

B.B.A. RURAL INDUSTRIES AND MANAGEMENT

SYLLABUS
(with effect from June 2015)



DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT
The Gandhigram Rural Institute – Deemed University
Gandhigram – 624 302 Tamil Nadu

DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT
The Gandhigram Rural Institute-Deemed University, Gandhigram - 624 302
Bachelor of Business Administration - BBA in Rural Industries and Management
BBA - UG Programme (From 2015-2016)

Seme ster	Category of Courses	Courses Code	Title of the Course	No.of Credits	Lecture hrs/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
I	Language I (any one course)	15TAMU0101	Tamil	3	3	3	40	60	100
		15HIDU0101	Hindi						
		15MALU 101	Malayalam						
		15FREU0101	French						
	Language - II	15ENGU01X1	English	3	3	3	40	60	100
	Basic language (any one course)	15CHIU0001	Core Hindi	2	2	2	20	30	50
		15CTAU0001	Core Tamil						
	Foundation Course	15GTPU0001	Gandhi's Life , Thought and Work	2	2	2	20	30	50
		15EXNU0001	Extension Education	2	2	-	20	30	50
	Allied Course	15RIMU01B1	Rural Resources for Industrialisation	3	3	3	40	60	100
	Core Courses	15RIMU0101	Introduction to Rural Industries	3	3	3	40	60	100
		15RIMU0102	Principles of Management	3	3	3	40	60	100
	Compulsory non Credit Course	15RIMU01F1	Extension/Field visit	-	4	-	50	-	50
			Sub Total	21	25				
II	Language - I (any one course)	15TAMU0202	Tamil	3	3	3	40	60	100
		15HIDU0202	Hindi						
		15MALU0202	Malayalam						
		15FREU0202	French						
	Language - II	15ENGU02X2	English	3	3	3	40	60	100
	Basic Language (any one course)	15CHIU0002	Core Hindi	2	2	2	20	30	50
		15CTAU0002	Core Tamil						
	Foundation Course (any one course)	15NSSU0001	National Service Scheme	1	1	-	50	-	50
		15SHSU0001	Shanti Sena						
		15FATU0001	Fine Arts						
		15SPOU0001	Sports and Games						
	Foundation Courses	15YOGU0001	Yoga	1	1	-	50	-	50
		15EVAU0001	Environmental Studies	3+1	3 + 2	3	40	60	100
	Allied course	15RIMU02B2	Operations Management	3	3	3	40	60	100
	Core Course	15RIMU0203	Rural Industrial Organisation	3	3	3	40	60	100
		15RIMU0204	Management Administration	3	3	3	40	60	100
	Compulsory Non Credit Course	15RIMU02F2	Extension / Field Visit	-	4	-	50	-	50
			Sub Total	23	28				

III	Language I (any one Course)	15TAMU0303	Tamil	3	3	3	40	60	100
		15HIDU0303	Hindi						
		15MALU0303	Malayalam						
		15FREU0303	French						
	Language II	15ENGU01X3	English	3	3	3	40	60	100
	Soft skill	15ENGU00C1	Communication and soft skill	2	2	2	20	30	50
	Village Placement Programme	15EXNU03V1	Village Placement Programme	2	-	-	50	-	50
	Non-Major Elective (any one course) *			3	3	3	40	60	100
	Allied Course	15RIMU03B3	Project Formulation	3	3	3	40	60	100
IV	Core Course	15RIMU0305	Principles of Accounting	3	3	3	40	60	100
		15RIMU0306	Business law	3	3	3	40	60	100
			Sub Total	22	20				
	Allied Course	15RIMU04B4	Business Mathematics	3	3	3	40	60	100
	Computer Skill	15CSAU04C1	Computer fundamentals and office automation	3+1	3+2	3	24+24	36+16	100
	Major Electives	15RIMU04EX		3 (2+1)	2 + 2	3	20+30	30+20	100
	Core Course	15RIMU0407	Management costing	3	3	3	40	60	100
		15RIMU0408	Marketing Management	3	3	3	40	60	100
		15RIMU0409	Entrepreneurship Development	3	3	3	40	60	100
	Compulsory Non Credit Course	15RIMU04F3	Extension /Field Visit	-	4	-	50	-	50
V			Sub Total	20	25				
	Skill Based Elective	15RIMU05S1	Soft Skill : Personality Development	3	3	3	40	60	100
	Non Major Elective (any one course)			3	3	3	40	60	100
	Major Electives	15RIMU05EX		3 (2+1)	2+2	3	20+30	30+20	100
	Core Course	15APRU0001	Elements of Research Methods	3	3	3	40	60	100
		15RIMU0510	Introduction to Financial Management	3	3	3	40	60	100
		15RIMU0511	Export Management	3	3	3	40	60	100
		15RIMU0512	Information Technology for Rural Industries	4 (3+1)	3+2	3	24+24	36+16	100
	Compulsory Non Credit Course	15RIMU05F4	Extension / Field Visit	-	4	-	50	-	50
			Sub Total	22	28				

