indian Contract Act, Sale of Goods Act and Partnership Act*, Kolkata: S.C. Sarkar & Sons Pvt.Ltd.
- Gulshan S.S., Kapoor G. K., (2008). *Business law including company law*, New Delhi: Universal law publishingcompany.
- R.L.Meena, (2008). *Text book on law of contract including specific relief*, NewDelhi: Universal Law Publishingcompany.
- T.R.Desai, (2009). *Law relating to Tenders and contracts*, New Delhi: Govt.Universal Law

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2012- 2013 – SEMESTER II
ALLIED – 3 COMPUTER APPLICATIONS IN BUSINESS

HOURS PER WEEK:4

CODE: U15CS2AOP03

NO.OF CREDITS:3

OBJECTIVES:

- To make the students familiar with the use of IT and the various facets of IT.
- To equip the students with practical skills to use computers.

UNIT – I

INTRODUCTION TO INFORMATION TECHNOLOGY:

Information Technology – Meaning – Need – Components Role of IT – IT in business, IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT and SIS, Electronic Data Interchange (EDI), Mobile Communication, Bluetooth, Global Positioning System (GPS), Infrared Communication, Smart Card, Blue Laser Disc, IT and Ethical Issues – Privacy, Accuracy, Property and Accessibility Issues.

UNIT – II

OPERATING SYSTEMS:

Operating Systems – Meaning and Definition – Functions – Microsoft Windows 7 -Task Bar, Desktop and customizing. My computer – setting, control panel components. - Windows explorer-using help and search features. - Word processing using Ms Word 2007: Basics – Working with word –Formatting – Using cut – copy – Paste. Bullet and numbering – Header and footer – working with tables – using spelling and grammar dialog box using auto correct – using synonyms and thesaurus – adding graphics – drawing objects – mailmerge.

UNIT – III

MS-EXCEL:

Spread sheet using Microsoft Excel 2007. Excel environment – Basics – working with worksheet – entering data – navigating through cells – naming and renaming cells – editing a worksheet – cut – copy, paste functions – find and replace features – Formulas and functions – using auto sum ,autofill and command – creating and inserting a chart and transporting to word and power point documents.

UNIT – IV

MS-POWERPOINT:

Making presentation using Microsoft Power Point 2007. Power Point Environment – Basics – Designing and creating a Presentation – Using design templates. Working with different views. Working with slides – creating a new slide – inserting a slide – cut – copy-paste functions – navigating in power point – slide numbering – running the slides. Working with text and Graphics. Adding multimedia and animation – adding transition – inserting pictures and tables from other office products. Creating and using masterslides.

UNIT – V

APPLICATIONS OF E-COMMERCE:

E-Commerce – meaning, Need, Advantages, Types - Security features- Electronic Commerce framework–The Anatomy of E-Commerce Applications: Electronic consumer Applications– Electronic Payment Systems: account setup and costs – opening a first virtual transaction Process- An Introduction to Cyber Law- Basic Concepts of Technology and law:

understanding the technology of internet – Scope of Cyber Laws – Information technology Act 2000.

TEXT BOOKS

1. Introduction to Information Technology, Alexis Leon, Mathews Leon, Leena Leon, Vijay Nicole Imprints Private Ltd, Chennai.
2. Computer Applications In Business, R. Parameswaran, S. Chand & Company Ltd, New Delhi.

BOOKS FOR REFERENCES

Introduction to Information Technology, V. Rajaraman, PHI Learning Pvt. Ltd., New Delhi.
Dr. Ch. Seetha Ram, Information Technology for Management, Deep & Deep Publications Pvt. Ltd., New Delhi.
Leon, (2006), Introduction to computers, Vikas Publishing House Pvt. Ltd., New Delhi.
Srinivasa Vallabhan SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
Alexis Leon and Mathew Leon, (2005), Introduction to Computers with Ms Office 2000, TMH, New Delhi.

PRACTICALS

1. Typing and formatting a page in Ms Word
2. Typing all kinds of letters.
3. Typing a Resume
4. Creation of tables in Ms Word and entering text and numeric data
5. Use of mail Merge
6. Pay roll preparation in Excel
7. Mark Sheet preparation in Excel
8. Sales Report in Excel
9. Preparing a graph for a given data
10. Creating power point file using templates and master slides
11. Importing data from Word and Excel to power point slides
12. Inserting picture files and audio files
13. Using animation and slide transition schemes in slides
14. Opening net banking account
15. Case study on Cyber Laws.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER II
ALLIED -3: BUSINESS ORGANISATION

HOURS :4

CODE :U16CO2AOT03

CREDITS :4

MARKS:100

Objectives:

- To enable the students to understand the basic concepts of Business Organisations
- To help the students to know the significances of different forms of businesses and factors influencing their establishments.

UNIT I- INTRODUCTION

Definition of Business- Objectives of modern business – Essential Characteristics of Business – Business Vs Profession – Qualities of a Successful businessman – Promotion of a Business Enterprise – Stages in promotion – Problems in promotion.

UNIT II – FORMS OF BUSINESS ORGANISATION

Forms of Business Organisation – Sole Trader – Partnership – Joint Stock Companies – Public Utilities – Public Enterprises – The Co-operative Organization – LLP-One man company.

UNIT III – GLOBALIZATION & MNCs

Multinational Corporations – Definition – Meaning – Organisation models – dominance of MNCs – MNCs and International Trade – Merits - Demerits – Globalization – Meaning – Features – Stages – Pros and Cons of Globalisation of Indian business.

UNIT IV – LOCATION AND ECONOMICS OF INDUSTRIES

Location of Industries – Factors influencing location – Primary Factors Secondary Factors – Measurement of size of business Units – Factors influencing the size – Economies of large scale business – District industrial Centre – SIPCOT.

UNIT V – BUSINESS COMBINATIONS STRATEGIES (15 hours)

Business Combinations – Types – Corporate Restructuring, Mergers, Demergers, Conglomeration and Acquisitions – Motives and benefits of Mergers and Acquisitions – Corporate strategies and Acquisitions – Regulations of Mergers and takeovers in India.

TEXT BOOK

1. Bhushan YK, (2005), Fundamentals of Business Organisations and Management, S.Chand and Co, New Delhi.

BOOKS FOR REFERENCES

1. Shukla, (1999), Business Organisation and Management, S.Chand and Co, New Delhi.
2. Ghosh PK and Kapoor GK, (1987), Business and Society, S.Chand, New Delhi.
3. Bose JP, (1983), An outline of Business Organisation and Management, Newcentury Publishing House, New Delhi.
4. Tapash Ranjan Saha (2009), Business Organisation, Tata McGraw-Hill, New Delhi.
5. C.D.Balaji & G.Prasad (2014), Business Organisation and Management, Margham Publications, Chennai.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
For B.COM REGULAR/ COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER II

ALLIED -3: BUSINESS COMMUNICATION

HOURS :4

CREDITS :4

CODE :U15BB2AOT03

MARKS:100

UNIT I- INTRODUCTION

What is communication – Importance of Business Communication – Objectives – Types – Media - Barriers

UNIT II – PRINCIPLES OF AIDS TO COMMUNICATION

Principles of Effective Communication – Aids to Communication – The Grammatical Background – Sentence Building – Common Errors – Capitalization and Punctuation Guidelines.

UNIT III – TYPES OF COMMUNICATION

Introduction to Oral Communication – Listening –Speaking – Interviews – Group Discussion – Presentation.

UNIT IV – LETTER TO EDITORS

Importance of Commercial Correspondence – Essential Qualities – Layout of a Business Letter Enquires and Replies – Orders- Complaints and Claims – Correspondence Relating to banks.

UNIT V – RESUME WRITING

Writing Resumes – Application letters – references and Testimonial – Correspondence through Email and social networks.

BOOKS RECOMMENDED

- Modern Commercial Correspondence- Hume and Builecy
- Modern Business Correspondence-Gastride
- Business English- Rajender Paul & Korehalli
- Business Communication- N.Janakiraman
- Business Communication- Namita Gopal
- Viva Voce could be conducted.

(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
SBE-1 SOFT SKILL DEVELOPMENT

Hrs– 2/Week

CODE:U15RE2SBT01
CREDITS -2

General Objective:

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

UNIT I:

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.

UNIT II :

Interpersonal skills

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

UNIT III:

Corporate skills

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

UNIT IV:

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.

UNIT V:

Self Development Plan

Concept and Need for Self Development Plan–Preparing Self Development Plan9 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.

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).Communications of skills for Professional Excellence,1st Ed., Grace Publishers,

Rathan Reddy B.(2005).Team Development and Leadership, Jaico Publishing House, Mumbai

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI
B.A./B.Sc./B.Com./BCA&BBA. DEGREE EXAMINATION
SEMESTER II
SBE-2 RURAL ENRICHMENT AND SUSTAINABLE DEVELOPMENT

Hrs– 2/Week

CODE:U15RE2SBT02
CREDITS :2

Course Objective:

The students are able to understand practically the Environmental concerns of rural areas and develop an alternative thinking through various field based intervention.

Unit-I

Village–Public Administration- Survey of natural resources and resource mapping of villages, village level Participating Approach (VLPA) – Role of NGO'S and SHG'S, Department of Rural development(central and state):

Unit-II

Green Revolution and industrialization cost climatic changes and mismanagement of natural resources- Reduced economic returns from agriculture-resultant social issues- poverty and farmer suicide- introduction to WTO, GATT and LPG and its impact on green Revolution.

Unit-III

Sustainable Development-Concepts , Environmental , social and economic aspects of sustainable development, sustainable development as solution to address rural issue-successful case studies from India

Unit-IV

Elements in sustainable development-Comparison and Compliments of Traditional water shed and modern water shed management techniques-water shed management practices-rain water harvesting,managing existing rain water drainage canals, desilting, buns construction, check dams, micro irrigation, agro forestry and alternative agriculture models and agriculture implements – Afforestation- Honey Bee rearing-dairy farming.

Unit-V

Elements in sustainable development –addressing agriculture issues-traditional farming technology- organic farming-Zero budget farming-organic manures vermicompost-azolla cultivation panchakavya- amirthakaraisal, organic pesticides mulikai puchiviratti-neem products-natural management in soil-precision farming soil fertility. Ecological sanitation-bio-diversity and natural resource-terrace farming-seed banking and kitchen garden.

REFERENCES:

1. Packages of organic practices from Tamil Nadu Center for Indian Knowledge System(CIKS)
2. www.fao.org.in

(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

CODE: U15VE2LVC01

CREDIT: 1

MARKS: 100

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. Vaalvin Valizha – 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

CODE: U15VE2LVBO1

CREDIT : 1

MARKS : 100

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 Scudder& St. Britto (Oriyur)
- AmyCarcheal
- Mother Teresa(Calcutta)
- Devasagayam(Nagercoil)
- Staines &Family

REFERENCES:

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

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.
தமிழாய்வுத்துறை
இளம் வணிகவியல் / இளங்கலை / இளம் அறிவியல் பட்ட வகுப்பு
இரண்டாம் ஆண்டு - மூன்றாம் பருவம் - நவம்பர் - 2016
தாள் - III

Total Hours : 90
Hrs : 6Hrs /Wk
Credit : 3

Code : U15TL3TAM03
Marks : 100

நோக்கங்கள்:

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

பயன்கள்:

1. காப்பியங்களைப் பயில்வதன் மூலமாக மாணவர்கள் அறக்கருத்துக்களை உணர்ந்து கொள்ளுதல்.
2. சமூக மாற்றங்களைக் கண்டறிந்து மேம்பாடுகளை உருவாக்கச் செய்தல்
3. கலைநுட்பங்களையும் பண்பாட்டுச் சிறப்புக்களையும் உணர்ந்து கொள்ளச் செய்தல்

அலகு:1 செய்யுள்

1. சிலப்பதிகாரம் - கடலாடு காதை
2. மணிமேகலை – உலகவறவி புக்க காதை
3. கம்பராமாயணம் - கங்கைப் படலம்

அலகு:2 செய்யுள்

4. இரட்சணிய யாத்திரிகம் - மரணப் படலம்
5. சீறாப்புராணம் - ஓட்டகை பேசிய படலம்

அலகு:3

தமிழ் இலக்கிய வரலாறு
சோழர் காலம்

அலகு:4

நாடகம்
சத்திய வேள்வி – அய்க்கண்

அலகு:5

கோயிற்கலை - திட்டக்கட்டுரை, வினாடி வினா

பாட நூல்கள்

1. செய்யுள் - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை வெளியீடு
3. நாடகம்
அய்க்கண் - சத்திய வேள்வி
4. கோயிற்கலை - தமிழ்த்துறை வெளியீடு

(for the candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
DEPARTMENT OF HINDI
PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-III POETRY, PREDICS, HISTORY OF HINDI LITERATURE
SEMESTER – III

HRS/WEEK: 6
CREDITS:3

CODE:U15HN3HIN03
MARKS :100

UNIT – I : Shubhagaman, Man, Tere ghar ked war bahuth hym
Memory poem : - Kabir das Ke Dohe - 6
Thulasidas Ke Dohe - 6 Rahim Ke Dohe -6

UNIT-II : History of Hindi Literature:
Essay Type Questions : Veeragatha Kaal

UNIT- III : Bakthi Kaal

UNIT- IV : Poetics

- a. Ras : Shringar, karun, Hasya, Veer
- b. Alankar : Anupras, Yamak, Upama, Roopak
- c. Chand : Choupayee, Baravai

UNIT- V : Kavi Parichaya : Ayodiya singh upadyaya Harioudh, Maithili Sharan Gupth,
Siyaram Sharan Gupth, Kabir, Thulasi das

Books Prescribed :

- NaveenPadhyaRathnakar – D.B.H.P. Sabha Publishers, Chennai-17
- PracheenPadhya Sangrah – D.B.H.P. Sabha Publishers, Chennai-17
- Hindi Sahitya Ka SanshitptaItihas – Rajnath Sharma, AgrwalPublication,
Uttar Prakash
- KavyaPradeep – Ram Bahori Shukla, Hindi Bhavan, Allahabad.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SEMESTER III

PART I - LANGUAGE - FRENCH PAPER III [LANGUAGE & CIVILISATION
(ÉCHO A2 2^e édition)]

HRS/WEEK : 6
CREDIT : 3

CODE : U16FR3FRE03
MARKS : 100

Unit 1 Vivement demain !

