



RAAK ARTS AND SCIENCE COLLEGE

Affiliated to Annamalai University, Chidambaram || An ISO 9001:2015 Certified Institution
Recognized under section 2(f) of the UGC Act, 1956.

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human values, Environment and Sustainability into the curriculum.

S.No	Details
1	List of course integrate with cross cutting issues
2	Syllabus for the list of courses integrate with cross cutting issues
3	Events organized related to Professional Ethics, gender, Human values, Environment and Sustainability




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1. List of courses integrate with Cross cutting issues

1	BES10	- Environmental Science
2	BGA20	- Value Education
4	BBA11	- Principles Of Management
5	BBA12	- Business Organization
6	BABA35A	- Office Management
7	BSBA36	- Customer Relationship Management
8	BBA43	- Business Environment
9	BBA45	- Organisational Behaviour
10	BSBA46	- Total Quality Management
11	BNCM47	- Training and Development
12	BBA51	- Marketing Management
13	BBA52	- Business Law
14	BEBA55A	- Human Resource Management
15	BSBA56	- E – Business
16	BBA61	- Industrial Relations and Labour Laws
17	BBA63	- Entrepreneurial Development
18	BSBA65	- Creativity and Innovation Management
19	22UBBAN48	- Personality Enhancement
20	22UGENS57	- Gender Studies
21	BACP44	- E-Commerce And Its Applications
22	BSCP45	- Industrial Organization
23	BCP53	- Business Management
24	BCM53	- Income Tax Law and Practice – I
25	21PHUMC27	- Human Rights
26	22PMSWC12	- Social Work Practice with Individuals
27	21UPEAS16	Professional English for Arts and sciences - I
28	21UPECM16	Professional English for Commerce and Management-I
29	21UPEPS16	Professional English for physical science
30	21UPELS16	Professional English for life science



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SEMESTER: I CORE: II	22PMSWC12: SOCIAL WORK PRACTICE WITH INDIVIDUALS	CREDIT: 4 HOURS: 6/W
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COURSE OBJECTIVES

- 1) To understand Social Case Work as a method of Social Work and develop skills in Social Work practice.
- 2) To comprehend theory and models and apply them in direct practice with individuals.
- 3) To become aware of the scope of using the methods in various settings.
- 4) To understand case worker and client relationship during working with individuals.
- 5) To practice theoretical knowledge of working with individuals.

Unit I

Teaching Hours: 15

Social Casework: Historical development of Social Case Work as a Method of Social Work, Concept, Objective, Definition, Purpose, Importance, Philosophy, Values, Principles, Skills, Components, socio-cultural factors affecting the case work practice in India; Case Work Relationship: Empathy, Skills in Building Relationship, Transference and Counter Transference, Difference between Casework, Counselling and Psychotherapy.

Unit II:

Teaching Hours: 15

Case work process: Intake: meaning, steps, referral- types, and stages. Study: Meaning, tools used/procedure followed in the study process: interviewing: types, purpose, skills, techniques, and principles of interviewing; home visits & reaching out, collateral contacts & relationship. Assessment: Social Diagnosis: meaning, types, and models. Treatment/Intervention: meaning, objectives, goals and goals setting & treatment planning, principles, models, types, and techniques (supportive /environmental manipulation, reflective/ practical help or material help & direct treatment/ counseling). Evaluation: meaning, purpose/objectives, types, methods /techniques and instruments, difference between appraisal, monitoring, and evaluation; Termination: meaning, reaction to termination, decision to terminate, and planning for termination. Follow-up- meaning, purpose, and types.

Unit III

Teaching Hours: 15

Case Worker-Client Relationship: meaning, purpose/needs/significance, and elements / components; characteristics of professional relationship: empathy, transference and counter transference, resistance, sustaining the relationship, non-possessive warmth, genuineness and self-disclosure; principles of client-worker relationship; obstacles in client worker relationship. Case Work and Communication: meaning, purpose, importance, principles, elements in communication process, types, importance of listening, observing and feedback,



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communication barriers and ways to overcome them; importance of interpersonal communication in case work.

Unit IV

Teaching Hours: 15

Models and Approaches: Approaches to Practice: Psychoanalytic, Psychosocial, Problem Solving, Life Model, Client Centered, Cognitive, Crisis Intervention; Behavior Modification, Functional, Task Centered, Strength Based, Evidence Based, Ecological and Integrated Approach. Recording in Case Work: meaning, sources and types-process record- person oriented and problem oriented records and its components; summative record, etc; principles of recording, uses, and maintenance of record.

Unit V

Teaching Hours: 15

Case Work in Various Settings: Application of Social Case Work in different settings & Clientele groups: Medical and Psychiatric settings- mentally retarded Shelter homes; Mental Rehabilitation center, De-addiction and detoxification centers, Mental Health & Community Based Rehabilitation, Role of Social Workers in Hospital settings, Family and Child Welfare settings: Family, Child guidance clinic, Schools, Geriatric care & Aged and the terminally ill people. Case Work practice in Community settings including self-help groups, Industries and Correctional Institutions; Problems and Limitations and role of Case Worker in various settings.

COURSE OUTCOMES

- 1) After studied Unit-I, The students will be able to understand the Psycho-social problems confronting the individuals and families in various situations.
- 2) After studied Unit-II, The students will be able to empower them to do social case work in various settings.
- 3) After studied Unit-III, The students will be able to understand the importance of client and case worker relationship.
- 4) After studied Unit-IV, The students will be able to will be able to apply the different case work models in helping people.
- 5) After studied Unit-V, The students will be able to demonstrate the various therapeutic approaches of case work

Text Books

- 1) Bhattacharya, Sanjay. Social Work, An Integrated Approach. NewDelhi: Deep &Deep, 2004.
- 2) Hamilton, Gordon, Theory & Practice of Social Case Work 2nd Edition. Jaipur: Rawat, Indian Reprint, 2013.

Supplementary Readings

- 1) Hollis, Florence (1964) Case Work - A Psychosocial Therapy, Random House, New York.
- 2) Jordan, William1 (970) Client Worker Transactions, Rutledge & Kegan Paul, London.