VI	Modular Course on SRS (Any 2 Module)	15RIMU06MX		2	2	-	50	-	50
		15RIMU06MY		2	2	-	50	-	50
	Project	15RIMU0613	Project	4	-	-	40	40+20*	100
	Core Course	15RIMU0614	Management of Micro Enterprises	3	3	3	40	60	100
		15RIMU0615	Total Quality Management	3	3	3	40	60	100
		15RIMU0616	Personnel Management	3	3	3	40	60	100
		15RIMU0617	Internship	3	3	-	100	-	100
		Sub Total		20	16				
		Grand Total		128	142				

Major Elective IV Semester For 15RIMU04EX	15RIMU04E1	Bakery and Confectionery
	15RIMU04E2	Vegetable Oil Industry
	15RIMU04E3	Preservation of Fruit and Vegetables
	15RIMU04E4	Hand Made Paper Industry
	15RIMU04E5	Soap Industry
	15RIMU04E6	Brick Industry

Major Elective V Semester For 15RIMU05EX	15RIMU05E7	Composting Technologies
	15RIMU05E8	Soap and Detergents Industry
	15RIMU05E9	Packaging Technology
	15RIMU05EA	Food Science and Quality Control
	15RIMU04EB	Processing of Cereals and Pulses
	15RIMU04EC	Leather Goods Making

List of courses for 15RIMU06MX and 15RIMU06MY (Modular Course on SRS)

15RIMU06M1	Corporate Social Responsibility
15RIMU06M2	Women Entrepreneurship
15RIMU06M3	Services Marketing
15RIMU06M4	Retail Management

Semester Minimum Credits – 18

Maximum Credits -23

Programme Minimum Credits- 123

Maximum Credits - 129

The excess credit (129-123=6) can be offered in any other semester without encroaching into the three hours meant for Friday Prayer, Gurukula and Shramdhan.

*Note: Concurrent viva-voce evaluation = 20 Marks

15TAMU0101: TAMIL

(Credit:3 Hours: 3 CFA:40 ESE:60)

Nehf;fk;

jkpo;nkhopapd; njhd;ikiaAk; rpwg;igAk; khzth;fs; mwpar;
nra;jy;.

rpwg;G Nehf;fk;

- jkpo;nkhopapd; mbg;gil ,yf;fzq;fis khzth;fSf;Ff; fw;gpj;J gpioapd;wpg; NgrTk; vOjTk; gapw;rpaspj;jy;.
- fiyr;nrhy;yhf;fj;jpd; Njit> nkhopngah;g;gpd; mtrpak; Fwpj;j mwpiit khzth;fSf;Fj; jUtNjhL fiyr;nrhy;yhf;fj;jpYk; nkhopngah;g;gpYk; Jiwrhh;e;j <LghL nfhs;sr; nra;jy;.

ghlj;jpl;lk;

myF 1 : jkpo;nkhopapd; Njhw;wk; tsh;r;rp – jkpo;nkhop tuyhw;iw mwpa cjTk; rhd;Wfs; – Nkdhl;lhh; jkpo;g; gzpfs;.

myF 2 : ,yf;fz Ehy;fs; – ,yf;fzf; fiyr;nrhw;fs; – mwpKfk;.

myF 3 : gpioapd;wp vOJk; Kiw

myF 4 : fiyr;nrhy;yhf;fk; : nghJf; fiyr;nrhw;fs; – Jiwrhh;e;j fiyr;nrhw;fs;.