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

Unit 2 Tu as du boulot ?

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 – le travail en France.

Unit 3 Qu'en pensez-vous?

L'emploi du subjonctif , l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements –la vie politique - l'organisation administrative et politique de la France.

Unit 4 C'est tout un programme !

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)

Unit 5 On se retrouve

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.

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2010.

(For candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
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

1. "Hope" by Emily Dickinson
2. Extract from the Nobel Lecture by Mother Teresa
3. Angels Never Say "Hello!" by Dottie Walters
4. 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

1. Mother to Son by Langston Hughes
2. **The Perseverance of a spider.**
3. Two Gentlemen of Verona by A.J Cronin
4. 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:

1. Portrait of Gandhiji by Will Durant (1st Para)
2. Gitanjali (Poem No. 12) Leave this chanting– Rabindranath Tagore
3. The Selfish Giant – Oscar Wilde
4. “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:

1. The story of Rosa Parks
2. Life of Nelson Mandela
3. It’s cool to be kechi by Juliet Hindell
4. ‘Home they brought Her warrior dead’ by Alfred 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:

1. A Psalm of Life” by H.W. Longfellow
2. “Ten rituals of radiant living” by Robin Sharma.
3. “The Art of Understanding Other People” by Clarence Hall
4. “Leisure” by William Henry Davies

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER III - MAJOR CORE -4
CORPORATE ACCOUNTING-I

NO.OFHOURS :5
NO.OF CREDITS:5

CODE :U15CO3MCT04
MARKS : 100

OBJECTIVES:

- To develop skills in the preparation of Partnership Accounts and CompanyAccounts.
- To provide basic knowledge of accounting for Redemptionof Shares and Debentures.

UNIT – I ISSUE OF SHARES & DEBENTURES

Issue - Forfeiture and reissue of forfeited shares- Theories in Rights issue, Bonus issue, Buy back of shares, Sweat equity shares- issue of debentures.

UNIT – II REDEMPTION OF PREFERENCE SHARES AND DEBENTURES

Issue & Redemption of preference shares and debentures, Sinking Fund; cum-interest, ex- interest transactions

UNIT – III FINAL ACCOUNTS OF COMPANIES

Preparation of Profit and Loss Accounts, Appropriation accounts and Balancesheet. (Vertical format) (excluding managerialremuneration)

UNIT - IV VALUATION OF GOODWILL AND SHARES

Methods of valuing goodwill - Simple profit method - Super profit method - Annuity method. Valuation of shares: Methods of valuation of shares - Net asset method - Yield method –PE Ratio.

UNIT-V ACQUISITION OF BUSINESS AND PROFITS PRIOR TO INCORPORATION

- (A) Accounting treatment - when new set of books are opened in the books of Vendor and Purchaser
(B) Accounting for Profit and Loss prior to Incorporation

Theory - 20% problems

- 80% BOOKS FOR

STUDY

- Reddy T.S.& Murthy A., (2007). *Corporate Accounting*, Chennai: Margham Publications
- Gupta. R.L.&Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.

BOOKS FOR REFERENCE:

- Shukla. M.C.& Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S .Chand & Co.,
- Jain. S.P. &Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: Himalaya Publications.
- Dr K S Raman &S.N.Maheswari, (2007). *Financial Accounting*, New Delhi: Vikas Publication.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER III -
MAJOR CORE –5 PRINCIPLES OF MARKETING

NO.OFHOURS :5
NO.OFCREDITS:5

CODE :U16CO3MCT05
MARKS:100

OBJECTIVES:

- To give basic understanding of the concepts of Marketing and
- To give awareness on the modern trends in marketing

UNIT – I INTRODUCTION TO MARKETING

Marketing - Definition - Scope - Traditional and Modern concept - Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Importance and functions of marketing - Basic approaches to marketing - Marketing of agricultural, industrial and consumer goods.

UNIT – II PRODUCT POLICY AND MARKET SEGMENTATION

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

UNIT – III PRICING AND PROMOTION MIX

Pricing-Pricing objectives-Factors influencing pricing -Methods of pricing-Pricing policies. Promotion: Promotion Mix - Sales Promotion. Advertising - Objectives -Importance - Advertisement Copy- Different media - Selection of media. Personal selling – Qualities of a good salesmen – Personal selling Process.

UNIT – IV MARKETING CHANNELS

Channels of Distribution - Channel Functions - Factors influencing Channel Decisions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct & Indirect Marketing Channels

UNIT V - MODERN MARKETING

Marketing of Services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing - Tele-marketing - Online marketing - Social media marketing

BOOKS FOR STUDY:

Rajan Nair, (2006). *Marketing*, New Delhi: Sultan Chand and Sons.
Pillai & Bhagavathi

BOOKS FOR REFERENCE:

- Philip Kotler, (2008). *Marketing Management*, New York: Prentice Hall, Englewood Cliffs.
- William M. Pride & Ferrell. O.C., *Marketing*, Boston: Houghton-Mifflin.
- Kotler Philip & Armstrong Gary, *Principles of Marketing*, New Delhi: Prentice-Hall of India.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER III ALLIED OPTIONAL – 4 SERVICES MARKETING

HOURS :4

CODE : U15CO3AOT02

CREDITS:3

MARKS:100

OBJECTIVES

To enable the students to apply the principles of Marketing in the area of services.

UNIT – I INTRODUCTION

Introduction: Reasons for growth in service sector - Role of services in an economy - Distinction between goods and services - Classification of services - Marketing management process for servicemarketing.

UNIT – II SERVICES MARKETING MIX

Development of service marketing mix - Components in the mix - People - Process - Physical evidence. Managing demand and supply.

UNIT – III MANAGING SERVICES QUALITY AND GLOBALISATION OF SERVICES

A. Managing service quality: . Consumer Behaviour - Factors Influencing Consumer Behaviour- Dimensions and measurement of service quality - Gap analysis - Guidelines for managing servicecompetition

B. Globalization of services - Challenges to global service marketers - Typical international services - Barriers to international marketing ofservice

UNIT–IV MARKETING PRACTICES OF BANKING, INSURANCE, TOURISM AND HOTEL INDUSTRIES

Marketing of services : Banking & Insurance services - Users - Benefits – Formation of marketingmixforbankingandinsuranceproducts.Tourism-Marketingmixfortourism.Hotel - Market segmentation for hotels - Marketing mix forhotels.

UNIT–V MARKETING PRACTICES OF HOSPITALS AND EDUCATION INSTITUTIONS

Hospital: Marketing of health care - Types of hospitals - Marketing mix for health care. Literacy-Theconcept-Marketingmixforadult,elementary,secondaryandhighereducation.

BOOKS FORSTUDY

- VasanthiVenugopal, (2008). *Services Marketing*, New Delhi:HimalayaPublishing House.
- Jha S.M., (2008). *Service marketing*, New Delhi: Himalaya publishingHouse

BOOKS FOR REFERENCE

- Christopher, H. Lovelock, (2007). *Service Marketing*, New Delhi: PrenticeHall.
- Payne, Adrian, (2008). *The Essence of Services Marketing*, New Delhi: PrenticeHall.
- Shankar, Ravi, (2008). *Service Marketing- The Indian Experience*, New Delhi: South AsiaPublication.
- KennenEClow,David LKurtz,ServiceMarketingOperation,ManagementStrategy, Biztantra,2008
- Zeithaml, V.A and M.J. Bitner, (2008). *Services Marketing*, New Delhi: McGraw Hill Inc.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER III,
ALLIED OPTIONAL -4 HUMAN RESOURCES MANAGEMENT

HOURS:4
CREDITS:3

CODE : U15CO3AOT03
MARKS:100

OBJECTIVES

1. To highlight the importance of HRM in an organisation
2. To familiarise the students with the processes and mechanism of managing human resources
3. Understand how Human Resources can become a competitive advantage in organisations

UNIT – I INTRODUCTION

HRM – importance – Characteristics – Operational area of HRM – Qualities of a good HR Manager – Changing roles of HR Managers – Difficulties and challenges faced by HR managers – recent trends in HR

UNIT – II HUMAN RESOURCE PLANNING

Concept of HR planning – Characteristics – Steps in HR planning – HR Capital - Job Analysis – Succession Planning – Auditing of HR resources - ERP technologies - Preparation of HR planning – Dealing with surplus and deficit human resource – Attrition management & retention management

UNIT – III TALENT ACQUISITION

Definition – Objectives – Factors affecting recruitment – internal and external source of recruitment – Green recruitment – Selection Process – Types of Testing – Kinds of employment interview – Medical Screening – Appointment Order

UNIT – IV LEARNING AND DEVELOPMENT

Definition and purpose of training – Distinction between training and development – Assessing training needs – Steps in training – On the job and Off the job training – Evaluation of training effectiveness – Career development – Process of career development – measures for effective Career Development

UNIT – V COMPENSATION AND PERFORMANCE

Wage & Salary Administration: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits – Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of Good Appraisal Plan – Problems in Performance Appraisal.

BOOKS FOR STUDY

- Khanka, Human Resources Management, S.Chand ,New Delhi 2003
- Parvin Durai, Human resources Management, Pearson, New Delhi 2008

BOOKS FOR REFERENCE

- Gupta C.B, Human Resource Management, Sultan Chand and Sons, 14th Edition, New Delhi, 2012.
- Aswathappa K, Human Resource Management, 6th Edition, Tata McGraw-Hill Education Pvt. Ltd, 2010
- Jyothi P & Venkatesh D.N, Human Resource Management , Oxford University Press, New Delhi, 2006
- Mamoria C.B, & Rao V. S. P, Personnel Management (Text and Cases), Himalayan Publications, New Delhi, 2012
- Wayne Mondy Robert, Human Resource Management, Pearson Education, 12th Edition, New Delhi, 2013
- Gary Dessler, (2000), *Human Resource Management*. Pearson, New Delhi 2013

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER III,
ALLIED OPTIONAL – 4 INDIAN FINANCIAL SYSTEM

HOURS :4
CREDITS:3

CODE:U15CO3AOT04
MARKS:100

OBJECTIVES

1. To expose the students to various concepts in Indian Financial System
2. To make the students understand the mechanism of the Indian Financial System

UNIT-I: FINANCIAL SYSTEM

Introduction – Functions of a financial system – Structure of the Indian Financial System - Relationship between financial system and the economy.

UNIT –II: FINANCIAL INSTITUTIONS

Development of Financial Institutions: Evolution –IFCI, SIDBI, IDFC, EXIM BANK, NABARD - Functions.

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

Non-banking Finance Companies: Growth , Types

UNIT – III FINANCIAL MARKETS

The Money market: Functions, Significance. Indian Money market. Role of RBI in the development of Money market in India.

The Capital market: Functions – Primary Capital market and Secondary Capital market.

The Primary Capital market – IPO, FPO, Book building, Public issue, Rights issue IDR, Private placement.

The Secondary Capital market: De-mutualisation of Stock Exchanges. Functions, Development of Stock Market in India. Listing of securities – Internet trading - Stock Market Index – BSE, NSE. Stock Exchanges in India. Commodities Market in India. Foreign Exchange.

