



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)

B.B.A.			
Semester	Course	Title of the Course	Course Code
IV	Part I –Languages (Tamil)	தமிழும் அறிவியலும்	J1TL41
	Part II – Languages (English)	General English IV	J2EN41
	Core – VII	Business Environment	JMBA41
	Core – VIII	Human Resource Management	JMBA42
	Major Elective - IV	Operations Research	JEBA41
	Skill Enhancement Course - V	Tally (Practical Subject)	JSBA41
	NMC /Substitute Paper	Intellectual Property Rights	JNBA41
	Value Education	Value Based Education (Common)	JVBE41

தமிழும் அறிவியலும்

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
	<ul style="list-style-type: none"> • அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. நிலவியல் 2. உலோகவியல்

	<ol style="list-style-type: none"> 3. வானவியல் 4. உயிரியல் 5. உளவியல்
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அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	<ol style="list-style-type: none"> 1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல்

அலகு-4	இணையத் தமிழ்
	<ol style="list-style-type: none"> 1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்

அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
	<ul style="list-style-type: none"> • உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி

Text books

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி புக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

**SECOND YEAR - SEMESTER IV
PAPER II –GENERAL ENGLISH**

UNIT	Details
I	<p>GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt</p>
II	<p>INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)</p>
III	<p>COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader’s Theatre 3.3 The Giant’s Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India</p>
IV	<p>Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech</p>
V	<p>Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks</p>
Text Books (Latest Editions)	1.Oxford Practice Grammar , John Eastwood, Oxford University Press
	2.Cambridge Grammar of English , Ronald Carter and Michael McCarthy
	3.George Orwell Essays, Penguin Classics

Business Environment

UNIT	Details
I	The concept to Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and the irimpact on business and strategic decisions
II	Political Environment: Functions of state, economic roles of government, government and legal environment.
III	Economic Environment: Business Cycles (Inflation, Deflation), Macro economic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups
V	Technologyenvironment –Industry4.0-Meaning- Features-basic Applications and Uses-Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics
References Books	Business Environment: A Test/Reference Book With Case Studies E-book: Prakash, NR Mohan
	Business Environment Ruchi Goyal Publisher: Neel kanth Publishers Pvt. Ltd.2019
	Business Environment, Fourth Edition, By Pearson
	Business Environment Indian And Global Perspective 3 Rd Edition by AHMED, FAISALALAM ,M. ABSAR, PHI Learning

HUMAN RESOURCE MANAGEMENT

UNIT	Details
I	Introduction - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences Between personnel management and HRM
II	Human Resource Planning - Job Evaluation- methods-Job analysis-Job description, Job specification .Recruitment – Selection –Process, Methods–Interview, Tests, Induction and Placement
III	Training and Development , Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.
IV	Employee Engagement -Meaning-Importance- evaluation- measuring employee employee engagement- Employee Compensation- components-incentives-benefits-welfare and social security measures
V	Human Resource Audit –Nature–Benefits – Scope – Recent trends in HRM: Green HRM & Virtual HRM Practices,
References Books	VSP Rao, Human Resource Management :Text & Cases, Excel Books, 3 rd Edition ,2010
	K.Ashwathappa, Human Resource Management-Text and cases, McGraw Hill Education India, 6 th Edition
	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
	LMPrasad,HumanResourceManagement,SultanChandandSons3 rd Edition , 2014
	Tripathi.PC,HumanResourceManagement,SultanChandandSons 1st Edition, 2010

Operation Research

UNIT	Details
I	Introduction - Overview of Operation Research - Nature-Scope and Characteristics of OR-Features of OR Stages in OR –Limitations of Operational Research
II	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.
III	Vogel's approximation method to find the optimal solution.
IV	Network models -PERT and CPM — difference between PERT and CPM-constructing network-critical path, various floats, three-time estimates for PERT
V	Game Theory - Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory—statement Of Baye's theorem application –decision trees.
References Books	P.R. Vittal&V.Malini, OperativeResearch–MarghamPublications–Chennai–17.
	P.K.Gupta & Man Mohan, Problemsin Operations Research–Sultan Chand & sons–New Delhi
	V.K.Kapoor, IntroductiontooperationalResearch–SultanChand&sons–New Delhi
	Hamdy A Taha, Operation Research–An Introduction prentice Hall of India-New Delhi
	P.Gupta, N.Aruna Rani, M.Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Tally

UNIT	Details
I	Basic of Accounting & Fundamentals of Tally. ERP9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP and Configuration.
II	Accounting Master in Tally. ERP: Groups & Ledgers Creation Inventory Master in Tally ERP: Creation of Stock Groups and Categories and Units of Measure.
III	Vouchers Entries & Advance Accounting in Tally. ERP:Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.
IV	Advance Inventory & Taxes in Tally. ERP9:Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP
References Books	Shraddha Singh & Navneet Mehra, Tally. ERP 9,V&SPublishers, 2015
	Official Guide to Financial Accounting using Tally.ERP 9, Fourth Revised & Updated Edition, BPB Publications
	VinodKumar,Tally.ERP9 Made Easy, Accounting Education
	Bimlendu Shekhar, Tally Practical Work Book-1,2 nd Edition
	Asian's Quint essential Course Tally. ERP 9with GST by Vishnu Priya Singh edition 2020

Intellectual Property Rights

UNIT	Details
I	IPR Introduction: and the need for intellectual property right–IPR in India–Different Classifications– Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing
II	Introduction–Classification–Importance–Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.
III	Introduction–Fundamentals –Concept–Purpose– Functions– Characteristics–Guidelines - For Registration of Trade Mark–Kinds of TM–Protection –Non-Register Trademarks
IV	Introduction to Copy right – Conceptual Basis–Copy Right and Related Rights–Author & Ownership of Copyright- Rights Conferred By Copy Right-Registration – Transfer –Infringement
V	Geographical Indications: Concept, Protection & Significance
References Books	Land mark Judgement son Intellectual Property rights by Kush Kalra. Central Law Publishing
	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
	Introduction To Intellectual Property Rights Soft bound By Singh, Phundan, Daya Publishing House
	Introduction To Intellectual Property Rights by Chawkam H.S,Oxford & Ibh
	Intellectual Property-Patents, Copyright, Trade Marks and Allied Rights By W Cornish and DL lewelyn and T Pain

VALUE BASED EDUCATION

(Common Syllabus)

UNIT	Details
I	<p>Introduction to Value based Education</p> <p>a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.</p>
II	<p>Harmony in Being and Living</p> <p>a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.</p>
III	<p>Social Issues, Social Justice and Human Rights</p> <p>Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women</p>
IV	<p>Values and Mass Media</p> <p>Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media-prospects and challenges – Role of media in value building</p>
V	<p>Ethics</p> <p>Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.</p>

<p style="text-align: center;">Reference</p>	<ol style="list-style-type: none"> 1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buxton: Houghton Mifflin. 2. Central Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chicago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup & Sons, New Delhi 6. Satchidananda. M.K. (1991), "Ethics, Education, Indian Unity And Culture" – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. "Culture", Socialisation And Human Development: Theory, Research And Application In India" – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): "Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh", Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): "Moral values of intermediate students", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): "Perspective of value oriented education" paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): "A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers' children as compared to non-teachers children". [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): "Value oriented education vision for better living", Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): "An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables", Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): "A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): "A study of moral judgment of intermediate students in relation to certain factors", Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book
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	<p>Company, INC, New York, 1950, Pp.93-95.</p> <p>20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4.</p> <p>21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, .</p> <p>22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000.</p> <p>23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998.</p> <p>24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.</p>
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