myF 5 : nkhopngah;g;G : nghJ nkhopngah;g;G – Jiwrhh;e;j nkhopngah;g;G.

ghu;it E}y;fs;

1. G+tz;zd; – nkhopj;jpwd;
2. NrJkzp kzpad; – nkhopngau;g;gpay; Nfhl;ghLfSk; cj;jpfSk;
3. m.fp.gue;jhkdhu; – ey;y jkpo;; vOj Ntz;Lkh?
4. fp.fUzhfud; (g.M) – mwptpay; cUthf;fj; jkpo;
5. nghd;. Nfhjz;luhk; – ,yf;fzf; fiyf; fsQ;rpak;
6. nkhop mwf;fl;lis – jkpo;eif; ifNaL
7. fp.ehuhazd; – nkhopj;jpwd;
8. ,uhjh nry;y;gd; – fiyr; nrhy;yhf;fk;

15HIDU0101: HINDI**(Credit: 3 Hours: 3 CFA:40 ESE:60)****(PROSE, SHORT STORIES AND GRAMMAR)****Unit I**

1. Varnabaadha - Gandhiji, Gadya Vividha, Ed. Janaki prasad Sharma, Gnyabharati Delhi.
2. Mitrata, Shuklji, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit II

1. Beimani Ki Parat - Harishankar Parsai, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad
2. Bharat Ek Hai – Dinakar, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit III

1. Bhuk - Dr.B.S.Reddy Kathalok, Lorven Publications, Narayanaguda, Hyderabad
2. Poos Ki Raat- Premchand, Gadya Sandesh, Lorven Publications, Narayanaguda, Hyderabad

Unit IV

1. Vusne Kaha Tha – Guleri Kathalok, Lorven Publications, Narayanaguda, Hyderabad
2. Mai Har Gayi-Mannu Bhandari Kathalok, Lorven Publications, Narayanaguda, Hyderabad

Unit V

1. Sugam Hindi Vyakaran - Vamshidhar and Sastri, Siksha Bharati, Kashmiri Gate, New Delhi

Grammar: Noun, Pronoun, Adjective

Objectives of the Course

To introduce the modern Malayalam Poetry.

Specific Objectives of the Learning

- To understand the origin and development of Modern Malayalam Poetry.
- To apprehend the difference between the Ancient and Modern Malayalam Poetry.
- To inculcate the aesthetics of Modern Malayalam poetry.
- To communicate ideas, culture and human values contained in the poems by critical analysis.
- To reveal the social issues contained in the poems.

Syllabus**Unit 1**

- a) Oru Thiyakuttiute Vicharam-By Kumaranasan
- b) Premasangeetham-By Ulloor

Unit 2

- a) Karmabhumiute Pinchukal-By Vallathol
- b) Innu Gnan Nalay Nee- G.Sankara Kurup

Unit 3

- a) Vivahasammanam – By Edassery Govindan Nair
- b) Malathurakkal-By Vyloppally Sreedhara Menon

Unit 4

- a) Jnanappana – By Poonthanam
- b) Sathrathil Oru Rathri- By P.Bhaskaran

Unit 5

- a) Uppu– By ONV Kurup
- b) Oru Tathaute Katha– By Thirunelloor Karunakaran

Text Books

1. Malayala Kavitha, Published by Kerala University, Thiruvananthapuram, 2010.

Reference Books

1. Malayala Kavitha Sahitya Charithram, Dr. M. Leelavathi, Pub.Kerala Sahitya Academi, Thrisoor – 1980.
2. Aadhunika Sahityam, S. Gupthan Nair, SPCS, Kottayam – 1999

Semester: I

Language I

Course Code: 15FREU0101

15FREU0101: FRENCH

(Credit:3

Hours: 3

CFA:40 ESE:60)

Objectives

On completing this course, the students will have acquired the skills of understanding French words in day to day situations and acquired the ability to listen, read and write in basic French.

Syllabus

Unit 1 : Leçon 01: À l' Aeroport 'Kamaraj domestic' de Chennai

Unit 2 : Leçon 02: À l' université

Unit 3 : Leçon 03: Au café

Unit 4 : Leçon 04: À la plage

Unit 5 : Leçon 05: Un concert

Text Book

Madanagobalane, K. **Synchronie-1**, Samhita Publications, Chennai.