UNIT – IV FINANCIAL INSTRUMENTS

Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers, Certificate of Deposit, Repo instruments etc.

Capital Market instruments: Shares, Debentures, Bonds, Derivatives. GDR, ADR, etc.,

New Instruments.

UNIT – V: FINANCIAL REGULATION

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.

BOOKS FOR STUDY

- Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi, 2010
- Bharati V Pathak, Indian Financial System, Pearson Publications, 2013.

BOOKS FOR REFERENCE

- Gordon E & Natarajan K. Financial Markets & Services, Himalaya Publishing House, New Delhi, 2012.
- 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, 2010.
- 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) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - SEMESTER III,
ALLIED OPTIONL-4 OFFICEPACKAGES

NO.OFHOURS :4
NO.OFCREDITS:3

CODE :U15CO3AOT05
MARKS:100

OBJECTIVES:

- To understand the basic concepts and organization of a Database
- To enable the students to design web pages through the markup language-HTML.
- To enrich the knowledge about the fundamentals of the latest trends in Web technologies

UNIT – I INTRODUCTION TO DATABASE MANAGEMENT SYTSTEM

Introduction to Data base – characteristics – Data Base Management System - Types of DBMS – advantages and disadvantages - RDBMS Terminology- Relational Data Integrity – Relation Data Manipulation- Database Security Risk - Types.

UNIT – II HTML

Introduction to HTML - Benefits of HTML - Limitations of HTML, structure of a HTML Document - HTML Tools.

HTML TAGS: Basic tags - Horizontal Line - Body Attribute - Text Formatting.

UNIT – III FORMATTING

Marquees - Creating Links - Frames, Frameset and its attributes - Forms and its attributes. Creating webpage: Formatting the text to the page – Paragraphs, indents and break, Importing images and adding background image to the Home page - Marquees Tag

UNIT- IV JAVA

Introduction to Oops and Java – Overview – Class, Objects, Descriptions and Benefits of Oops and limitations - Inheritance – Meaning, Types - Polymorphism, Data Abstraction, Encapsulation - AWT Applets.

UNIT -V FLASH

Basic Concepts – Drawing – Lines and Shapes – Strokes and Fill – Different Shapes and Brushes – Selection – Transformation and Reshaping – Importing Artwork - Animating One Frame at a Time – Motion and Shape Tweening – Sounds.

BOOKS FOR STUDY:

- C Xavier :World Wide Web design with HTML(New Delhi: Tata McGraw-Hill Publishing Co.2000).
- Alexis Leon ,Mathews Leon: Database Management Systems(Leon Press,Chennai)
- E.Balagurusamy, Programming with JAVA- premier (Tata McGraw –Hill Publishing Company, New Delhi)
- L.P.Editorial Board, FLASH B (Law Point, New Delhi)
- Nick Vandome, FLASH MX (Dreamtech, New Delhi)

BOOKS FOR REFERENCE

- Cay S.Horstmann and Gary Corehell: Core Java 2.0 – Advanced Features’(New Delhi: Tata McGraw-Hill PublishingCo.2000.
- Peter Dyson : HTML Complete Reference’ (BPB Publications2000.
- Ivan Boy Ross : HTML & JAVA Scripts(BPB Publications2000.
- S.K. Bansal, (2006). *Internet technologies*, New Delhi: A.P.H Publishing Corporation.
- Kris Jamsa, Konrad King,Andy Anderson, (2002). *HTML & Web design*, New Delhi: TATA Mc-Graw Hill.
- Thiagarajan and Anbumani, “Flash MX 2004”, Tata McGraw Hill, NewDelhi.
- Laurie Ulrich Fuller and Robert C. Fuller, “Photoshop CS3 Bible” Willey IndiaPvt. Ltd

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM III SEMESTER – SBE-3
BUSINESS SOFTWARE- EXCEL

NO.OF HOURS :2
NO OFCREDITS:2

CODE :U15CO3SBP03
MARKS:100

COURSE OBJECTIVE:

The equip the students with the practical skills of Microsoft Excel.

UNIT I : INTRODUCTION:

Excel – Basic concepts – worksheets- work books

UNIT II: FORMATTING WORKSHEETS

Number- Alignment – Font- Border- Pattern –Protection

UNIT- III CHARTS AND OBJECTS

Components of Charts- Types of charts – Creation- Formatting – Work with shapes – Autodrop and Word art – Import pictures

UNIT- IV FUNCTIONS

Components of chart – Use of functions directly – Drop down menu – Sorting data – Edit data- Analyzing and organizing data

UNIT - V FUNCTIONS IN ACTION

Data base – Date and Time – Financial – Logical – Information Reference – Mathematical and statistical functions.

TEXT BOOK:

- GuyHart-Davis : Microsoft Office – Excel2010

BOOKS RECOMMENDED:

- Computer Applications In Business, R.Parameswaran, S.Chand& Company Ltd,New Delhi.

* * * * *

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2

B.A./B.Sc./ B.Com./ B.C.A./B.B.A DEGREE COURSE

II YEAR: SEMESTER - III

(Students who are admitted from 2015 onwards)

GENDER STUDIES

Hours:1Hr/wk

CODE:U15WS3GST01

CREDITS: 1

Objectives

To make boys and girls aware of each other's strength and weakness

To develop sensitivity towards both genders in order to lead an ethically enriched life

To promote attitudinal change towards a gender balanced ambience and women empowerment

Unit I

Concepts of Gender : Sex-Gender-Biological Determination-Patriarchy-Feminism-Gender

Discrimination-Gender Division of Labour -Gender stereotyping – Gender Sensitivity-Gender Equity

– Equality – Gender Mainstreaming –Empowerment.

Unit II Women's Studies Vs Gender Studies: UGC's Guidelines – VII to XI Plans – Gender

Studies :Beijing Conference and CEDAW-Exclusiveness and Inclusiveness.

Unit –III Areas of Gender Discrimination : Family – Sex Ratio – Literacy – Health – Governance

– Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual

Harassment – State Politics andPlanning.

Unit – IV Women Development and Gender Empowerment : Initiatives – International Women's

Decade – International Women's Year – National Policy for Empowerment of Women – Women

Empowerment Year 2001 – Mainstreaming Global Policies.

Unit – V

Women's Movements and Safeguarding Mechanism: In India National / State Commission for

Women (NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of

Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act –

Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd Amendment for

PRIs.

BOOK FOR STUDY

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan

University, Tiruchirappalli

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.

தமிழாய்வுத்துறை

இளம் வணிகவியல் / இளங்கலை / இளம் அறிவியல் பட்ட வகுப்பு

இரண்டாம் ஆண்டு – நான்காம் பருவம் - 2016 – 2017

தாள் - IV

Total Hours : 75

Hrs : 5Hrs /Wk

Credit : 3

Code : U15TL4TAM04

Marks : 100

நோக்கங்கள்:

1. மாணவர்களுக்குத் தமிழர்தம் வாழ்வியல் விழுமியங்களை உணர்த்துதல்.
2. அறநெறிகள் வாழ்க்கைக்கு வழிகாட்டும் விதத்தினை எடுத்துரைத்தல்
3. சிகரம் தொட்ட சாதனையாளரின் வாழ்வியலைப் புலப்படுத்துதல்
4. மொழித்திறன் வளர்த்தல்.

பயன்கள்:

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

அலகு:1 செய்யுள்

1. குறுந்தொகை

1. கொங்கு தேர் வாழ்க்கை அஞ்சிறைத் தும்பி - இறையனார்
2. யாரும் இல்லை தானே கள்வன் - கபிலர்
3. வேம்பின் பைங்காய்என் தோழி தரினே – மிளைக் கந்தன்
4. உள்ளது சிதைப்போர் உளரெனப் படாஅர் - பாலை பாடிய பெருங்கடுங்கோ

5. நோற்றோர் மன்ற தோழி – குறுங்குடி மருதன்

2. நற்றிணை

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழுதி
3. ஆய்மலர் மழைக்கண் தெண்பனி உறைப்பவும் - நல்விளக்கனார்
4. சிறுவீ முல்லைப் பெரிது கமழ் அலரி - மதுரை பேராலவாயர்

3. கலித்தொகை

1. எறித்தரு கதிர்தாங்கி ஏந்திய குடைநீழல் - கபிலர்
2. பாடுகம் வா வாழி தோழி - கபிலர்

அலகு:2 செய்யுள்

4.புறநானூறு

1. நின் நயந்து உறைநர்க்கும் - பெருஞ்சித்திரனார்
2. காய்நெல் அறுத்துக் கவளம் கொளினே - பிசிராந்தையார்
3. படைப்புப் பலபடைத்து - பாண்டியன் அறிவுடைநம்பி
4. கேட்டல் மாத்திரை – கோப்பெருஞ்சோழன்
5. ஈன்று புறந்தருதல் எந்தலைக் கடனே - பொன்முடியார்

5. பதிற்றுப்பத்து - ஐந்தாம் பத்து

1. சுடர் வீ வேங்கை
2. தசம்பு துளங்கு இருக்கை
3. ஊன்துவை அடிசில்

6. திருக்குறள்

1. அறத்துப்பால் - இனியவை கூறல்
2. பொருட்பால் - வினை செயல்வகை
3. காமத்துப்பால் - புலவி நுணுக்கம்

அலகு:3

தமிழ் இலக்கிய வரலாறு (துறை வெளியீடு)
சங்ககாலம் - சங்கம் மருவியகாலம்
எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு:4

வாழ்க்கை வரலாறு
அன்னை தெரசா - பா. தீனதயாளன்

அலகு:5

பொது - மொழிபெயர்ப்பு

பாட நூல்கள்

1. செய்யுள் நூல் - தமிழாய்வுத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
3. **வாழ்க்கை வரலாறு**
பா.தீனதயாளன் - அன்னை தெரசா
4. மொழிபெயர்ப்பு - தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2015 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002

DEPARTMENT OF HINDI

PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com HINDI

PAPER-IV FUNCTIONAL HINDI & TRANSLATION SEMESTER –IV

HRS/WEEK: 5

CREDITS:3

CODE:U15HN4HIN04

MARKS :100

UNIT-I Functional Hindi

UNIT-II Adhunic Kaal

UNIT- III GeneralEssays

Parishram Ka Mahatva, Anushasan, Paropakar, Jawaharlal Nehru, Deepavalli,
Bharath Mein Computer

UNIT-IV LetterWriting

UNIT-V Anuvad Abhyas - III Books

Prescribed:

- GeneralEssays - D.B.H.P. Sabha Publishers,Chennai-17
- AbinavaPatra Lekhan - D.B.H.P. Sabha Publishers,Chennai-17
- AnuvadAbhyas – III - D.B.H.P. Sabha Publishers,Chennai-17

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2

DEPARTMENT OF FRENCH

SYLLABUS

SEMESTER IV

PART I - LANGUAGE - FRENCH PAPER IV [LANGUAGE & CULTURE (ÉCHO A2 2^e édition)]

(For candidates admitted 2015 onwards)

HRS/WEEK : 5

CODE : U16FR4FRE04

CREDIT : 3

MARKS : 100

Unit 1 C'est la fête !

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

Unit 2 Vous plaisantez !

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^e siècle – le plaisir de jeux de mots.

Unit 3 On s'entend bien !

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.

Unit 4 À vos risqué et périls !

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.

Unit 5 La vie est dure

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.

TEXT BOOKS :

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

(For candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
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. *An incident on honesty.* An extract from Mahatma Gandhi's autobiography
2. *"How far is the river"* by Ruskin Bond
3. *"The open window"* by Saki.
4. Extract 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. "The road not taken" by Robert Frost.
2. Our urgent need for self-esteem by Nathaniel Brandon.
3. Five senses by Judith Wright
4. 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.

3. Encouraging others (**Story about encouraging others**

<https://www.wattpad.com/3200505-compilation-of-inspirational-stories-encouraging>)

4. The Blind Doctor: The Jacob Bolotin Story - An abridged biography by Rosalind Perlman

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. Advertisement.

2. The Refund by Fritz Karinth

3. To know when to say ‘It’s none of your business’ by McCormack

4. An easy way to become a good conversationalist by Dale Carnegie.

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. Profile of an entrepreneur

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

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
B COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER IV- MAJOR CORE PAPER -6
BANKING THEORY LAW AND PRACTICE

HOURS :5
CREDITS:5

CODE :U15CO4MCT06
MARKS :100

OBJECTIVES

- To provide an understanding of banking law and practices.
- To provide basic knowledge of the recent trends in banking

UNIT I : INTRODUCTION TO BANKING

Commercial Banks-Functions-Credit creation-Reserve Bank of India-Organization and functions - Methods of credit control. Business of Banking Companies- Control Over Management- Prohibition of certain activities in relation to banking companies

UNIT II : BANKER AND CUSTOMER RELATIONSHIP

Banker and Customer relationship - Special features - Different types of accounts - Opening and closing of accounts-Forms used in the operation of bank account-Cheque book, Pass book, Mistakes in the pass book - Special types of account holders.