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DATE: 21.08.2024

To,

The Joint Controller of Examinations,
Annamalai University,
Annamalai Nagar.

Respected Sir,

SUB: Revaluations Details for April/May 2024 examinations- Reg.

I would like to bring your kind notice that, we have paid the revaluation payment for April/May 2024 Examinations. The details of Subjects applied and payment details for revaluation are attached with this letter for your kind perusal.

Thanking You,

PRINCIPAL



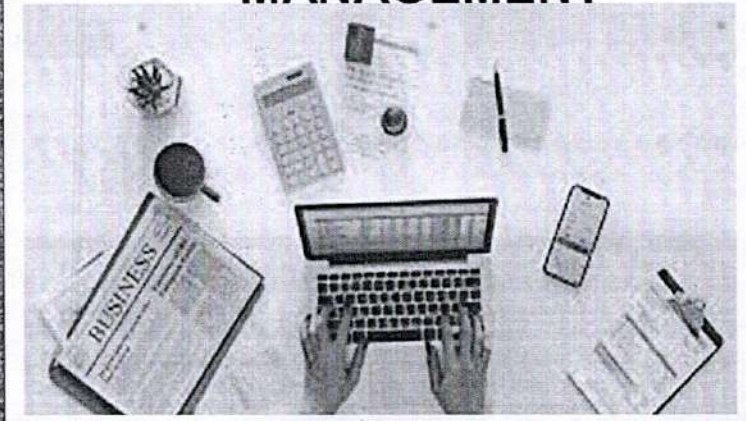
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**ENGLISH FOR COMMERCE
&
MANAGEMENT**



**TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION
(TANSCH)**



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PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

NB: All four skills are taught based on texts/passages.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.



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Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.- Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-
Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)

Speaking: Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).



Reading: Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

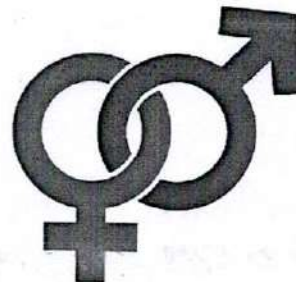
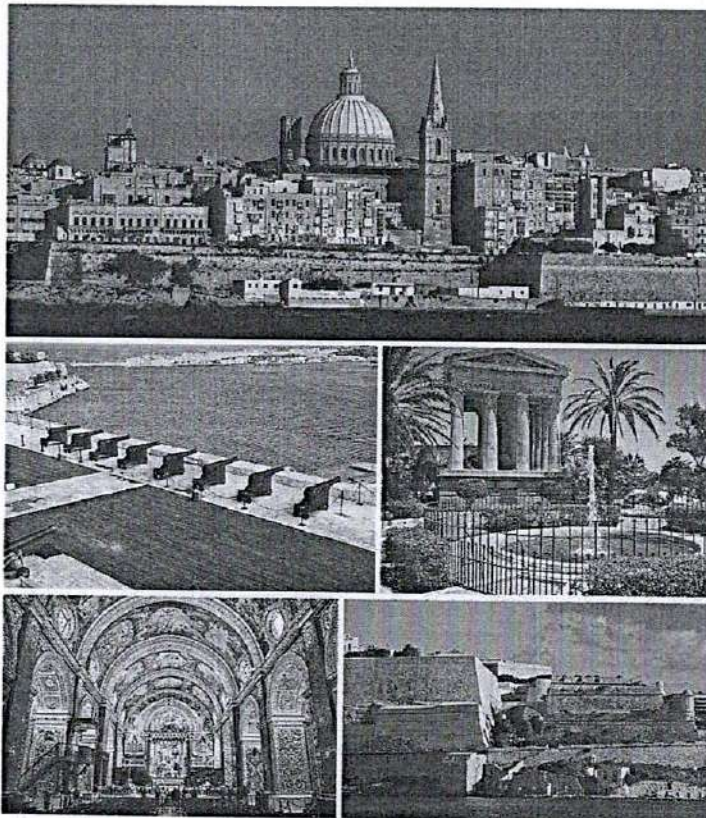
Vocabulary: Register specific - Incorporated into the LSRW tasks



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PROFESSIONAL ENGLISH

ENGLISH FOR ARTS AND SOCIAL SCIENCES



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SYLLABUS

PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
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Writing: Developing a story with pictures.

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Vocabulary: Register specific - Incorporated into the LSRW tasks.

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Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)

Speaking: Brainstorming. (Mind mapping).
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Reading: Longer Reading text.

Writing: Essay Writing (250 words)

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UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations
Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages -Note making.
Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay- Creative writing -Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks



ALLIED - 2

PAPER - 4

E-COMMERCE AND ITS APPLICATIONS

Unit - I:

Introduction to E-Commerce – Meaning – Working of E-Commerce – Electronic Business – Categories of E-Commerce Application – Global Trading Environment and Adoption of E-Commerce – Product suitability – Comparison between Traditional and Electronic Commerce – Advantages and Disadvantages of E-Commerce.

Unit - II:

Business Models of E-Commerce – Introduction – Major challenges of B2C E-Commerce – Meaning of B2B Exchange – Development of B2B E-Commerce – Types of B2B Markets – Difference between B2C and B2B Commerce.

Unit - III:

Introduction to E-Hub Concept – Introduction to B2G Concept – E-filing.

Unit - IV:

Internet – Internet Operation – Internet Explorer – Creation of E-mail ID, E-mail etiquettes.

Unit - V:

Web Browsing – Role of Website in B2C E-Commerce, Website strategies and goals. Websites Design Principles for E-Commerce websites.

Text Books:

E-Commerce – SrinivasaVallabhan. S.V – Vijay Nicole Imprints Private Ltd., Chennai.



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Text Book:

1. Dr. A. Murthy, Industrial Organisation, Margham Publications, Chennai.

Reference Books:

1. L Bethel, Atwater, Smith and Stackman, Industrial Organisational Management, McGraw Hill.
2. Kimball & Kimball, Principles of Industrial Organisation, McGraw Hill.
3. Lundy, Effective Industrial Management Eurasia Publishing House (Pvt.) Ltd., New Delhi.