15ENGU01X1: ENGLISH**(Credit:3 Hours: 3 CFA:40 ESE:60)****Objectives**

- To improve the English language skills of students with very limited abilities to use the language;
- To focus on the language skills of the learners in a graded manner.

Syllabus

Unit I : **Grammar:** What is Grammar? - The Capital Letter - Nouns & Pronouns

Unit II : **Listening:** Teacher Narrations

Unit III :**Speaking Skills:** Self-Introduction - Descriptions of persons, objects, places

Unit IV :**Reading & Vocabulary:** Graded reading comprehension passages

Unit V : **Writing Skills:** Sentence Construction - Descriptive Paragraph writing

Textbook

General English I Textbook/Course Material to be prepared by the Faculty

Reference Book

Seaton, Anne & Y.H. Mew. *Basic English Grammar Book 1*. Irvine: Saddleback, 2007. Print.

15CHIU0001: CORE HINDI

(Credit: 2 Hours: 2 CFA:20 ESE: 30)

Syllabus

Unit I : Alphabets and words building

Unit II: Imperatives

Unit III :Simple present tense and present continuous tense

Unit IV: Adjectives, Numbers 1 to 50

Unit V : Case endings

Reference Books

- 1 .Aadarsa Hindi Bodhini, D,B,H.P. Subha, Chennai
2. Anuvad Abhyas Part – I, D,B,H.P. Subha, Chennai

15CTAU0001: CORE TAMIL**(Credit: 2 Hours: 2 CFA:20 ESE: 30)****Objective**

To introduce the elementary aspects of Tamil language to non-Tamil speakers

Specific Objectives

- To teach the four skills of reading, writing, speaking and listening.
- To help the students from other linguistic backgrounds understand the basics of Tamil language.

Syllabus

Unit I : Tamil Alphabet

Unit II: Nouns

Unit III : Pronouns

Unit IV: Verbs

Unit V : Simple sentences

Reference

S. Rajaram – *An Intensive Course in Tamil*

15GTPU0001: Gandhi's Life, Thought and Work
(Credit: 2 Hours: 2 CFA:20 ESE: 30)

Objective

To enable Students to understand and appreciate the principles and practices of Gandhi and their relevance in the contemporary times.

To develop character and attitude to follow Gandhian values and responsibilities in their personal and social life.

Unit I : Life of Gandhi in Brief

Early life in India – London Phase – South African Adventure - Struggle for total freedom in India – Martyrdom

Unit II: Gandhian Philosophy

Concepts of Gandhi's Philosophy, Truth and Nonviolence, Ends and Means, Right and Duties, Simply Living and High Thinking

Unit III: Gandhi's Concepts and Their Applications

Sarvodaya, Satyagraha, Santhi Sena Constructive Work

Unit IV: Gandhian Vision of Society

Self and society-Communal harmony, removal of untouchability and Equality of sexes – Policies: Decentralization of power, Gram Swaraj (Panchayat Raj) and good governance- Economics Swadeshi, Trusteeship, Bread Labour and Self-employment.

Unit V: Gandhi Dimension of Education

Basic Education, Adult Education, Pluralism- Multilingualism, Religions and interfaith relations- Health; Diet, Nature Cure, Education on Health, Sanitation and Hygiene.

References

1. Gandhi.M.K (1983), **An Autography of the Story of My Experiments with Truth**, Navajivan Publishing House, Ahmedabad.
2. Gandhi.M.K (1951), **Satyagraha in South Africa**, Navajivan Publishing House, Ahmedabad.
3. Gandhi.M.K (1983), **Constructive Programme: Its Meaning and Place**, Navajivan Publishing House, Ahmedabad.
4. Gandhi.M.K (1948), **Key to Health**, Navajivan Publishing House, Ahmedabad.
5. Gandhi.M.K (1949), **Diet and Diet Reforms**, Navajivan Publishing House, Ahmedabad.
6. Gandhi.M.K, **Basic Education**, Navajivan Publishing House, Ahmedabad.
7. Gandhi.M.K (2004), **Village Industries**, Navajivan Publishing House, Ahmedabad.
8. Gandhi.M.K (1962), **Hindi Swaraj**, Navajivan Publishing House, Ahmedabad.
9. Gandhi.M.K (2004), **Trusteeship Dreams**, Navajivan Publishing House, Ahmedabad.
10. Gandhi.M.K (2001), **India of my Dreams**, Navajivan Publishing House, Ahmedabad.
11. Gandhi.M.K, **Self Restraint Vs. Self Indulgence**, Navajivan Publishing House, Ahmedabad.
12. Arunachalam (1985), **Gandhi The Peace Maker**, Gandhi Samarak Nidhi, Madurai
13. R.R. Prabhu & UR Rao, **The Mind of Mahatma Gandhi**, Navajivan Publishing House, Ahmedabad.