UNIT III : NEGOTIABLE INSTRUMENTS

Negotiable instruments - Definition - Cheques - Features - Holder and holder in due course - Payment in due course. Crossing - Different types. Endorsements - Different kinds. Paying banker - Material alteration - Refusal of payment by banks - Statutory protection to the paying banker . Collecting banker - Statutory protection.

UNIT IV : LOANS AND ADVANCES

Loans and advances - Principles of good lending - Credit worthiness of borrowers - Modes of securing advances - Lien, Pledge, Mortgage and Hypothecation - Advances against different types of securities-Goods, Documents of title to goods, Life Insurance Policies, FDR, Government Securities.

UNIT V : RECENT TRENDS IN BANKING

E-Banking – Internet Banking – Telephone Banking – Mobile Banking – ATMs – Cash Machine–Electronic Money-Electronic Fund Transfer System(EFT)–RTGS, NEFT, MICR, KYC norms, Clearing house. Indian Financial Network – Customer Grievances Redressal and Ombudsman.

TEXT BOOK

Sundaram & Varshney P.N. : Banking Theory Law and Practice;
Sultan Chand Sons; New Delhi.

BOOKS FOR REFERENCE

1. Tannan M.L : Banking-Law and Practice in India;
Indian Law House, New Delhi.

2. Gordon&Natarajan

: Banking Theory Law andPractice;
Himalayas Publishing House,
NewDelhi.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER IV-
MAJOR ELECTIVE -1 COST ACCOUNTING

HOURS:5
CREDITS:5

CODE :U15CO4METO1
MARKS:100

OBJECTIVES

- To enable the students to understand the basic principles of Cost Accounting.
- To develop skills in the preparation of Cost Accounts.

UNIT – I INTRODUCTION

Cost Accounting; Scope and Objectives - Cost Center and Cost Unit - Cost Accounting and Financial Accounting- Methods and Techniques of Costing. Cost Concepts and Classification - Cost Sheet - Tenders and Quotations.

UNIT – II MATERIAL COST

Material Cost : Purchase Control - Stores Control - Fixation of various levels - Perpetual Inventory System - ABC analysis; Control over Issues - Methods of pricing material issues - FIFO, LIFO, Average Price Method and Base Stock Method.

UNIT – III LABOUR AND OVERHEADS COST

A. Labour Cost: Labour Turnover - Idle time, Overtime - Computation of Labour Cost - Systems of wage payment - Premium and Bonus Plan.

B. Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate – Activity based costing – Steps in Development of an ABC system.

UNIT – IV CONTRACT COSTING AND PROCESS COSTING

A. Contract Costing - Cost Plus Contracts - Escalation Clause.

B. Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).

UNIT – V SERVICE COSTING AND RECONCILIATION OF COST & FINANCIAL ACCOUNTING

A. Service Costing – Transport Costing.

B. Reconciliation of cost and financial accounts: Need for reconciliation – causes for disagreement in profits – Preparation of reconciliation statement.

Theory-20% Problems -80%

BOOKS FOR STUDY

- Reddy & Hari Prasad Reddy, (2008), *Cost Accounting*, Chennai: Margham Publications.

BOOKS FOR REFERENCE

- Jain S.P. & Narang K.L., (2006). *Cost Accounting*, Kalyani Publishing House.
- Horngren, Charles, Foster and Datar, (2006). *Cost Accounting-A Managerial Emphasis*, New Delhi: Prentice- Hall of India.

- Khan M.Y and Jain P.K, (2006). *Management Accounting*, New Delhi: Tata McGraw Hill.
- Maheshwari S.N., (2005). *Advanced Problems and Solutions in Cost Accounting*, New Delhi: SultanChand.
- Arora M.N., (2005). *Cost Accounting-Principles and Practice*, NewDelhi: Vikas PublishingHouse.
- Pillai &Bhagawati, (2005). *Cost Accounting*, New Delhi: SultanChand.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
FOR B.COM GENERAL & COMPUTER APPLICATIONS

SEMESTER IV MAJOR ELECTIVE -1
FUNDAMENTALS OF PROGRAMMING

HOURS PER WEEK : 5

CODE : U15CO4METO2

NO.OF CREDITS : 5

OBJECTIVES

- To enable the students to learn the history of programming languages, features of C and to develop programming skills.

UNIT I

15 Hrs

COMPUTER LANGUAGES: Analogy with Natural Languages - Machine Language - Assembly Language - High Level Language - Object Oriented Programming Languages - Some High Languages - Some More High Languages - Characteristics of a Good Programming Language - Selecting a Language for Coding an Application - Subprogram.

UNIT II

15 Hrs

PLANNING THE COMPUTER PROGRAM: Purpose of Program Planning – Algorithm –Flowchart – Pseudocodes. **SYSTEM IMPLEMENTATION AND OPERATION:** Testing and Debugging – Documentation - Changeover to the New System - System Evaluation - System maintenance.

UNIT III

15 Hrs

Introduction – Importance of C - Basic Structure of C programs - Programming Style - Executing a C program - Constants, Variables and Data Types - Operators and Expression.

UNIT IV

15 Hrs

Managing Input and Output Operators - Decision making and branching - Decision making and looping.

UNIT V

15 Hrs

C FUNCTION: Character Arrays and String – User defined functions. **ARRAY:** Introduction - One-dimensional arrays - Two-dimensional arrays - Multidimensional arrays. **STRUCTURE:** Structure definition - giving values to members - structure initialization - using structures - arrays of structures.

TEXT BOOKS

1.Pradeep K.Sinha , Priti Sinha, “**Computer Fundamentals**”, BPB publications,2003

UNIT I : Chapter 12.

UNIT II : Chapter 11, 13.

2. E.Balagurusamy, "**Programming In ANSI C**", 7th Edition.

UNIT III : Chapter 1,2,3.

UNIT IV : Chapter 4,5,6.

UNIT V : Chapter 7(7.1,7.2,7.5,7.7),8,9,10(10.2,10.2,10.3,10.4,10.9)

BOOKS FOR REFERENCE

1. Herbert Schildt, "**C Made Easy**", Computer Science Series, Tata McGraw Hill International Editions, 1987.
2. Herbert Schildt., "**The Complete Reference C**", Tata McGraw Hill, Fourth Edition 1995.
3. E. BalaGurusamy, " **Programming in ANSI C**", Third Edition, Tata McGraw Hill, New Delhi.
4. C. Xavier, "**C Language and Numerical Methods** ", New Age International (P) Ltd.
5. Yahswant Kanethkar, "**Let Us C**", Tata McGraw Hill Publications, New Delhi.

PRACTICAL

1. Simple program.
2. Program to check whether a number is positive or negative or zero using if statement.
3. Program to check vowel or consonant using switch case statement.
4. Program to check whether a number is prime or not using while statement.
5. Program to generate multiplication table using do...while statement.
6. Program to check the given string is palindrome or not using for statement.
7. Program to display Fibonacci series.
8. Program to find the smallest and largest number among 'n' numbers.
9. Program to add two matrices.
10. Program to find the sum of 'n' numbers by making function.
11. Program to calculate factorial of a number using recursion.
12. Program to generate the mark sheet of the student using structure.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER IV -
ALLIED OPTIONAL -5 CREATIVE ADVERTISING

HOURS :4
CREDITS :4

CODE : U15CO4AOT06
MARKS:100

OBJECTIVES

1. To understand the importance of advertising in today's world.
2. To expose the students to the use of creativity in advertising.
3. To help the students to understand the process of creating an advertisement.

UNIT I: INTRODUCTION

Creativity in Advertising – Creative Process- Creative Thinking – Lateral thinking techniques- Bigidea-Advertising Appeals-Selling style-Creative Strategies-Copy Platform-Copy Writing -Print Copy Elements-Types of headlines-Types of copy – Elements and Principles of Design- Layout Types.

UNIT II: ADVERTISING PLANNING

Communication Process – Exposure and Familiarity Model – Response Hierarchy Model — Attractive Elements in Advertising- Advertising Target Audience -Understanding Audience - Controlling Zapping and Zipping -Brand Positioning-Advertising Planning –Unique Selling Proposition and Key Selling Points – Advertising Objectives –Budget Allocation – Factors Affecting Budget Allocation.

UNIT- III ADVERTISING PRODUCTION

Designing Print Advertisement – Choosing a Format – Designing a Page – Working with Visuals– Typography and Copy Testing – Print Advertisement Production Process- Thumbnails to Machine Ready Copy- Television Commercials –Types-Story Board-Radio Commercials-Types Production Process- Web Advertising-Designing Web Advertisements- Production Process.

UNIT IV: ELECTRONIC MEDIA

Types of media –Print- Television –Radio- Electronic and Internet- Outdoor Publicity - Direct Mail and Other Social Media-QR Code-Pros and Cons of Each Medium –Timeframe-Media Vehicle – Media Planning-Media Principles and Strategies- Ratings and Reach- Software Assistance- Space and Time Buying- Media Evaluation – Emerging Media - Salesmanship in Advertising- Public Relations in Advertising – Advertising Research and Measuring Advertising Effectiveness.

UNIT V: PHOTOSHOP AND MAYA

Photoshop -Working with Images - Resizing & Cropping Images- Layers- Painting .

BOOK FOR STUDY

- Belch E.George, Belch A. Michael, Advertising and Promotion (An Integrated Marketing Communications Perspective), 6th Edition, Tata McGraw Hill, New Delhi, 2007.
- Kazmi SHH, Batra Satish K, Advertising and Sales Promotion, 3rd Edition, Excel Books, New Delhi, 2008.

BOOKS FOR REFERENCE

- Bovee Courtland L., Thill John V., Dovel George P. and Wood Marian Burk, Advertising Excellence, 1st Edition, McGraw – Hill, New York, 1995.
- Jefkins Frank, Yadin Daniel, Advertising, 4th Edition, Pearson Education, New Delhi, 2009.
- Gupta C.B, Advertising and Personal Selling, 2nd Edition, Sultan Chand and Sons, New Delhi, 2008.
- Gupta S.L., Ratna V.V., Advertising and Sales Promotion Management, 1st Edition, Sultan Chand and Sons, New Delhi, 2011.
- Saravanavel and Sumathi, Advertising and Salesmanship, 2nd Edition, Margham Publications, Chennai, 2010.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER IV, ALLIED OPTIONAL - 5
LABOUR LAWS

HOURS :4
CREDITS:4

CODE : U15CO4AOT07
MARKS:100

OBJECTIVES

1. To familiarize the students with respect to various labour legislation like Factories Act, Industrial Disputes Act, etc.
2. To expose the students to legislation's relating to welfare of workers such as Payment of wages Act, Workman's Compensation Act, etc.
3. To make the students to understand and appreciate the importance of Industrial legislations to Labour, Business and Society

UNIT 1: FACTORIES' ACT

Labour law – Its scope and object --Factories Act, 1948 (with amendments) : Definitions – Health – Safety – Welfare –Working hours of women and young children - Annual leave with wages – Penalties.

UNIT 2: WORKMAN'S COMPENSATION ACT

Workmen Compensation Act, 1926: Defenses available to employers before passing of the Act – Rules-Defences available to employees – Amount of compensation – Occupational diseases.

UNIT 3: PAYMENT OF WAGES ACT & MINIMUM WAGES ACT

The Payment of Wages Act, 1936(with amendments): Definitions- Rules for payment of wages- Deductions from wages- Maintenance of registers & records- Inspectors-Appeal- Penalties- Payment of Minimum Wages Act 1948 – provisions.

UNIT 4: INDUSTRIAL DISPUTE ACT

Industrial dispute Act, 1947(with amendments) - Meaning - Objectives - Definitions- Relief notice of charge in condition - Grievance - Settlement authority - Reference of dispute - Arbitration- Strikes and lock Outs- Layoff- Retrenchment – Special provisions- Unfair labour practices.

UNIT 5: TRADE UNION ACT

The Trade Union Act, 1926: Definition - Registration of trade Unions - Funds of trade union - rights and liabilities of registered trade union - Recognition of Trade Unions - Penalties.

BOOKS FOR STUDY

- N.D. Kapoor, A handbook on Industrial Laws, Sultan Chand & Sons, NewDelhi, 2005.
- H.Samuel, Industrial Law, Vikhas Publications New Delhi,2002.