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CORE PAPER - 15
BUSINESS MANAGEMENT

Objective:

To understand the basic principles of Business Management.

UNIT-I

Management – Meaning – Definition – Nature – Importance – Distinction between Administration and Management – Scope – Principles and Functions of Management.

UNIT-II

Planning – Meaning – Nature – Importance – Advantages and Limitations – Process of Planning – Types of Plans – MBO – Forecasting – Decision Making.

UNIT-III

Organising – Meaning – Definition – characteristics – Importance – Types – Authority and Responsibility – Centralisation and Decentralisation and Departmentation.

UNIT-IV

Directing – Meaning – Definition – Characteristics – Directing Process – Span of Supervision – Motivation – Leadership - Communication.

UNIT-V

Controlling – Definition – Principles – Controlling process – Types of Controls – Control Techniques - Coordination.

Reference Books:

1. Dr. C.B. Gupta, Business Management –Sultan Chand & Sons
2. Jayashankar, Business Management –Margham Publications, Chennai.

Reference Books:

3. Koontz, Weihrich and Aryasri, Principles of Management, Tata McGraw hill
4. Dr.H.C. Das Gupta, Principles & Practice of Management &SahityaBhawan. Agra
5. Lallan Prasad &S.S.Gulshan, Management principles and Practices &S. Chand& Co.
6. Dr.N.Premavathy, Principles of Management, Sri Vishnu Publications, Chennai.



ELECTIVE-I

PAPER - 1

C. INCOME TAX LAW AND PRACTICE - I

Objective:

To enable the students to have a knowledge of law of practice of Income tax.

Unit - I: Introduction

Income Tax Act 1961- Basic Concepts – Assessment Year – Previous Year – Person – Assessee – Income – Gross Total Income – Total Income - Agricultural Income – Casual Income – Capital and Revenue Receipts – Capital and Revenue Expenditures – Exempted Incomes u/s 10.

Residential status of an individual- Residential status of a HUF – Residential status of a firm and association of persons – Residential status of a company – incidence of tax liability.

Unit - II: Salaries

Meaning and features of Salary – Allowances – Perquisites – Profits in lieu of Salary – Provident Fund and its types – payments exempted u/s 10: Leave travel concession; gratuity; pension; leave encashment; retrenchment compensation; VRS – Deductions from salary: EA and professional tax- deduction u/s 80C- taxable salary

Unit - III: Income from House Property

Annual value – Determination of annual value- Income from let out house property – Income from self-occupied house property – Deductions allowed from Income from house property u/s 24.

Unit - IV: Profit and Gains of Business or profession and depreciation

Meaning of business and profession – deductions expressly allowed – expenses expressly disallowed – treatment/ admissibility of certain expenses and incomes – income from business- income from profession.

Meaning of depreciation – conditions for depreciation – actual cost – written down value – computation of allowable depreciation.

Unit - V: Income tax authorities

CBDT – powers – Director General of income tax – Chief commissioner of income tax – Assessing officer – appointment – Jurisdiction – powers relating to search and seizure.

Note: Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.



Text books

1. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
2. Dr. A. Murthy, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
3. Reddy, T.S. & Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.

Reference books

1. Mehrotra-Income Tax Law & Accounts, Sahithiya Bhavan Publications.
2. Vinod, K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.



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THIRUVALLUVAR UNIVERSITY

PART-IV

ENVIRONMENTAL STUDIES

SYLLABUS

(For all UG Degree Courses)

(with effect from 2020-2021)

SEMESTER I

UNIT-I: INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES :

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

UNIT-II: ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem.

Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.




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UNIT-III: ENVIRONMENTAL POLLUTION AND MANAGEMENT

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

UNIT-IV: SOCIAL ISSUES - HUMAN POPULATION

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

UNIT-V: FIELD WORK

Visit to a local area / local polluted site / local simple ecosystem - Report submission

REFERENCES

1. KUMARASAMY, K., A.ALAGAPPA MOSES AND M.VASANTHY, 2004.
ENVIRONMENTAL STUDIES, BHARATHIDSAN UNIVERSITY PUB, 1, TRICHY
2. RAJAMANNAR, 2004, ENVIRONMENTAL STUDIES, EVR COLLEGE PUB, TRICHY
3. KALAVATHY, S. (ED.) 2004, ENVIRONMENTAL STUDIES, BISHOP HEBER COLLEGE
PUB., TRICHY



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THIRUVALLUVAR UNIVERSITY

PART-IV

VALUE EDUCATION

SYLLABUS

(For all UG Degree Courses)

(with effect from 2020-2021)

SEMESTER II

UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT-II

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.




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UNIT-V

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

Reference Books

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
5. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
6. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

WEBSITES AND e-LEARNING SOURCES:

www.rkmissiondhe.org/education.html/

www.clallam.org/lifestyle/education.html/

www.sun.com/./edu/progrmws/star.html/

www.infoscouts.com

www.secretofsuccess.com

www.1millionpapers.com

<http://militaryfinance.umuc.edu/education/edu-network.html/>



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S. No.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER III									
14	III	Core Theory	Paper-5	5	4	Production Management	25	75	100
15	III	Core Theory	Paper-6	5	4	Management Accounting I	25	75	100
16	III	Core Theory	Paper-7	5	4	Strategic Management	25	75	100
17	III	Core Theory	Paper-8	4	3	Managerial Economics	25	75	100
18	III	ALLIED-2	Paper-3	6	4	(to choose any 1 out of 3) A. Office Management B. Service Marketing C. Tourism Management	25	75	100
19	IV	Skill based Subject	Paper-1	3	3	Customer Relationship Management	25	75	100
20	IV	Non-major elective	Paper-1	2	2	Management Concepts	25	75	100
				30	24		175	525	700
SEMESTER IV									
21	III	Core Theory	Paper-9	5	4	Materials Management	25	75	100
22	III	Core Theory	Paper-10	5	4	Management Accounting II	25	75	100
23	III	Core Theory	Paper-11	5	3	Business Environment	25	75	100
24	III	Core Theory	Paper-12	4	3	Operations Research	25	75	100
25	III	ALLIED-2	Paper-4	6	6	(to choose any 1 out of 3) A. Organizational Behavior B. Project Management C. Hotel Management	25	75	100
26	IV	Skill based Subject	Paper-2	3	3	Total Quality Management	25	75	100
27	IV	Non-major elective	Paper-2	2	2	Training and Development	25	75	100
				30	25		175	525	700
SEMESTER V									
28	III	Core Theory	Paper-13	6	4	Marketing Management	25	75	100
29	III	Core Theory	Paper-14	6	4	Business Law	25	75	100
30	III	Core Theory	Paper-15	5	4	Cost Accounting	25	75	100
31	III	Core Theory	Paper-16	5	4	Computer Application in Business	25	75	100
32	III	Elective	Paper-1	5	3	(To choose any 1 out of 3) A. Human Resource Management B. Reward Management	25	75	100



THIRUVALLUVAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
SYLLABUS
UNDER CBCS
(With effect from 2017- 2018)
SEMESTER I
PAPER – I

PRINCIPLES OF MANAGEMENT

Objective:

To enable the students understand the principles of management and how to acquire skill to become a good Manager.

UNIT-I

Management - Importance - Definition - Nature and Scope of Management - Process - Role and function of a Manager - Levels of Management – Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

UNIT-II

Planning - Nature - Importance - Types - Steps in Planning -Objectives - Policies - Procedures - and Methods - Decision making - Process of decision making - Types of decision.

UNIT-III

Organizing - Types of Organization structure - Span of Control - Departmentation - Informal Organization.

UNIT-IV

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing – Motivation (Maslow’ s need hierarchy Theory only).

UNIT-V

Co-ordination - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation - Controlling - Meaning and importance of Controls - Control Process.



Text Books:

1. Sundar K ,principles of Management ,Vijay Nicole Imprints (P) Ltd.
2. Dr. C.D.Balaji, Principles of Management, Margham Publications.
3. P.C. Tripathi & P.N. Reddy , Principles of Management , Tata McGraw-Hill
4. J. Jayasankar , Principles of Management ,Margham Publications.
5. R.N. Gupta , Principles of Management , S.Chand &Co..
6. R.K.Sharma and Shashi K Gupta ,Principles of Management ,Kalyani Publishers.
7. T.Ramasamy ,Principles of Management ,Himalaya Publishing House

Books for Reference:

1. Hanagan , Management Concepts & Practices , MacMillan India Ltd.
2. Dr. N. Perma , Business Management.
3. Prasad L.M. , Principles and Practice of Management
4. Guptha CB , Business Management
5. Peter F. Drucker , Practice of Management
6. Harold Koontz, Aryasri & Heniz Weirich , Principles of Management - Tata McGraw-Hill
7. Stoner, Freeman & Gilbert Jr –Management –Prentice Hall of India.



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ALLIED – 1
(to choose any 1 out of three)
PAPER - 1
A. BUSINESS ORGANIZATION

Objective:

The course aims to provide the basic concept and knowledge with regard to business enterprises and its functional areas.

UNIT-I

Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization.

UNIT-II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

UNIT-III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

UNIT-IV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT-V

Trade Associations and Chamber of Commerce –Objectives - Functions – Differences between Trade Association and Chamber of Commerce.

Text Books:

1. Sundar K, Business Organisation, Vijay Nicole Imprints Pvt. Ltd.
2. G. Prasad, C.D. Balaji , Business Organization, Margham Publications.
3. Tapas Ranjan Saha, Business Organisation and Management , Vijay Nicole Imprints
4. Gupta C B –Modern Business Organisation
5. Vasudevan and Radhaswami , Business Organization

Books for Reference:

1. Bhusan Y. K , Business Organization.
2. Prakesh Jagadeesh , Business Organization and Management.
3. Reddy P. N. and Gulshan S , Principles of Business Organization and Management.
4. Chabra T N , Business Organisation.
5. M C. Shukla , Business Organization & Management




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Books for Reference :

1. Denyer JC - Office Management.
2. Littlefield CL and Peterson RL - Modern Office Management.
3. Leffingonnell - Office Management.
4. Chopra PK - Office Management
5. Arora SP - Office Management
6. Dr.T.S. Devanarayan, N.S.Raghunathan - Office Management




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SKILL BASED SUBJECT
PAPER – 1
CUSTOMER RELATIONSHIP MANAGEMENT

Objective:

The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world.

UNIT-I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

UNIT-II

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

UNIT-III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

UNIT-IV

CRM Process Framework – Governance Process – Performance Evaluation Process.

UNIT-V

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text books:

1. Dr. P. Sheela Rani – Customer Relationship Management – Margham Publications.
2. G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
3. K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Books for Reference:

1. Dr.Ravi Kalakota E-business – Roadmap for success, , Pearson education Asia, 2000.
2. Rebecca Saunders - Business – The Dell way, India book distributors, 2000.
3. Amrit tiwana - The essentials guide to knowledge management – E-business and CRM application, , Pearson education, 2001.



PAPER – 11

BUSINESS ENVIRONMENT

Objectives:

To provide the students to have an overview of business environment.

To provide opportunities to analyze and approach the need for environment.

UNIT-I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's

Text Books:

1. Dr. S. Sankaran - Business Environment, Margham Publications
2. Namitha Gopal - Business Environment - Vijay Nicole Imprints
3. Aswathappa - Business Environment.
4. Joshi - Business Environment- Kalyani Publishers

Books for Reference:

1. Francis Cherunilam - Business Environment.
2. Dasgupta and Sengupta - Government and Business in India
3. International Business Environment - Prentice - Hall of India.
4. Suresh Bedi - Business Environment - Excel Books, New Delhi.
5. Paul - Business Environment



SKILL BASED SUBJECT
PAPER – 2
TOTAL QUALITY MANAGEMENT

Objective:

The objective of this course is to acquaint the students with the basic concept of Total Quality from design assurance to service assurance, to give emphasis on International quality certification systems – ISO 9000.