15EXNU0001: EXTENSION EDUCATION**(Credit: 2 Hours: 2 CFA:20 ESE:30)****Objective**

- Understand the fundamentals of Extension Education.
- Get familiarized with various extension teaching methods and techniques and
- Acquire knowledge and skill for designing, executing and evaluating an extension programme.

Specific Objectives of Learning (SOL)

To overview the students on the fundamentals of extension education and the various methods and with focus on the techniques.

Unit I : Fundamentals of Extension Education

Meaning, definition and characteristics of extension education - Types, contents, components of extension education - Scope and importance of extension education - History of extension education

Unit II: Principles of Extension Education

Philosophy of extension education - Principles of extension education - Objectives of extension education

Unit III: Extension methods and Audio Visual (AV) Aids

Classification of extension methods and Audio Visual (AV) aids - Criteria for the selection of extension teaching methods

Unit IV: Extension Programme Planning

Steps in formulating extension programme - Selection of field and beneficiaries - Motivation and rapport building.

Unit V: Process of Implementation and Evaluation

Implementation planning - Creating teaching and learning situation - Steps in implementing the programme - Evaluating the impact of the programme - Skills and traits required for extension personnel

References

1. Reddy, Adivi. A., (1995), **Extension Education**, Sree Lakshmi Press, Bapatla
2. Dahama. O.P., Bhatnagar O.P., (1995), **Education and Communication for Development**, Oxford & IBH Co, New Delhi
3. Easwaran A., (2007), ABC of Extension Education, GRI, Gandhigram
4. Supe. S.V., (1985), **An Introduction to Extension Education**, Oxford & IBH Publishing Co, New Delhi,
5. Willson M.C. and Gallup. G., (1955), **Extension Teaching methods**, US Department of Agriculture, Washington.
6. Hass Kennath. B., and Packer Harry. Q., (1955), **Preparation and use of Audio Visual Aids**, Prentice Hall, Inc.
7. Journals: **Journals of Extension system**
8. **Indian Journal of Extension Education.**

Websites

1. www.india.com/in author. "Advi + Reddy
2. <http://www.extension.missouri.edu/staff/programdev/plm>
3. http://www.krishiworl.com/htm/agri_extension_edu1.html
4. <http://www.uasd.edu/extension.htm>
5. <http://www.communicationskills.co.in/importance-of-communication-skills.htm>

Journals

1. Journals: **Journals of Extension system**
2. **Indian Journal of Extension Education.**

15RIMUO1BI: RURAL RESOURCE FOR INDUSTRIALISATION**(Credit : 3 Hours : 3 CFA:40; ESE: 60)****Objective**

To understand the resources, and factors influencing industrialisation process of the state through five year plans.

Outcome

The students identify the available resources in rural areas for establishment of MSMEs

Unit I : The Basic Characteristics of the Economy (7)

The Demographic profile – Land Availability – The Resource Endowment: Soils, Rainfall, Rivers and Water supply, Forests, Minerals, Fishery, Power – Some Assets.

Unit II: Development Experience (7)

Trends in Social Product – Trends in Per Capita Income – The components of Social Product, Secretarial Transformation – The State in the Indian context.

Unit III: Infrastructural Development (6)

Transport: Railways, Airways, Roads. Nationalization of bus transport, Ports, Inland Waterways – Power, Rural Electrification – Banking – Housing and Slum Clearance.

Unit IV: Industrial Development (4)

Recent Structural changes – Index of Industrial Production- State aid to Industrial Development – State sponsored Industrial Corporations – The major Industries of Tamil Nadu: Cotton Textiles, Sugar, Cement. Automobiles, Leather – Small Scale Industries, Handloom Industry – Cotton Industries.