BOOKS FOR REFERENCE

- Malhotra, The Law of Industrial Disputes, Vikhas Publications NewDelhi.2004.
- J.R. Carby Hall, Principles of Industrial Law, Pearson Publication.2003.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 ONWARDS SEMESTER IV,
ALLIED OPTIONAL – 5 FINANCIAL SERVICES

HOURS:4

CODE :U15CO4AOT08

CREDITS:4

MARKS:100

OBJECTIVES

1. To understand the basics of financial services and its various dimensions, evaluation and benefits to the economy
2. To identify the importance of diverse facets of the services in the development of Indian financial system.

UNIT I – INTRODUCTION TO FINANCIAL SERVICES & MERCHANT BANKING

Meaning – Features – Importance – Financial services and Promotion of industries.

Merchant Banking: Origin - Development of Merchant Banking in India - Importance – Categories – Services - Default & Penalty.

UNIT II - VENTURE CAPITAL & LEASE FINANCING

Venture Capital financing: Meaning – Features – stages of financing – Redemption- Venture capital in India.

Lease Financing: Meaning – types – Difference between Lease and Hire Purchase - advantages – shortcomings.

UNIT III – FACTORING AND FORFAITING

Factoring: Meaning – Modus operandi - Types - Functions – Benefits – Factoring in India.

Forfaiting: Definition – Modus operandi – Benefits - Factoring vs Forfaiting.

UNIT IV – SECURITISATION OF DEBT

Securitisation: Meaning - Securitisation Process – Merits – Securitisable assets – Types of Securities – Conditions for successful securitisation

UNIT V – MUTUAL FUNDS AND CREDIT RATING

Mutual fund : Meaning – objectives – types – Merits – shortcomings - Credit Rating Agencies : Meaning – functions – Credit Rating Agencies in India, CRISIL, ICRA, & CARE and Credit Rating Symbols. .

BOOKS FOR STUDY

- Gordon and Natarajan, *Financial Services and Markets*, Himalaya Publishing House, 2010
- Khan M.Y., *Financial Services*, New Delhi : Tata McGrawHill.

BOOKS FOR REFERENCE

- Machiraju H.R, *Indian Financial System*, Delhi :Vikas PublishingHouse.
- Chandler M.V. and Goldfeld.S.M.,*Economics of Money and Banking*, New York : Harper andRow.
- Gupta Suraj B., *Monetary Economics*, New Delhi : S. Chand andCo.
- Gurusamy. S, *Financial Services*, Tata McGraw Hill Education Pvt. Ltd,2011
- Shashi & Gupta, *Financial Services*, Kalyani Publishers, 3rd Edition,2010

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM FROM 2015 ONWARDS
SEMESTER IV, ALLIED OPTIONAL – 6
CONSUMER BEHAVIOUR

HOURS PERWEEK:4
NO.OF CREDITS:3

CODE: U15CO4AOT10

OBJECTIVES

1. To understand consumers' behavior and how they make decisions.
2. To appreciate the personal and environmental factors that influence consumer decisions.
3. To understand the strategic implications of consumer influences, and marketing decisions

UNIT – I:INTRODUCTION

Definition, scope, and application of Consumer Behavior- Evolution of Consumer Behavior Behavioral Dimension-Interdisciplinary Nature of Consumer Behavior studies – laws relating to consumer behavior

UNIT – II: THE CONSUMER DECISION MAKING PROCESS

Buying Motives - Buying Roles, Consumer Decision Making Process, Levels of Consumer Decision Making, Perspectives - Models

UNIT – III: PSYCHOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING

Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement; Consumer Learning, Personality, Self-concept and Self-image; Consumer Perception, Risk and Imagery; Consumer Attitude: Belief, Attitude and Intention, Formation - Change - Consumer Communication.

UNIT – IV: SOCIOLOGICAL INFLUENCES

Consumer groups - Consumer reference groups, Family and Life cycle, Social class and mobility, lifestyle analysis - Culture; Sub-Culture, Cross Culture - Interpersonal Communication and influence, Opinion Leadership.

UNIT V Consumer Protection Act

UNIT – V :DIFFUSION OF INNOVATION

Consumer Orientation - Diffusion Process, Adoption Process, Consumer Innovators, Multiplicative Innovation Adoption (MIA) Model.

BOOK FOR STUDY

- Schiffman, Leon.G, Kanuk Leslie Lazar, and Kumar Ramesh. S., Consumer Behavior; Pearson Education, 10th Edition, 2012.

- Gupta S.L & Pal Sumitra, Consumer Behaviour: An Indian Perspective Text and cases; Sultan Chand, 2nd Edition, 2011

BOOKS FOR REFERENCE

- Peter Paul J., and Olson Jerry C., Consumer Behavior and Marketing Strategy, Irwin/McGraw Hill Higher Education, 2009.
- Solomon, M.R., Consumer Behavior: Buying, Having, and Being, PHI Learning, 9th Edition, 2011.
- Loudon, David, Bitta Albert Della, Consumer Behavior: Concepts and Applications; Tata McGraw Hill Education Private Limited, 4th Edition, 2001.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM REGULAR/ COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER IV, ALLIED OPTIONAL - 6
ORGANIZATIONAL BEHAVIOUR

HOURS :4
CREDITS :3

CODE : U15CO4AOT11
MARKS:100

OBJECTIVES

1. Understand and appreciate individual & group behaviour in an organization.
2. Acquire and enhance skills, for managing, organizational behaviors successfully

UNIT I : BASICS OF ORGANISATIONAL BEHAVIOUR

Definition - Importance and Applications of Organizational Behaviour – Organizational Behaviour in a global context – Hofstede's findings.

UNIT -II INDIVIDUAL BEHAVIOUR

Biographical characteristics – Ability – Personality – Learning – Perception – factors influencing perception – values – types of values – sources of attitudes – cognitive dissonance theory.

UNIT -III MOTIVATION CONCEPTS

Behaviour modification – participative management – performance based compensative – flexible benefits – two tier pay systems, alternative work schedules – job redesigning – stress management Strategies.

UNIT -IV GROUP BEHAVIOUR

Group behaviour and group decision making – Classification of groups – stages of group development – group decision making.

UNIT V: CONFLICT MANAGEMENT

Leadership and power – sources of power - tactics – coalitions – organizational politics – conflict process – managing inter group conflict. Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions.

BOOK FOR STUDY

- Robbins Stephen P., Essentials of Organizational Behavior, Pearson Education, 2010.
- Sekaran Uma, Organizational Behavior: Text and Cases, Tata McGrawHill Education Private Limited, 2009.

BOOKS FOR REFERENCE

- Robbins Stephen P., Organizational Behavior, Pearson Education, 14th Edition, 2011.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM REGULAR/ COMPUTER APPLICATIONS - FROM 2015 ONWARDS
SEMESTER IV, ALLIED OPTIONAL – 6
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

HOURS :4
CREDITS :3

CODE :U15CO4AOT12
MARKS:100

OBJECTIVES

1. To provide knowledge on the various investment avenues that benefit the individuals and nation.
2. To introduce the students the application of various tools and techniques of Security Analysis.

UNIT I INVESTMENT

Investment –Differences of Investment, Speculation, Gambling -Objectives of Investment- Essentials of an Investment programme- Investment process-Investment alternatives-Real, Contingent and Titular Investments- Mutual Funds.

UNIT II NEW ISSUE MARKET

New issue Market-Methods of floating new issues –Parties and players involved in a new issue market - The secondary market –Differences between Primary market and Secondary market- Functions of Stock exchange –NSE.

UNIT III FUNDAMENTAL ANALYSIS

Fundamental Analysis-Economic Analysis-Industry Analysis-Factors influencing the growth of an Industry-Classification of an Industry – Life cycle of an Industry- Company Analysis-Factors to be considered while evaluating a Company.

UNIT IV TECHNICAL ANALYSIS

Basic Assumptions of Technical analysis –Differences between technical and fundamental analysis - Dow Theory - Primary trend - Secondary trend - Minor trends- Important chart patterns adopted in technical analysis.

UNIT – V PORTFOLIO MANAGEMENT

Portfolio construction and choice –objectives – Risks in Investments-Systematic Risk- Unsystematic Risk.-principles of portfolio construction-portfolio Management –Principle and Process of Portfolio management.

BOOK FOR STUDY

- Punithavathi Pandian, (2013), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd, New Delhi.

- Preethi Singh ,(2013), Investment Management ,Himalaya Publishing House,New Delhi

BOOKS FOR REFERENCE

- Natarajan L, (2013), Investment Management, Security Analysis and Portfolio management, Margham Publications,Chennai.
- Avadhani VA, (2008), Investment and Securities Market in India,Himalaya Publishing House,Mumbai.
- Bhalla VK, (2009), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, NewDelhi.
- Prasanna Chandra, (2009), Investment Analysis and Portfolio Management,Tata McGraw-Hill Publishing Company Limited, NewDelhi.
- Graham and Dodd, (2010), Investment, Tata McGraw - Hill Publishing Company Limited, NewDelhi.

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.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 theBody” Claretian Publications, Malleswaram, Bangalore560055.

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:U12VE4LVBO2

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) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 SEMESTER V-
PART II MAJOR CORE -7: PRINCIPLES OF AUDITING**

HOURS PERWEEK :5
NO.OFCREDITS 4

CODE : U15CO5MCT07

OBJECTIVES

- To provide an understanding of the principles and practice of Auditing.
- To enable the students to understand the audit of companies and the procedure for systems audit and investigation

UNIT - I INTRODUCTION

Audit : - Objectives - Types - Advantages and Limitations - Qualities of an auditor. Internal Control : Internal Check and Internal Audit – Audit Programme - Audit note book - Working papers.

UNIT - II VOUCHING

Vouching: Voucher - Vouching of cash transactions - Vouching of trade transactions: Purchases, Purchases returns, Sales and Sales returns

UNIT -III VERIFICATION OF ASSETS AND LIABILITIES

Verification of Assets and Liabilities: Fixed assets - Current assets - Wasting assets - Intangible assets - Problems in valuations of assets - Auditor's position as regards the verification and valuation of assets - Valuation of liabilities - Reserves and Provisions - Classification.

UNIT - IV STATUTORY AUDITOR

Audit of Limited Companies - Qualifications of an auditor - Appointment, Removal, Status, Powers and Duties of an auditor - Auditor's Report - Clean and Qualified Report - Liabilities of an auditor: Liabilities in case of non-statutory audit and company audit

UNIT - V INVESTIGATION AND AUDITING AND ASSURANCE STANDARDS(AASs)

Investigation: Meaning- Characteristics of Investigation-Duties Of Investigator-Purpose of Investigation-Difference between Audit and Investigation-Types of Investigation- Investigation under different situations – Standards of Auditing-Professional Pronouncements in India-Basic Principles Governing an Audit – Basics Of AASs 1 – 5.

BOOKS FOR REFERENCE

- Tandon B.N., (2005). *Principles of Auditing*, New Delhi : S. Chand & Co.
- Dr.Radha., (2016). *Practical Auditing*, Chennai: Prasanna Publishers
- Dr.K.Sundar & K.Paari., (2014), *Practical Auditing*, Chennai, Vijay Nicole
- Pagare Dinker, (2004). *Principles and Practice of Auditing*, New Delhi : Sultan Chand.

- Gupta Kamal, (2005). *Contemporary Auditing*, New Delhi: Tata McGrawHill.
- Sharma T.R., (2005). *Auditing Principles and Problems*,
Agra:SahityaBhawan.

* * * * *

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2015 SEMESTER V
PART III MAJOR CORE -8: INCOME TAX LAW AND PRACTICE**

HOURS PER WEEK:5

CODE : U15CO5MCT08

NO.OFCREDITS:4

OBJECTIVES

- To provide an understanding of the basic principles of Income Tax Law so as to enable the students to compute tax of an individual assessee.

UNIT – I INTRODUCTION AND RESIDENTIAL STATUS

Income Tax Act - Introduction and important definitions - Assessment year, Previous year, Person, Assessee.

Determination of residential status - Scope of total income

UNIT – II INCOME FROM SALARIES

Income from Salaries - Chargeability - Allowances - Pension - Perquisites, Gratuity; Encashment of earned leave - Deductions from salary under sec.16 - Computation of salary income.

UNIT – III INCOME FROM HOUSE PROPERTY AND CAPITAL GAINS

A. Income from House Property - Annual Value : Let out and self occupied property - Deemed to be let out property- Deductions under sec.24.

B. Capital gains - Chargeability - Capital asset - Cost of acquisition - Transfer - Simple computation of capital gains – Exemptions under Sec 54, 54EC, 54F.

UNIT – IV PROFITS AND GAINS OF BUSINESS OR PROFESSION

Profits and gains of business or profession: Meaning and scope - Depreciation under Section 32 - Deductions under Sections 36 and 37 - Expenses and payments not deductible - Computation of income under this head.