UNIT-I

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

UNIT-II

Conceptual Approach to Statistical Quality Control – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

UNIT-III

Process Capability Studies – Humanistic Aspects of TQM – Management of Quality Circle and ZD Programmes.

UNIT-IV

Q-7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase.

UNIT-V

Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer - Seller Relations – Supply Chain Management.

Text Books:

1. Srinivasa Gupta & Valarmathi – Total Quality Management – Vijay Nicole Imprints
2. Subba Rao P – Total Quality Management , Tata Mc Graw Hil
3. Sridhara Bhat – Total Quality Management , Himalaya Publishing House
4. P. Saranaval & S. Balakumar – Total Quality Management , Margham Publications
5. Dr. S.Kumar – Total Quality Management – Laxmi Publications Pvt. Ltd.

Books for Reference:

1. Ansari.A and Modarress, JIT purchasing, Free press, Newyork.
2. Sandeepa Malhotra, Quality Management planning, Deep & Deep, 2006.



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NON-MAJOR ELECTIVE
PAPER – 2
TRAINING AND DEVELOPMENT

Objective:

The purpose of this paper is to provide and in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

UNIT- I

Concepts of Training and development – Identifying Training Needs – Structure and Functions of Training Department – Evaluation of Training Programme – Role, Responsibilities and Challenges to Training Managers.

UNIT-II

Techniques of on the job training – Coaching – Apprenticeship – Job Rotation – Job Instruction Training – Training by Supervisors – Techniques of off the job Training, Lecturers, Conferences, Group Discussion.

UNIT-III

Concept of Career – Career Stages – Career Planning – Need – Importance - Steps in Career Planning – Career Development – Characteristics – Need - Methods of Career Planning and Development.

UNIT-IV

Management Development – Meaning – Definition – Need and importance of Management Development – Characteristics - Levels – Management Development Process and Components of MD Programme.

UNIT-V

Need for Training in India – Government Policy on Training – Training Institutes in India – Management Development Institute.




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SEMESTER V

PAPER – 13

MARKETING MANAGEMENT

Objectives:

To enable the students to understand the elements of the complex world of Marketing.

To impart the students the need for marketing science in the modern business world.

UNIT-I

Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

UNIT-II

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior
Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting - Positioning.

UNIT-III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Classifications - Consumer goods - Industrial goods - New product development - process - Product Life Cycle - - Product line and product mix decisions - Branding - Packaging.

UNIT-IV

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies – Channel of distribution - importance - Various kinds of marketing channels –Factors considered in Selecting Channel of Distribution.

UNIT-V

Promotion - Advertising -- Personal Selling - Sales Promotion




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Text Books:

1. J.Jayasankar – Marketing – Maargham Publications
2. Essentials of Marketing – Sundar K, Vijay Nicole Imprints Pvt. Ltd.
3. Ramaswamy and Namakumari - Marketing Management , Laxmi Publications Pvt. Ltd
4. Rajan Nair – Marketing
5. C. N. Sontaki – Marketing Management

Books for Reference:

1. Varshney RL and Gupta SL - Marketing Management.
2. Dholokia - Marketing Management Cases & concepts, MacMillan I Ltd.
3. Bender - Secrets of Power Marketing.
4. Philip Kotler and Armstrong - Marketing Management
5. Saxena - Marketing Management - Tata McGraw Hill Pub




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PAPER – 14
BUSINESS LAW

Objective:

*To enlighten the students the elements of General Contract and Special Contract .
To expose the students to legislations relating to sales.*

UNIT-I

Formation and essential elements of contract – Types of contract and agreements - rules as to offer, acceptance and consideration – capacity to contract – lawful object and face consent.

UNIT-II

Performance of contract – Discharge of contract – Breach of contract and remedies – Quasi contract.

UNIT-III

Guarantee – features and distinctions – Bailment and pledge – features difference – Rights and duties of bailer and Bailee.

UNIT-IV

Contract of agency – definition and meaning – Rights of Principal and agent – relation of Principal with third parties - personal liability of agent – termination of agency.

UNIT-V

Sale of goods Act 1930 – definition – sale vs. agreement to sell – express and implied conditions and Caveat and exceptions – Rights of an unpaid seller.

Text Book:

1. Dr. J. Jayasankar – Business Law- Margham Publications
2. N.D. Kapoor- Business law
3. Balachandran V and Thothadri S –Business Law – Vijay Nicole Imprints (P) Ltd

Books for Reference:

1. M.C. Dhandapani - Business law
2. M.C. Shukla - Business law
3. R.S.N. Pillai & Bagavathi- Business law
4. P.C. Tulsion - Business law



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**SEMESTER V
ELECTIVE
(to choose any 1 out of 3)
PAPER - 1**

A. HUMAN RESOURCE MANAGEMENT

Objective:

The objective of the course is to familiarize students with different aspects of managing human resources in the organization through the phases of acquisition, development and retention.

UNIT-I

Nature and scope of HRM - Difference between Personnel Management and HRM
Functions of HRM - Environment of HRM - Strategic HRM.

UNIT-II

Human Resource Planning - Recruitment - Selection - Methods of Selection - Use of various tests - Interview techniques in selection - Placement.

UNIT-III

Induction - Importance - Meaning of Training and Development - Training Methods - Techniques - Identification of Training needs.

UNIT-IV

Performance Appraisal - Definition - Need for Performance Appraisal - Objectives - Process - Methods - Compensation.

UNIT-V

Transfer - Promotion and termination of services - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

Text Books:

1. Dr. J. Jayasankar - Human Resource Management - Margham Publications
2. Dr. C.D. Balaji - Human Resource Management - Margham Publications
3. Sundar & Srinivasan J - Essentials of Human Resource Management - Vijay Nicole Imprints
4. Murugesan G - Human Resource Management - Laxmi Publications Pvt. Ltd
5. Aswathappa K - Human Resource and Personnel Management
6. Gupta C B - Human Resource Management - Sulthan Chand & Sons.