Unit V: State Finance (4)

Sources of Revenue, Pattern of Expenditure – Public Debt – Central Assistance.

References

1. Sundaram.K.P.M, **The Indian Economy**, Concept Publishing Company, New Delhi.
2. Rajalakshmi.N.Dr. **The Tamil Nadu Economy**, Emerald, Publishers, Chennai
3. Vaithianathan.Dr. **The Economy of Tamil Nadu**, Emerald Publishers, Chennai
4. Velappan.D, (1986), **Economic Development of Tamil Nadu**, Emerald Publishers, Chennai.

15RIMU0101: INTRODUCTION TO RURAL INDUSTRIES**(Credit : 3 Hours : 3 CFA:40; ESE: 60)**

Objective	
	The main objective of this course is to provide an understanding of basic concept of rural area and its society, different issues, challenges and approaches for the development.
Specific Objectives of Learning (SOL)	
	Appreciating the role of MSMEs – in Indian Economy.
Unit I :	Role of Rural Industries in India – Need, significance and future prospects – problems and prospects – Rural Industry & Rural Economy.
Unit II:	Criteria for distinguishing Large, Medium, Small and Micro Industrial units in India – Growth and development – recent trends.
Unit III:	Classification of small scale and cottage industries in India. Different types of rural industries- Need based, Raw Material based and skill based.
Unit IV:	Village and small scale Industries- problems and prospects Govt. policy towards village and small scale industries.
Unit V:	Impacts of Globalisation on village and small scale industries

References

1. Francis, Cherunilam, **Industrial Economic**, Himalaya Publishing House, Bombay.
2. Khanka, **Entrepreneurial Development**, S.Chand & Co, New Delhi.
3. Sivaya and Das, **Indian Industrial Economy**, S.Chand & Co., New Delhi.
4. Sundaram K.P.M., **Indian Economy**, Concept Publishing Company, New Delhi.

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15RIMU0102: PRINCIPLES OF MANAGEMENT**(Credit: 3 Hours: 3 CFA: 40; ESE: 60)**

Objective	
	To gain knowledge on the history and fundamental concepts of management and administration.
Specific Objectives of Learning (SOL)	
	The student will understand the basic principles of management theory and functional areas of management.

Unit I	Management Concept and definitions – Management and Administration, Evolution of Management thought – Basic Principle and Process of Management.
Unit II	Decision making and Planning Decision making: Meaning and importance, approaches to decision making, steps in decision making –Planning: Meaning and importance – types of planning – groups of various types of plans – steps in planning
Unit III	Organizing Forms of organization: formal and informal – departmentalization – Staffing: nature and purpose of staffing, importance, components – Direction function: leadership styles and functions.
Unit IV	Coordination Need and importance – Types of coordination and interdependence / coordination: pooled, reciprocal, sequential – Principles of coordination – approaches to achieving effective coordination – problems of coordination.
Unit V	Controlling Control: meaning, definition and importance – Span of control – types of control – Steps in controlling – Planning Vs Control – Integrated control system and its relevance – Management audit.

References

1. Earnest Dale, **Management Theory and Practice**, McGraw Hill Publications, Tokyo.
2. George R. Terry and Stephen G. Franklin (2005), **Principles of Management**, AITBS, Publishers and Distributors, New Delhi.
3. Heinz Weibrich and Harold Koontz (1993), **Management**, Schaum Division, McGraw Hill, Inc., New Delhi.
4. Heinz Weibrich and Harold Koontz (1993). **Management: A Global Perspective**, McGraw Hall, New York.
5. James A.F. Stoner, R. Edward Freeman and Daniel R. Gilbert (2005), **Management**, Pearson, New Delhi.
6. Kapur. S.K (2004), **Principles and Practice of Management**, S.K. Publishers, New Delhi, 2004.
7. Lewis, A. Allen, **Management and Organization**, McGraw Hill Publications, Tokyo. New Delhi.
8. Prasad, **Principles and Practice of Management**, S. Chand & Co., New Delhi.
9. Thiripathy. P.C and P.N. Reddy (1992), **Principles of Management**, Tata McGraw Hill,