UNIT – V INCOME FROM OTHER SOURCES AND TAX LIABILITY

A. Income from other sources - Casual income- Interest income - Rate of TDS and grossing up. Dividends - Winnings from lotteries, Crossword puzzles, and Card games.

B. Deductions in computing total income (Sec 80C, 80D, 80E, 80G, 80U) Computation of tax.

Theory - 30% Problem - 70%

BOOKS FOR STUDY

- Singhanian V.K., *Student's Guide to Income Tax*, Delhi: Taxman.

BOOKS FOR REFERENCE

- Lal B.B, *Income Tax Law & Practice*, New Delhi: Pearson Education.
- Manoharan, *Principles of Income Tax*, New Delhi: S. Chand & Sons.
- Dinker Pagare, *Income Tax Law and Practice*; New Delhi : Sultan Chand & Sons.
- Gaur & Narang, *Income Tax Law and Practice*

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS - FROM 2014 ONWARDS - SEMESTER V
PART III MAJOR CORE -9 CORPORATE ACCOUNTING II

HOURS PER WEEK :5 **CODE : U15CO5MCT10**
NO. OF CREDITS 4

OBJECTIVES

To provide an understanding and working knowledge of company accounts and special accounts.

UNIT – I AMALGAMATION AND RECONSTRUCTION

Amalgamation in the nature of merger and in the nature of purchase. External Reconstruction and Internal Reconstruction excluding Inter-Company holdings

UNIT – II HOLDING COMPANY ACCOUNTS

Preparation of Consolidated Balance Sheet – Cost of Control, Minority Interest – Revenue and Capital Profits – Revaluation of assets- Issue of bonus shares excluding dividends

UNIT – III LIQUIDATION ACCOUNTS

Liquidation of Companies - Preparation of Statement of Affairs - Deficiency Account- Liquidator's Final Statement of Account.

UNIT – IV FINAL ACCOUNTS OF BANKING COMPANIES

Accounts of Banking Companies (New form) – Preparation of Profit and Loss Account and Balance Sheet with Schedules- NPA (Non Performing Assets) Meaning Classification and Provisioning.

UNIT – V INSURANCE COMPANIES

Accounting for Life Insurance Business and General Insurance (Fire and Marine)- Revenue Accounts and Balance sheet as per the new format.

Theory-20% Problems -80%

BOOKS FOR STUDY

- Reddy & Murthy, (2006). *Financial Accounting*, Chennai: Margham Publishers.
- Gupta. R.L. & Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.

BOOKS FOR REFERENCE

- Shukla. M.C. & Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S. Chand & Co.,
- Jain. S.P. & Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: Himalaya Publications.

- Dr K S Raman & S.N. Maheswari, (2007). *Financial Accounting*, New Delhi: Vikas Publication.

* * * * *

**HOLY CROSS COLLEGE (AUTONOMOUS) TRICHIRAPPALLI - 2
B.COM. COMPUTER APPLICATIONS SEMESTER-V**

MAJOR CORE-10 PROGRAMMING IN C

**HOURS PER WEEK :5
NO. OF CREDITS:4**

**CODE :U15CO5MCT09
MARKS: 100**

OBJECTIVE:

- To enable the students to learn the features of C, develop Programming skill.

UNIT – I INTRODUCTION

Introduction - features of C - basic structure of C programs - programming style - executing a C program - constants, variables and data types - operators and expression.

UNIT - II DECISION MAKING

Managing input and output operators - decision making and branching - Decision making and looping.

UNIT- III MATHEMATICAL FUNCTIONS

C functions, Mathematical functions - Sin - Cos - Tan, Sqrt - Pow - Log - Handling of Character Strings - User-defined functions.

UNIT- IV ARRAYS, STRUCTURES AND UNIONS

Introduction - One-dimensional arrays - Two-dimensional arrays - Initializing two-dimensional arrays - Multidimensional arrays. Structure definition - giving values to members - structure initialization - using a structures - arrays of structures - structures and functions.

UNIT –V POINTERS AND FILE OPERATIONS

Understanding pointers - pointers and functions - file operations, understanding files - declaring a file - opening a file - closing a file - input and output functions - formatted input and output - working with structures adding data to file - reading and printing a disk file.

BOOKS FOR STUDY

E. Balagurusamy, "**Programming In ANSI C**", 2nd Edition.

REFERENCE BOOKS

- Herbert Schildt, "**C Made easy**", Computer Science Series, McGraw-Hill International Editions, 1987.
- Herbert Schildt, "**The Complete Reference C**", Tata MC Graw Hill, Fourth Edition 1995.
- E. BalaGurusamy, "**Programming in ANSI C**", 3rd Edition.

- C.Xavier,"C Language and Numerical Methods ", New Age International (P)Ltd.
- Kenneth a. Barclay,"C Problem Solving and Programming".
- S.K.Srivatsava,"C in depth", BPB Publications, New Delhi.
- Yeshwant Kanetkar, "Let us C".

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS From 2015 onwards
SEMESTER V PART III- MAJOR ELECTIVE - 2: COMPANY LAW**

**NO.OFHOURS :5
NO.OFCREDITS:5**

**CODE :U15CO5MET02
MARKS:100**

COURSE OBJECTIVE:

- To understand the basic principles and practices of Company Law.

UNIT- I INTRODUCTION

Company - Definition - Kinds – Characteristics – Incorporation

UNIT- II STATUTORY DOCUMENTS

Memorandum and Articles of Association- Doctrine of Ultra Vires- Doctrine of Indoor management - Doctrine of Constructive notice.

UNIT- III SHARE CAPITAL AND DEBENTURES

Shares- Kinds- Redemption of preference shares- Premium and discount-Prospectus- Allotment-Forfeiture-Reissue and Rights Issue of shares- Transfer and transmission of shares. Debentures –Kinds-Redemption of Debentures-Borrowing powers of the company

UNIT- IV COMPANY MANAGEMENT

Administration –Directors –Managing Directors-Company Secretary- Qualification and Dis-qualification- Appointment- Powers-Duties -Rights and Liabilities.

UNIT- V COMPANY MEETINGS

Company meetings - Kinds - Notice - Quorum –Proxy- Agenda-Postal Ballot-Minutes- Ordinary and Special Resolutions.

TEXT BOOK:

- Kapoor N.D, Elements of Company Law, Sultan Chand & Sons, New Delhi, 2016.

BOOKS FOR REFERENCE:

- PPS Gogna,A textbook of company law,S.Chand Publishing,2016
- J.Santhi,Company Law & Secretarial Practice, Margham Publications,2016

HOLY CROSS COLLEGE (AUTONOMOUS) TRICHY-2.
B.COM COMPUTER APPLICATIONS SEMESTER-V
MAJOR ELECTIVE 2

ORACLE WITH DEVELOPER 2000

HOURS PERWEEK :5

CODE :U15CO5MET07

NO.OFCREDITS :5

MARKS:100

OBJECTIVE:

- To understand the basic concepts of Database Management System. To get through Knowledge on Normalization techniques. To Know the Effectivedesign and Business ApplicationDevelopment.

UNIT - I INTRODUCTION

Introduction-Advantages of database systems approach-Components of a Database Management Systems-History of Database Management System-Feasibility Study-Design systems –Class Diagrams-Data Types –Events.

UNIT- II DATA NORMALIZATION

Data Normalization –Tables, Classes and Keys-Normal Forms: First normal form-Second normal form-Third normal form- Boyce- Codd normal form-Data rules and integrity-Converting class diagrams to normalized tables-Data Dictionary.

UNIT- III DATA QUERIES

Data queries –Query Basics-Computations-Subtotals and GROUP BY command – QuerieswithMultiplatables-Subqueries–Joins–SQLDataDefinitionLanguage&SQLData Manipulation Language Commands –Quality: TestingQueries.

UNIT- IV FORMS

Working with Forms: Basic Concepts –Application development in FORM 5.0 – FORM Module – Using FORMS Builder-FORMS Wizards –Creating a FORM –Generating and Running a FORM.

UNIT- V REPORTS

Working with Reports: Features – Basic Concepts – Creating a Report using Oracle ReportBuilder-definingadatamoduleforaReport–Specifythelayoutforthereport–Specify a runtime parameter form for a report- Using Oracle Reports interface –Creating a default tabular report –Creating Computed Columns – Customizing ReportLayout.

BOOKS FOR STUDY:

- Gerald V.Post, "**Database Management Systems**", Second Edition, TATA McGraw-Hill Edition2002
 - UNITS- I, II,III
- Ivan Bayross,"**Commercial Application Development Using OracleDeveloper 2000**", BPB Publications, NewDelhi.
 - UNITS- IV,V

REFERENCE BOOKS

- Raghu Ramakrishnan And Johannes Gehrke, "**Database Management Systems**", Third Edition, McGraw-Hill, International Edition 2003.
- James Martin, "**Principles Of Database Management System**".
- Jeffrey D. Ullman, "**Principles Of Database System**", Galgotia publications, 1988.
- C.J. Date, "**An Introduction To Database Systems**", Narosa Publishing house, 1988.
- Bipin C. Desai, "**An Introduction To Database Systems**", Galgotia publications,

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.

**DEPARTMENT OF COMMERCE- SEMESTER V
NON MAJOR ELECTIVE PAPER – 1 (FOR U.G. COURSES)
BASIC PRINCIPLES OF ACCOUNTANCY**

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

**CODE:U15CO5NMT01
MARKS:100**

OBJECTIVES:

- To enable the students to understand the basic principles of double entry system of book-keeping and accounting.

UNIT – I INTRODUCTION

Accounting concepts and conventions – Capital expenditure and revenue expenditure.

UNIT – II ACCOUNTING CYCLE

Journalizing – Ledger posting - Preparation of trial balance.

UNIT – III SUBSIDIARY BOOKS

Recording in subsidiary books – Purchases book – Sales book - Purchases Returns book - Sales Return book.

UNIT – IV CASH BOOK

Recording in Three column cash book

UNIT – V FINAL ACCOUNTS OF A SOLE TRADER

Preparation of Trading and Profit and Loss account - Balance sheet (With only closing stock as adjustment)

BOOKS FOR STUDY:

- Reddy & Murthy, (2006). *Financial Accounting*, Chennai: Margham Publishers.
- Dalston L. Cecil & Jenitra L. Merwin, (2008). *Principles of Accountancy*, Trichy: Learntech Press.

BOOKS FOR REFERENCE:

- Shukla. M.C. & Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S. Chand & Co.,
- Jain. S.P. & Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Gupta. R.L. & Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: Himalaya Publications.
- Dr K S Raman & S.N. Maheswari, (2007). *Financial Accounting*, New Delhi: Vikas Publication.

HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI - 2.
DEPARTMENT OF COMMERCE
NME-1. SEMESTER-V
COSTING AND COST CONTROL TECHNIQUES

HOURS PER WEEK:2
NO. OF CREDITS :2

CODE :U15CO5NMT02
MARKS:100

OBJECTIVES:

- To provide a basic understanding of cost concepts and applications of cost control techniques.

UNIT – I INTRODUCTION

Costing – Definition-Cost concepts- Classification of cost –Methods of Costing –Techniques of Costing

UNIT – II ELEMENTS OF COST AND COST SHEET

Elements of cost – Preparation of cost sheet

UNIT – III MARGINAL COSTING

Marginal Costing: Fundamentals - Advantage & Limitations –Contribution-Profit – Volume ratio- Break Even Analysis Break-Even Point

UNIT – IV STANDARD COSTING

Standard costing: Standard cost-Variance Analysis – Material Variances – Cost, Price & Usage Variances.

UNIT – V BUDGETARY CONTROL

Budgetary Control -Advantages & Limitations –Preparation of Sales Budget, Production Budget Flexible Budget

BOOKS FOR STUDY

- Ramachandran R.& R.Srinivasan, *Cost Accounting*, Trichy: Sriram Publication.

BOOKS FOR REFERENCE

- Jain S.P.& Narang K.L., (2006). *Cost Accounting*, Kalyani Publishing House.
- Reddy & Hari Prasad Reddy, (2008), *Cost Accounting*, Chennai: Margha Publications.
- Khan M.Y and Jain P.K, (2006). *Management Accounting*, New Delhi: Tata McGraw Hill

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM COMPUTER APPLICATIONS
V SEMESTER – SBE-4
ENTREPRENEURIAL DEVELOPMENT

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

CODE :U15CO5SBP04
MARKS: 100

Course objective:

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

UNIT I :INTRODUCTION:

Evolution of the concept of entrepreneur - Characteristics - functions of an entrepreneur - Concept of entrepreneurship - Growth of entrepreneurship in India

UNIT II: WOMEN ENTREPRENEURSHIP

Concepts- Functions of women entrepreneurship - Development

Unit III: FACTORS AFFECTING ENTREPRENEURIAL GROWTH

Economic factors and non - Economic - Government actions.