Books for Reference:

1. Memoria CB - Personnel Management
2. Subba Rao P - Human Resource Management and Industrial Relations
3. Prasad - Getting the right people - MacMillan I Ltd
4. Pattanayak - Human Resources Management - Prentice - Hall of India
5. Decenzo/Robbins - Personnel/Human Resource Management - Prentice - Hall of India
6. Saiyadain Mirza - Human Resource Management -
7. Venkataratanam - Personnel Management & Human Resources -
8. Saxena - Marketing Management - Tata McGraw Hill Pub
9. A. M. Sheikh - Human Resource Development & Management.
10. Dwivedi RS - Human Relations and Organization Behavior



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SKILL BASED SUBJECT

PAPER – 3

E – BUSINESS

Objective:

To learn the methodology of doing Business with Internet. Also, the course has been developed to introduce the concept of electronic market space and electronic commerce Infrastructure.

UNIT-I: Introduction

E-Commerce Framework – Traditional vs. E-Business Applications – Architectural Framework – The Internet as Network Infrastructure – Major Categories of E-Commerce – B2C, B2B, C2B and C2C Applications.

UNIT-II: Networks

Overview of Communication Network – Communication Processors – Communication Media – Communication Satellite – Types of Networks - Wireless Networks – – Wireless Internet Access ISDN – Dial-Up – Broadband – Wi-Fi.

UNIT-III: Firewalls and Securities

OSI Models – Network Security and Firewalls – Protocols – Types of Protocols – Client Server Network Security – Firewalls and Network Security – Data and Message Security – Encrypted Documents - Security Tools: Digital Signature, Digital Certificate .

UNIT-IV: EDI in Business

E-Commerce and World Wide Web – Electronic Data Interchange (EDI) – EDI Applications in Business, Intranet Application in Business.

UNIT- : E-Payment Systems

Online Payment – Payments Cards – Electronic Cash – Electronic Cheques - Electronic Wallets – Debit Cards- Credit Cards – Smart Cards – – Stored Value Cards – Banking : Net Banking, Mobile Banking - Internet Technologies .



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Text Books:

1. Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications
2. Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce –Margham Publications
3. Srinivasa Vallabhan SV, E-Commerce ,Vijay Nicole Imprints Pvt. Ltd.
4. Mamta Bhusry , E-Commerce, Laxmi Publications Pvt. Ltd.
5. U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, New Delhi.

Books for Reference:

1. Pete Loshin, John Vacca – Electronic Commerce –Laxmi Publicacations
2. R.Kolkota and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley.
3. P.T.Joseph: Electronic Commerce: A Managerial Perspective, Prentice Hall of India Learning, New Delhi, 3rd Edition, 2008.
4. Efraim Turbon, Jae Lee, David King, H.Michael Chung, Electronic Commerce, A Managerial Perspective, Pearson Education Asia, 2001.



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SEMESTER VI
PAPER - 17
INDUSTRIAL RELATIONS AND LABOUR LAWS

Objectives:

To introduce the basic concepts of industrial relations to the students.

To familiarize the students with the terms of collective bargaining in the light of industrial conflict.

UNIT-I

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT-IV

Indian Factories Act: Objectives – Provisions of the Act regarding Welfare – Health – Safety Measures of Workers.

UNIT-V

Workmen's Compensation Act and International Labor Organization - Role and Functions.

Text Books:

1. Sreenivasan M.R - Industrial Relations & Labor legislations ,Margham Publications
2. Nandhakumar B – Industrial Relations, Labor Welfare and Labor Laws, Vijay Nicole Imprints Pvt. Ltd.
3. Aswathappa K - Human Resource and Personnel Management

Reference Books:

1. Michael V Industrial Relations in India and Workers Involvement in Management
2. Cowling – Essence of Personnel Management and Industrial Relations – Prentice – Hall of India.
3. Monoppa - Industrial Relations
4. Subba Rao P - Human Resource Management and Industrial Relations



SKILL BASED SUBJECT

PAPER – 4

CREATIVITY AND INNOVATION MANAGEMENT

Objective:

To enable the students to learn the various aspects of creativity and innovation.

UNIT-I

What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas?

UNIT-II

Thinking Hats Methods – Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Reverse Brainstorming – Synaptic – Morphological Method.

UNIT-III

Creativity Exercises – Mental Gym – The Way the Mind Works – Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.

UNIT-IV

Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined Problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

UNIT-V

Comparison of Creativity Techniques – Mental Gym Quiz – Blocks of Creativity – Fears and Disabilities – Energy for your Creativity – Creative – Making Your Environment More Creative – The Creative Life Quiz – Case Study

Text Books:

1. Dr. P. Rizwan Ahmed –Creativity and Innovation Management – Margham Publications
2. NCTE Rastogi - Managing Creativity for Corporate Excellence –Mc Millan
3. Pradip NCTE and Khandwalla -Lifelong Creativity –Tata Mc Graw Hill.

Reference Books:

1. Davis Gary and Scot - Training creative Thinking - New York Pub.
2. Edward de Bono - Lateral Thinking –Penguin Pub.
3. Peter F.Drucker - Innovation and Entrepreneurship



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ANNAMALAI UNIVERSITY

HUMAN RIGHTS

COMPULSORY PAPER

(For all PG Degree Courses)

(with effect from 2021-2022)

Course Objectives

1. Human Rights are the rights of all Human Beings. They have universal application. Awareness about Human Rights and concern for its protection has become an important issue after the second world war and paved way for world Nations to come together for acceptance of Universal Declaration of Human Rights.
2. The role of UN in protecting and promoting awareness of Human Rights is highly significant. The binding nature of the International Conventions and Covenants are still a dilemma. The persuasive force in case of violation of human rights by International community is an area of concern. In the absence of National legislations enforcement of these rights remain as one farce.
3. To trace the development of regional instruments drafted aiming at protection of Human Rights and its enforceability.
4. The Indian perspective of protection of Human Rights vide its Legislations, the Constitution of India more read by its language, the Fundamental rights, Duties and Directive Principles of the State Policy has been elicited. The response shown by Indian judiciary and the expression of judicial activism is highlighted. The development of Human Rights jurisprudence in India is traced.
5. The Special legislations and the enforcement machineries remain as a watch dog in the due enforcement of Human Rights in India. The duty to protect human right of all individuals more particularly those are vulnerable remains more as a National obligation. The course intends to evaluate the Redressal mechanisms practiced in India.