15RIMU01F1:Extension /Field Visit
(Credit:- Hours: 4 CFA: 50 ESE -)

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation : 25 Marks

Viva-voce : 25 Marks

Total 50 Marks

15TAMU0202: TAMIL
(Credit: 3 Hours: 3 CFA: 40; ESE:60)

Nehf;fk;

jkpo;nkhopapd; jw;fhy ,yf;fpa tbtq;fshd ftpij> ehty;>
ehlfrk;> rpWfij Mfpatw;iw khzth;fSf;F mwpKfk; nra;jy;.

rpwg;G Nehf;fq;fs;

- etPd ,yf;fpaq;fspy; ntspg;gLk; gilg;ghshpd; r%fg; gh;itia khzth;fs; mwpar; nra;jy;.
- ,yf;fpaq;fs; top rkfh y r%fg; gpur;ridfisAk; mjw;fhd jPh;TfisAk; khzth;fs; mwpe;J nfhs;sr; nra;jy;.

ghlj;jpl;lk;

myF 1	:	ftpj> rpWfij> Gjpdk;,> ehlf ,yf;fpa tuyhW Fwpj;j mwpKfk;.
myF 2	:	<p>ftpjfs; kuGf; ftpij</p> <p>1. ghujpahh; – epw;gJNt</p> <p>2. ghujpjhrd; – epyh</p> <p>3. ftpkzp – Nfhapy; topghL></p> <p>4. ehkf;fy;yhh; – ,izapyh fhe;jp;</p> <p>5. Rujh – jkpopy; ngaupLq;fs;</p> <p>GJf;ftpj</p> <p>1. e.gpr;r%u;j;jp – Gy;ypd; thrid</p> <p>2. rpw;gp – ghJif je;j ghlk;</p> <p>3. mg;Jy;uFkhd; – rytj;Jiw</p> <p>4. fy;ahz;[p – tho;f;if</p> <p>ngz; ftpQh;fs;</p> <p>1. ry;kh – ,sturpapd; jtis Mil</p> <p>2. rq;fup – ,d;W ehd; ngupangz;</p> <p>3. ckhkNf];thp – Rak;</p> <p>4. ghyghujp – jiyKiw</p> <p>i`f;\$f; ftpij</p> <p>jkpod;gd; ftpjfs; – 5</p>
myF 3	:	<p>Gjpdk</p> <p>b.nry;tuh; – ngha;f;fhy; Fjpiu</p>
myF 4	:	<p>rpWfij t.Nt.R lau; – Fsj;jq;fiu murkuk;</p> <p>1. GJikgpj;jd; – flTSk; fe;jrhkpg;gps;isAk;</p> <p>2. jp. [hdfpuhkd; – rptg;G upf;\h</p> <p>3. R. rKj;jpuk; – Vthj fizfs;</p> <p>4. mk;ig – fhl;bNy xUkhd;</p>
myF 5	:	ehlfrk; Nfhky; Rthkpehjd; – jz;zPh; jz;zPh;

15HIDU0202:HINDI
(Credit: 3 Hours: 3 CFA: 40; ESE:60)

Objective

To introduced with Poetry, One Act Play and Grammar

Specific Objectives of Learning

- Familiarize with Devotional literature and Values
- Study the poems of Kabir, Tulasidas and Tahim
- Patriotism depicted in the poetry
- Study of “Matribhoomi” and “Bharat Maata”
- Social and Political Problems expressed in the One Act Plays
- Study of “Reed Ki Haddi” and “Prithviraj Ki Aankheyn”
- Introduced with Verb, Gender and Number

Syllabus

Unit 1 : Kabir Das - Dohe (1 – 10) Kavyadeep; Thulasi Das - Dohe (1 – 10); Rahim-Dohe (1 – 10)

Unit 2 : Matru Bhoomi - M.S. Gupt Kavyadeep; Bharat Maata - Pant

Unit 3 : Yah Deep Akela - Agney Kavyadeep; Madhushala - H.R.Bachan

Unit 4 : Reed Ki Haddi –Jagadeeshchandra, Mathur, Shreshta Ekanki, Ed. Vijaypal Singh;
Prithviraj Ki Aankhen -Ram Kumar Varma, Gadya Sandesh