UNIT IV: GOVERNMENT POLICY AND INCENTIVES:

Government policy for small scale enterprises - Taxation Benefits

UNIT V: ENTREPRENEURIAL SKILLS (Practicals)

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

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) TIRUCHIRAPALLI - 2.
B COM COMPUTER APPLICATIONS From 2015 Onwards SEMESTER VI
PART III MAJOR CORE -11: MANAGEMENT ACCOUNTING

HOURS PER WEEK :6
NO.OF CREDITS:5

CODE : U15CO6MCT12

OBJECTIVES

- To provide an understanding of various tools of financial analysis.
- To enable the students to interpret financial data.

UNIT – I INTRODUCTION AND RATIO ANALYSIS

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.

UNIT – II FUND FLOW ANALYSIS AND CASH FLOW ANALYSIS

Fund 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 3 (Revised).

UNIT – III MARGINAL COSTING AND BREAK-EVEN ANALYSIS

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

UNIT – IV BUDGETARY CONTROL

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

UNIT – V STANDARD COSTING AND VARIANCE ANALYSIS

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

THEORY - 30% PROBLEMS - 70%

BOOKS FOR STUDY

- Shashi K. Gupta & Sharma R.K, *Management Accounting*, New Delhi: Kalyani Publishers.

BOOKS FOR REFERENCE

- Maheswari S.N., *Management Accounting*; New Delhi : Sultan Chand and Sons.
- Khan and Jain, *Management Accounting*, New Delhi : Tata McGraw Hill.
- Dr. R. Ramachandran & Dr. R. Srinivasan, *Management Accounting*, Trichy : Sri Ram Publishers.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B COM COMPUTER APPLICATIONS From 2015 Onwards SEMESTER VI
PART III MAJOR CORE -12: FINANCIAL MANAGEMENT

HOURS PERWEEK :6

NO.OFCREDITS:5

CODE :U15CO6MCT13

OBJECTIVES

To provide an insight into financial decision making procedures and their applications in complex financial management.

UNIT – I INTRODUCTION

Financial Management - Nature and Scope - Objectives of Financial Management - Profit Maximization Vs Wealth Maximization - Functions of Financial Manager - Time Value of Money-Discounting Technique, Compounding Technique, Sinking Fund Factor and Capital Recovery Factor and Effective Rate of Interest. Cost of capital – Computation of Specific and weighted average cost of capital.

UNIT – II CAPITAL STRUCTURE THEORIES AND LEVERAGES

Capital Structure Theories - NI approach - NOI approach - MM approach - Traditional approach – Factors determining capital structure – Analysis of leverages: operating leverage, Financial leverage and Combined leverage - EBIT, EPS analysis - Indifference point

UNIT – III CAPITAL EXPENDITURE DECISIONS

Capital Expenditure Decisions - Methods of ranking investment proposal: Pay back period , Net present value method, Internal rate of return method and Average rate of return

UNIT – IV WORKING CAPITAL MANAGEMENT

Working Capital Planning – Risk profitability trade off - Determination of working capital - Financing of working capital – Management of Cash – Baumol Model Miller Orr Model Receivables Management – Credit standards – Credit terms – Collection policies.

UNIT – V DIVIDEND POLICIES

Dividend Policies: Issues in dividend decisions - Walter's model - Gordon's model - MM hypothesis - Dividend and uncertainty - Dividend policy in practice.

BOOKS FOR STUDY

- Shashi K. Gupta and Sharma R.K. (2008). Financial Management, New Delhi: Kalyani Publishers.

BOOKS FOR REFERENCE

- Maheswari S.N., *Elements of Financial Management*, New Delhi: Sultan Chand and Sons.
- Khan M.Y and Jain P.K, *Financial Management, Text and Problems*; New Delhi: Tata McGraw Hill.
- Panday I.M., *Financial Management*; New Delhi :Vikas Publishing House.
- Van Horne J.C., *Financial Management and Policy*; New Delhi : Prentice Hall of India.
- Prasanna Chandra, *Financial Management, Theory and Practice*, New Delhi: Tata McGraw Hill.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B COM COMPUTER APPLICATIONS
From 2015 Onwards SEMESTER VI PART III
MAJOR CORE 13- BUSINESS ENVIRONMENT

HOURS PER WEEK : 6

NO.OF CREDITS: 5

CODE: U15CO6MCT14

MARKS: 100

OBJECTIVE

1. To provide an overview of business environment
2. To help, analyze and appreciate the importance of key environmental factors
3. To understand the elements of global business environment and its implications

UNIT I BUSINESS ENVIRONMENT- AN OVERVIEW

Nature & Scope of business – Business Environment – Types – Micro & Macro Environment
Environmental Analysis & Strategic Management Process – Importance & Limitations
Approaches to Environmental Analysis.

UNIT II ECONOMIC ENVIRONMENT

Brief history of planning in India – Five Year Plans in India Budgets – Finances of the Union and the State Governments – Finance Commission Economic Parameters – Description of Indices: corruption perception index, micro economic competitiveness index, technology index.

UNIT III POLITICAL ENVIRONMENT

Constitutional Environment – Features – Fundamental Rights & Duties – Functions & Economical Roles of the State- Environment Protection Act – Competition Act.

UNIT IV SOCIAL & CULTURAL ENVIRONMENT

Demographic Environment – Culture Business – Impact of foreign culture on business
Business & Society – Business Ethics – Social Responsibilities of business towards different groups.

UNIT V GLOBAL ENVIRONMENT

Globalization – Meaning & Strategies for Globalisation – Role of Foreign Capital – Functions of WTO & GATT – Trading blocks in Globalisation – Impact of Globalisation on India.

BOOKS FOR STUDY

- C.B.Gupta, (2006). *Business Environment*, New Delhi: Sultan Chand & Sons.

BOOKS FOR REFERENCE

- Aswathappa K. (2005). *Legal Environment of Business*, New Delhi: Himalaya publishing House.
- Aswathappa K. (2005). *Essentials of Business Environment*, New Delhi: Himalaya publishing House.
- Adhikary. M., (2006). *Economic Environment of Business*, New Delhi: Himalaya Publishing House.
- Francis Cherunilam, (2006). *Business Environment*; New Delhi : Himalaya Publishing House.
- Sundaram & Black, (2004). *The International Business Environment*, New Delhi: Prentice Hall.

HOLY CROSS COLLEGE (AUTONOMOUS),TIRUCHIRAPALLI – 620 002.

B.COM. COMPUTER APPLICATIONS SEMESTER: VI

MAJOR CORE -13:MULTIMEDIA AND WEB DESIGNING

NO.OFHOURS :6

CODE :U15CO6MCT16

NO.OFCREDITS:5

MARKS:100

OBJECTIVE:

- To learn the concepts and techniques in multimedia.
- To know the fundamental concepts in internet.
- To learn and implement the flash concepts.

UNIT - I MULTIMEDIA

Multimedia An Introduction: Definition – Multiple facts of multimedia – various classifications.

Multimedia Software: Varieties of Multimedia software – Drivers, Players, Tools and applications.

Texts in Multimedia: Text as a part of multimedia project – Designing texts for multimedia – Multimedia Text (Display Design considerations and content design consideration) – Hypermedia – Hypertexts. Multimedia Animation: Animation in Multimedia Projects – Object and Cell animation – 2D & 3D animations.

UNIT- II INTERNET

Introduction to the Internet: Computers in Business – Networking – Internet – Email – Resource sharing – Gopher – WWW – Usenet – Telnet – Bulletin Board Service – Wide Area Information Service. Introduction to HTML – Designing a Home Page – History of HTML – HTML Generations – HTML Documents – Anchor Tag – Hyperlinks – Sample HTML Documents.

UNIT- III HTML

Head and Body Section – Designing Body Section – DHTML and style sheets : Defining styles – Elements of styles – Linking a style sheet to an HTML document – In-Line styles – External style sheets – Internal style sheets – Multiple styles.

UNIT -IV FLASH -I

Getting To Know Flash 5: Flash Concepts – Creating a Flash Document – Configuring the Flash Movie – Modifying the Grid – Introducing the Toolbars (Windows Only) – Introducing the Toolbox – Introduction Layers – Using Flash Panels – Using the Flash Document Library – Using the Library Options Menu – Using Library Folders – Editing Library Items – Using the Common Libraries – Using Context Menus. Creating Graphic Objects: Creating a Custom Line Style – Adjusting Pen Tool Preferences – Deleting Points from a Path – Modifying Points Along a Path. Modifying Objects – Smoothing and Straightening Objects – Rotating Objects – Scaling Objects.

UNIT -V FLASH -II

Publishing Your Flash Production: Using the Bandwidth Profiler – Using the Frame by Frame Graph view – Using the Streaming Graph view – Changing Download Settings – Using the Show Streaming Command – Using the Movie Explorer – Optimizing Your Flash Movies – Publishing Your Flash Movie – Adjusting Publishing Settings – Adjusting Format Settings –

Adjusting HTML Settings –Adjusting Flash Settings –Publishing Movies in Projector Formats –Previewing the Publication –Publishing the Movie.

BOOKS FOR STUDY:

- S.Gokul, “Multimedia Magic”, BPB Publication, First Edition,1998.
- C.Xavier, “World Wide Web Design with HTML”, TMH, third Edition,2000
- Doug Sahlin, “Flash 5 Virtual Class room”, McGraw-Hill Companies, FirstEdition, 2001

BOOKS FOR REFERENCE:

- JofinF.KoegelBufard, “Multimedia Systems”, ACM pree, First Edition,1994.
- Judith JeffCoatte, “Multimedia in practice Technology and Applications”,Prentice Hall of India, First Edition,1995.
- S.K.Bansal,“InternetTechnologies”,A.P.HPublishingCorporation,FirstEdition, 2001.
- SharmBhngal, Amanda farr, PartrickRey, “Foundation Flash 5” friends of ED, First Edition,2000.
- Mathew David, “Flash MX -3D Graphics” Wiley-dreamtech IndiaPvt.Ltd.,First Edition,2003.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
B COM COMPUTER APPLICATIONS From 2015 Onwards SEMESTER VI
PART III MAJOR ELECTIVE – 3 RETAIL MANAGEMENT

NO.OFHOURS :5
NO.OFCREDITS:5

CODE: U15CO6MET03
MARKS:100

COURSE OBJECTIVE:

- To enable the students to understand the various concepts in Retailing

UNIT - I INTRODUCTION TO RETAILING

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

UNIT –II TRADITIONAL RETAIL FORMATS

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

UNIT - III MODERN RETAIL FORMATS

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.

UNIT- IV RETAIL STRATEGY PLANNING

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

UNIT -V RETAIL MARKETING STRATEGY

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

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 9th Edition, 2004.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
B COM COMPUTER APPLICATIONS
From 2015 - Onwards SEMESTER VI- PART - III
MAJOR ELECTIVE – 3 -INTERNATIONAL HUMAN RESOURCEMANAGEMENT

NO.OFHOURS :5
NO.OFCREDITS:5

CODE:U15CO6MET04
MARKS:100

COURSE OBJECTIVES:

- To enable the students to understand the various concepts in IHRM
- To understand the elements of global knowledge and IHRM implications
- To give insight into Cultural dimensions, recruitment, Training development and work life balance

UNIT- I IHRM IN INTERNATIONAL CONTEXT

IHRM –an overview approaches issues and challenges- trends –modes – developments.

UNIT - II CULTURAL DIMENSIONS, WORK LIFE BALANCE, EMPLOYEE RELATIONS

Understanding culture –determinants – importance of Cultural sensitivity – Cross-culture Models – communication work life balance, and employee relations.

UNIT - III INTERNATIONAL SELECTION AND RECRUITMENT

Personnel selection for overseas assignment, expatriate selection, selection in other countries. Recruitment- methods- Cross national advertising, internet recruitment.

UNIT - IV INTERNATIONAL STAFFING, TRAINING & DEVELOPMENT

International Laborer Market, HR requirements – staffing policies –sources.
Training & Development: reasons impact of different learning styles on training, types of Cross -culture training

UNIT- V NEW DEVELOPMENT IN IHRM & MANAGING HRM

Organizational capacity, HR support function – service centers, Global HR implications , Global e-enablement of HR processes - Talent management, Employment branding – management through the global networks – Global knowledge and Management strategies.