COURSE CONTENTS

UNIT-1:

Human rights- Concepts & Nature

Human Rights: Meaning, Definition, Nature, Content- Legitimacy of Human Rights- Origin and Development of Human Rights- Theories – Principles of Magna Carta – Modern Movements of Human Rights – The Future of Human Rights.



UNIT-2:

Human Rights – The International Perspective

International human rights – Human Right concepts Prior and after World War II – UNO – Universal Declaration of Human Rights (UDHR) – International Covenant on Civil and Political Rights (ICCPR) – International Covenant on Economic, Social and Cultural Rights (ICESCR)- Optional Protocols- Human Right Declarations – Role of United Nation Commissions – Convention on the Elimination of All forms of Discrimination against women (CEDAW) – United Nations Convention against Torture (UNCAT) - United Nations Convention on the Rights of the Child (CRC or UNCRC) - Conventions on the Protection of the Rights of Migrant Workers and Disabled.

UNIT-3:

Regional Human Rights

European Human Rights System- African Human Rights System – International Human Rights – Enforceability before Domestic Courts.

UNIT-4:

Human Rights in India

The Constitution of India – Fundamental Rights – Right to Life and Liberty – Directive Principles of State Policy – Fundamental Duties – Individual and Group Rights – Other facets of Human Rights – Measures for Protection of Human Rights in India.

UNIT-5:

Human Right Violations and Redressal Mechanism

Human Rights – Infringement of Human Right by State Machinery and by Individual – Remedies for State action and inaction – Constitutional remedies – Public Interest Litigation (PIL) - Protection of Human Rights Act, 1993 – National Human Rights Commission – State Human Rights Commissions – Constitution of Human Right Courts

Text Books

Unit-1

- Human Rights Lalit Parmar, Anmol Publications Pvt. Limited, 1998
- Human Rights In International Relations, David P. Forsythe, Cambridge University Press

Unit-2

- Alston, Philip, And Frederic Megret, Eds. The United Nations And Human Rights - A Critical Appraisal. Second Edition. Oxford University Press, 2014.



- Bassiouni, M. Cherif, And William A. Schabas, Eds. New Challenges For The UN Human Rights Machinery: What Future For The UN Treaty Body System And The Human Rights Council Procedures? Intersentia, 2011.
- Kruckenber, Lena J. The Unreal World Of Human Rights: An Ethnography Of The UN Committee On The Elimination Of Racial Discrimination. Nomos Publishers, 2012.

Unit-3

- Rebecce Wallace, International Human Rights, Text And Materials 1997
- European Convention On Human Rights: Texts And Documents (Herbert Miessler & Herbert Petzold Eds., 1982)
- A.H. Robertson & J.G. Merrills, Human Rights In Europe: A Study Of The European Convention On Human Rights, 386-413 (3d Ed. 1993)
- International Human Rights Law And Practice ,Francisco Forrest Martin (1997)
- R.K S Inha, Human Rights Of The World (1997)
- African Commission On Human Rights And Peoples Rights Evelyn A Ankumah, (1996)
- The Constitution of India

Unit-4

- Human Rights Bharatiya Values, Mandagadde Rama Jois, Bharatiya Vidya Bhavan, 2015
- B P Singh Seghal , Human Rights in India 1996

Unit-5

- Paras Diwan and Piyush Diwan Women and Legal Protection
- Philip Alston Children Rights and the Law
- G S Bhargave and R M Pal Human Rights of Dalit Societal Violation 1999
- Gerald Van Bueren International Law and The Rights of the Child 1998
- P C Tirpathi Crime Against Working Women

Reference Items: books, Journal

- Protection Of Human Rights Act, 1993.
- Constitutional Law of India (3 Volumes) by Seervai H.M 2015
- The Human Rights Watch Global Report On Women's Human Rights 2000 Oxford Publication
- RS Sharma Perspectives In Human Rights Development
- Julies Stone Human Law And Human Justice 2000 Universal Publication
- Research Handbook On International Human Rights Law, Edited By Sarah Joseph & Edited By Sarah Joseph, Edward Elgar Publishing Limited USA



Course Out Comes

1. After studying unit-1, the student will be able to know the nature of human rights its origin , the theories, the movements in the march of human rights and the facets of future of human rights.
2. After studying unit-2, the student will be able to know the international dimension of human rights, the role of UN and the global effort in formulating conventions and declarations
3. After studying unit-3, the student will be able to Perceive the regional developments of human rights in Europe , Africa and Asia and the enforceable value of human rights in international arena.
4. After studying unit-4, the student will be able to have knowledge on the human rights perspectives in India, more developed by its constitution and special legislations
5. After studying unit-5, the student will be able to know the redressal mechanism made available in case of human rights violation confined to India.




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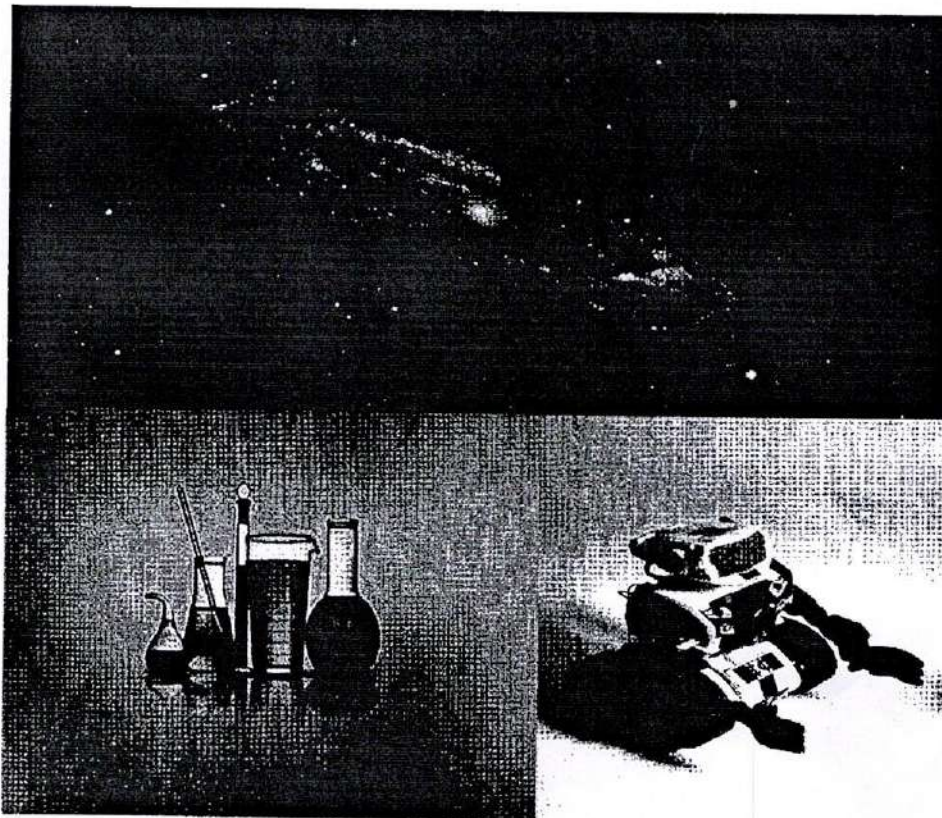
ANNAMALAI



UNIVERSITY

PROFESSIONAL ENGLISH

ENGLISH FOR PHYSICAL SCIENCES



TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION

(TANSCHÉ)



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PREFACE

This textbook on Professional English envisioned under the leadership of the Honorable Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education in Tamil Nadu. It has been prepared with the unstinted support of Thiru. K.Vivekanandan, I.A.S. Member Secretary, TANSCH (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure attests to the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the challenges faced by students in learning their subjects and with a vision to equip them to compete in a global scenario, four textbooks, *English for Physical Science*, *English for Life Sciences*, *English for Arts and Social Sciences* and *English for Commerce and Management* have been prepared.

As language is an essential tool with regard to the learning process, a textbook which uses subject/discipline based content to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

This book is bound to fulfill its destiny as teachers and students work in tandem: teachers as facilitators and learners as highly motivated stakeholders.



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PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCES

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

NB: All four skills are taught based on texts/passages.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-



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Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast
Paragraph-Sentence Definition and Extended definition-
Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)

Speaking: Brainstorming. (Mind mapping).
Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations
Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: Comprehension passages –Note making.
Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

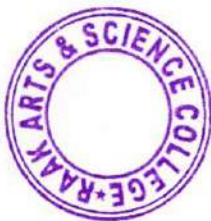
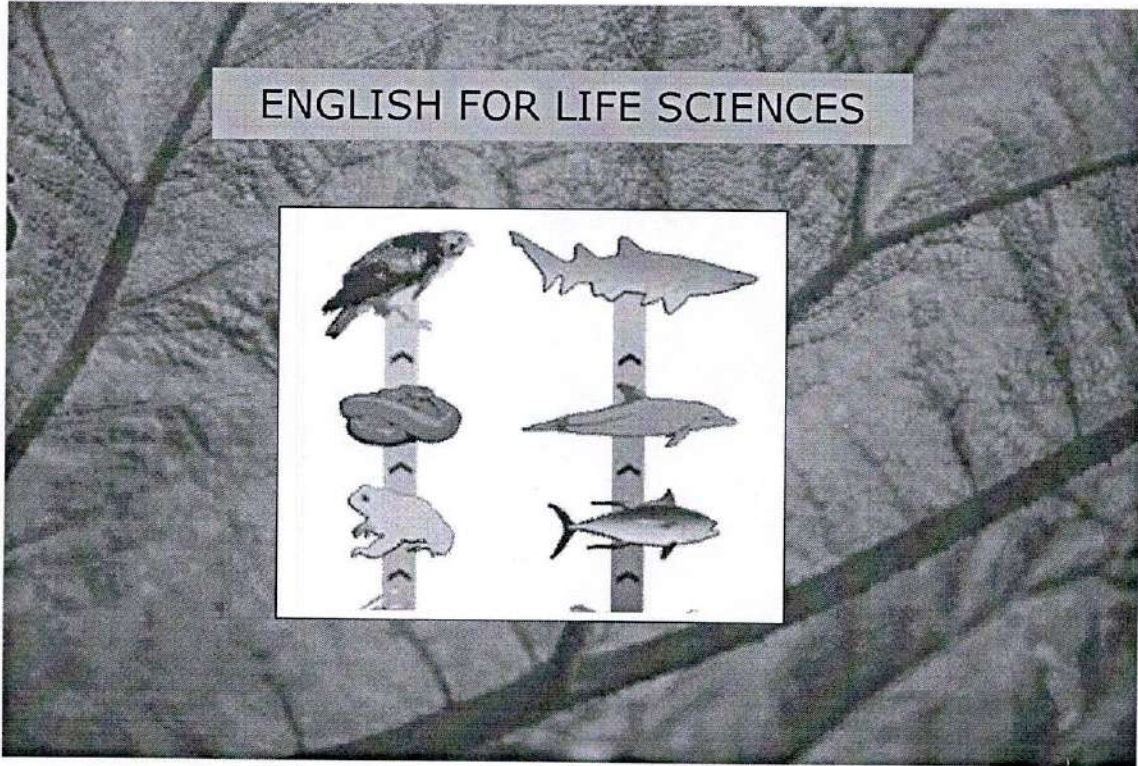
Vocabulary: Register specific - Incorporated into the LSRW tasks



Jm.

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PROFESSIONAL ENGLISH




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PROFESSIONAL ENGLISH FOR LIFE SCIENCES

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or grammar

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

NB: All four skills are taught based on texts/passages.

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions
- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-

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Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields
(Subject specific)

Speaking: Brainstorming. (Mind mapping).
Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations
Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks



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