BOOKS FOR REFERENCE:

- P.L. Rao : International Human Resource Management –Text and Cases, Excel Books, New Delhi, First Edition 2008.
- Chris Brewer, Paul Sparrow & Guy Vernon: International Human Resource Management, Universities Press (India) Private Limited 2008.
- Neeshu Sharma & Atul Sharma: International HRM, Vayu Education of India, First Edition, 2014, New Delhi

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2.
B COM COMPUTER APPLICATIONS From 2015 Onwards
SEMESTER VI PART III
MAJOR ELECTIVE – 3 INTERNATIONAL FINANCIAL MANAGEMENT

NO.OFHOURS :5
NO.OFCREDITS:5

CODE:U15CO6MET05
MARKS:100

COURSE OBJECTIVE:

- To provide the students with the knowledge of Balance of payment ,FOREXmarket, Methods of Raising funds in International markets, Management transactions Exposure, International Monetary Systems and International methods of payment.

UNIT - I INTRODUCTION

Balance of Payment – Current A/c & Capital A/c – Functions and structure of Forex market – Spot & Forward transactions– Exchange rate theories –Purchasing Power Parity , Interest Rate Parity

UNIT II – MANAGEMENT TRANSACTIONS EXPOSURE

Methods of hedging of the Exposures – Overview of the methods of hedging the risks –Spot and Forward contracts – Swaps – Options & Futures

UNIT III – METHODS OF RAISING FUNDS IN INTERNATIONAL MARKETS

FDI – ADRS & GDRS – International Bonds market & Equity market – Euro Dollar / Euro Currency market – Instruments in International financial markets

UNIT IV – INTERNATIONAL MONETARY SYSTEMS

Bretton woods System –Fixed & Floating rate system – World bank – International Monetary Fund – Special Drawing Rights.

UNIT V – INTERNATIONAL METHODS OF PAYMENT

Letter of credit – Provision of UCPDC- Pre shipment & Post shipment finance– Factoring & Forfeiting services – Role of EXIM bank & ECGC

BOOK FOR STUDY:

Francis Cherunilam International Business Environment Himalaya Publishing House (2003)

BOOKS FOR REFERENCE:

- CheolS.Eun& Bruce G Restrick- International Financial Management – Tata Mc Graw publication
- Eun ,Cheol S. &David , Restrick&Percy- International Financial Management – Tata Mc Graw publication2003

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 2.
B.COM. COMPUTERAPPLICATIONS- SEMESTER – VI-
MAJOR ELECTIVE -3 FUNDAMENTALS OF E – COMMERCE

NO.OFHOURS: 5
NO.OF CREDITS:5

CODE: U15CO6MET06

OBJECTIVES

To provide an understanding of E-Commerce practices and Applications in business and marketing areas.

UNIT – I INTRODUCTION TO E-COMMERCE

Electronic Commerce: Meaning – Definition – Scope – Goals, functions – Significance – Benefits – Electronic Commerce evolution – advantages and disadvantages; Pre – Requisites Traditional commerce and electronic commerce – Role of e-commerce.

UNIT – II DRIVING THE E-COMMERCE REVOLUTION

E-Commerce activities – Major modes, models – B2 B, B2C, B2G, C2G, C2C – Development of e-commerce activities – Elements – Stages – Solutions – Targeting Strategy – e-commerce and internet – Brick & Mortar to click and mortar – Electronic markets in India – Pull & Push Marketing – WebPersonalization.

UNIT – III E-COMMERCE SOFTWARE

E-Commerce requirements – Web hosting – Basic packages – Security threats – CERT – four ‘C’s–EDI–E-Commerceimplementation–Evaluation–Issuesofe-commerce–Callcentre: Types of e-payment systems – Steps for e-payment: Traditional payment models – Problems – Electronic cash – Electronic wallets – Small cards and chargecards.

UNIT – IV STRATEGIES FOR MARKETING SALES & PROMOTION

Identifying and reaching customers – Creating and maintaining brands on the web – Banners ads – Business models for selling on the web – CRM Definition – Components – Need – Goal – Architecting – E-Commerce and thefuture.

UNIT – V PROSPECTS OF E-COMMERCE

E-business – Internet bookshops, grocery supplies – software supplies & support – Electronic newspapers – Online share dealing - Online shopping – Virtual auctions – E-diversity – E-security.

BOOKS FOR STUDY

- 1. Murthy C.S.V., (2003). *E-commerce concepts, models, strategies*, New Delhi : Himalaya PublishingHouse.

BOOKS FOR REFERENCE

- David Whiteley,(2001). *E-commerce strategy, technologies and applications*, NewDelhi :Tata McGraw Hill PublishingCompany.
- Gary P. Schneides, James.T Perry, (2001). *Electronic Commerce*, Cambridge : Course technology.
- KalakotaWhinston, (2006). *Fronties of Electronic Commerce*, Singapore : Pearson education.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM REGULAR FROM 2015 Onwards
SEMESTER VI: NON MAJOR ELECTIVE PAPER – 2
BASIC PRINCIPLES OF ACCOUNTANCY

HOURS PERWEEK :2
NO.OFCREDITS:2

CODE : U15CO6NMT01

OBJECTIVES

- To enable the students to understand the basic principles of double entry system of book-keeping and accounting.

UNIT – I ACCOUNTING

Accounting concepts and conventions – Capital expenditure and revenue expenditure.

UNIT – II ACCOUNTING CYCLE CONTD.

Journalizing – Ledger posting - Preparation of trial balance.

UNIT – III FINAL ACCOUNTS OF A SOLE TRADER

Preparation of Trading and Profit and Loss account - Balance sheet (With only closing stock as adjustment)

UNIT IV AND V

Practical

BOOKS FOR STUDY

- Reddy & Murthy, (2006). *Financial Accounting*, Chennai: Margham Publishers.
- Dalston L. Cecil & Jenitra L. Merwin, (2008). *Principles of Accountancy*, Trichy: Learntech Press.

BOOKS FOR REFERENCE

- Shukla. M.C. & Grewal T.S., (2006). *Advanced Accounts*, New Delhi: S. Chand & Co.,
- Jain. S.P. & Narang K.L., (2006). *Advanced Accounts*, New Delhi: Kalyani Publishers.
- Gupta. R.L. & Radhaswamy M., (2006). *Advanced Accounts* New Delhi: Sultan Chand.
- Dr M A Arulanandam, *Financial Accounting*, New Delhi: Himalaya Publications.
- Dr K S Raman & S.N. Maheswari, (2007). *Financial Accounting*, New Delhi: Vikas Publication.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B.COM REGULAR FROM 2015 Onwards
SEMESTER VI: NON MAJOR ELECTIVE PAPER – 2
MARKETING PRACTICES

HOURS PER WEEK:2

CODE :U15CO6NMT03

NO.OFCREDITS:2

OBJECTIVES

- To give basic understanding of the concepts of marketing.

UNIT – I INTRODUCTION

Meaning and Definition of Marketing – Classification of Market – Modern Market Concepts – Functions of Marketing.

UNIT – II PRODUCT

Product – Product Planning and Development – Product Life Cycle - Branding.

UNIT – III PRICING

Pricing – Objectives – Types of Prices – Factors affecting Prices – Pricing Policies.

UNIT – IV PHYSICAL DISTRIBUTION

Physical Distribution – Types of Channels – Factors determining Selection of a Channel – Middlemen Services.

UNIT – V PROMOTION

Promotion – Advertising – Sales promotion – Personal Selling – Publicity.

BOOKS FOR STUDY

- R.S.N. Pillai and Baghavathi, (2007). *Marketing*, New Delhi: Sultan Chand and Sons.

BOOKS FOR REFERENCE

- Rajan Nair, (2006). *Marketing*, New Delhi: Sultan Chand and Sons.

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI - 2.
B COM COMPUTER APPLICATIONS FROM 2015 Onwards
SEMESTER VI PART IV SKILL BASED ELECTIVE -5
BUSINESS SOFTWARE

HOURS PERWEEK :2
NO.OFCREDITS:2

CODE : U15CO6SBP05

OBJECTIVES

To enable the students to understand the basic principles and concepts of computerized accounting.

To enable the students to use Tally 9 ERP 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.

BOOKS FOR STUDY

ICAR & D Team, (2006). *Tally 9*, New Delhi: Vikas Publishing House Pvt. Ltd.

BOOKS FOR REFERENCE

- Nadhani A.K. & Nadhani K.K, (2005). *Implementing Tally*, New Delhi : BPB Publication.
- Vishnu Priya Singh, (2004). *Quick Learn Tally*, New Delhi : Computech Publication Pvt.Ltd.
- Srinivasa Valaban, (2006). *Computer applications in Business*, New Delhi: Sultan & Sons.

COMPUTER PRACTICAL FOR BUSINESS SOFTWARE-FOR EXTERNAL EVALUATION

1. Petty Cash Entries, SubsidiaryBooks
2. Accounts Only – Accounts WithInventory
3. Accounts With Inventory TaxInitialize
4. StockCategories
5. Cost Centre
6. CostCategories
7. StockJournal
8. BalanceSheet
9. Final Accounts WithoutAdjustments
10. Final Accounts WithAdjustments
11. Order Processing
12. Price List
13. Bill-wiseDetails
14. Bank ReconciliationStatement
15. InterestCalculation.

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
SEMESTER VI
RESEARCH METHODOLOGY

Hrs– 2/Week

CODE:U15DS6SBT06
CREDITS -2

General Objective:

Students get introduced to concept of research and to carryout research projects.

Unit I Introduction to research:

Definition - Types – Nature and Scope of Research – Research Design – Plagiarism

Unit II – Data Collection

Types – Primary and Secondary data collection – Data processing –Hypothesis Testing

Unit III – Plan and Execution

Methodology – Work Plan and Execution – Analysis –Interpretation - Documentation

Unit IV - Format and Presentation of Project Report

Art of writing and Structure of Project report – Viva Voce

Unit – V Project –

Project Work (Applying Real Expertise in the Project Work)

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 50marks.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

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
B.A./B.Sc/B.Com/B.R.SC/B.C.A DEGREE COURSES
LIFE ORIENTED EDUCATION
CATECHISM – III: LITURGY AND CHRISTIAN LIFE

HRS /WK:1

CODE:U12VE6LVC03

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 become a living witness 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. –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 – church – laws 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:

2. Compendium – Catechism for the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
3. 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– 620002.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – III: FAMILY AND CAREER DEVELOPMENT

HRS /Wk :1

CODE: U13VE6LVE03

CREDIT :1

MARKS : 100

OBJECTIVES:

- To help the students learn skills, knowledge, talent to lead a meaningful life.
- To help the students understand marital life.
- To make the students learn skills of nurturing family and children.
- To make them aware of emotional intelligence and choose their carrier.

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: MOTHERHOOD

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”,VaigaraiPathipagam.
4. Grose. D.N. (2000), “A text book on Value Education”, DominantPublishers.

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 – III: ESSENCE OF CHRISTIAN FAITH

HRS / Wk:1

CODE:U12VE6LVBO3

CREDIT :1

MARKS : 100

Objective:

- Prepare to practice Christian principles in family, church and society as a youngwomen.

UNIT – I: ESSENTIALS OF CHRISTIAN FAITH

- Salvation – Deliverance from sin (Is 53), Assurance of salvation and New life (II Cor5:17)
- 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: MAARIAGE AND FAMILY LIFE

- Finding the God’s Will - Issac (Gen 24)
- Man and woman as Partners – Abraham and Sarah (Gen16-18,22)
Aquila and Priscilla (Acts 18:1-3,26)
- Evils to be avoided – Premarital Sex, ExtramaritalSex,
Homosexuality, Abortion(Heb 13: 4, Psalm 127 : 4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth, Eph5

UNIT – III: CHRISTIAN HOME

- Parental Responsibilities and bringing up children – Abraham (Gen22),
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)
- Entertainments (I Cor 10:23)

UNIT – IV: CHRISTIAN ETHICS

- Holiness – Joseph (Gen 39:9)Levi 11: 45, Ecc12
- Obedience to God - Abraham (Gen 12) ; St. Paul (Acts9)
- Freedom andAccountability
- Justice andLove
- Choices in Life – Making Decisions(Studies, job, lifePartner)

- Model to follow – Who is your model? (John 15:1-17)
- Social Evils – Dowry, Caste discrimination, Accumulation of wealth
- Freedom of Options, Time Management, Work Ethics (I Peter 2:11-25)

UNIT – V: ROLE IN CHURCH AND SOCIETY

- Man is the temple of God (I Cor 3: 11-17, 6: 19-20) Individual responsibility in Gospelwork
- Church –Body of Christ (I Cor 12:14-27)
- Unity (John 17: 20-23, Mat 10: 37-39, 16:24-26, Mark 13:11-13)
- Discipleship (I & II Timothy, Titus)
- Social Responsibilities (Phil 2; 1-11, James 1: 27, 2: 14-17, 4: 17, 5:14-15)

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.