Unit 5 : Sugam Hindi Vyakaran-Vamshidhar and Sastri, Siksha Bharati
Grammar: Verb, Gender, Number

Text Books

1. Kavyadeep - Lorven Publications, Narayanaguda, Hyderabad
2. Shreshta Ekanki - Ed. Vijaypal Singh - National Publicizing House, Delhi
3. Gadya Sandesh - Lorven Publications, Narayanaguda, Hyderabad
4. Sugam Hindi Vyakaran - Vamshidhar and Sastri - Siksha Bharati - Kashmiri Gate, New Delhi

Reference Books

1. Adhunik Hindi Kavita – Vishvanathprasad Tiwari – Raj Kamal Prakashan, New Delhi
2. Samakaleen Hindi Natak Aur Rang Manch – Narendra Mohan – Vani Prakashan, New Delhi
3. Hindi Natak Aaj – Kal – Jayadev Taneja – Takshashila Prakashan, New Delhi

15MALU0202: MALAYALAM
(Credit: 3 Hours: 3 CFA: 40; ESE:60)

Objective

To introduce Renaissance, Modern and post-Modern
Malayalam Short stories & Novel.

Specific Objectives of Learning

- To understand style, structure, approach and content of Renaissance, Modern and Post-Modern stories in Malayalam Literature
- To grasp the ideas, culture, human values narrated in the stories
- To familiarize the technique of story writing
- To perceive the writing method of Biographical Novels

Syllabus

Unit 1 : a) Deerghayathra-By Thakazhi Sivasankara Pillai

b) Ninte Ormmakke-By M.T.Vasudevan Nair

Unit 2 : a) Kathunna Oru Rathachakram-By T.Padmanabhan

b) Katte Paragna Katha- By O.V.Vijayan

Unit 3 : a) Delhi 1981 – By M. Mukunthan

b) Santhanuvinte Pakshikal – By Zachariah

Unit 4 : a) Randu Pusthakangal- By Asokna Charuvil

b) Ullitheiyalum Onpathinte Gunanapattikayum- By Priya A. S

Unit 5 : Balyakalasahi – By Vaikom Muhammed Basheer

Text Books

1. Gadya Sahityam, Publication Kerala University, Thiruvananthapuram-2010
2. Balyakalasahi, Vaikom Muhammed Basheer, Publication DC Books, Kottayam - 1985

Reference Books

1. Cherukatha, Ennalay, Ennu, M. Achutan, SPCS, Kottayam, 1985
2. Kairaliute Katha, N. Krishna Pillai, SPCS, Kottayam, 1980
3. Malayala Novel Sahitya Charitram, Prof. K.M. Tarakan, Kerala Sahitya Academi, Thrissor, 1978

15FREU0202: FRENCH
(Credit: 3 Hours: 3 CFA: 40; ESE:60)

Objective

On completing this course, the students will have acquired the skills of communicating in French in simple situations and acquired the ability to understand and write in French.

Syllabus

- Unit 1 : Leçon 06: Chez Nalli
- Unit 2 : Leçon 07: Nouvelles de l' Inde
- Unit 3 : Leçon 08: À la gare central station
- Unit 4 : Leçon 09: Un lit dans la cuisine
- Unit 5 : Leçon 10: Pierre apprend à conduire

Text Book

Madanagobalane, K. **Synchronie-1**, Samhita Publications, Chennai.

15ENGUO2X2: ENGLISH
(Credit: 3 Hours: 3 CFA: 40; ESE:60)

Objectives

To build on the English language skills of students initiated in the previous semester; and to focus on the language skills of the learners in a graded manner.

Syllabus

- Unit1 : **Grammar:** Adjectives, Determiners, Verbs & Tenses, Subject-Verb Agreement
- Unit 2 : **Listening:** Teacher/Peer Readings, Story Narrations
- Unit 3 : **Speaking Skills:** Basic conversation, Narration of events
- Unit 4 : **Reading & Vocabulary:** Graded reading comprehension passages
- Unit 5 : **Writing Skills:** Narrative paragraphs, Note Making

Textbook

General English II Textbook/Course Material to be prepared by the Faculty

Reference Book

Seaton, Anne & Y.H. Mew. *Basic English Grammar Book 1*. Irvine: Saddleback, 2007. Print.

15CHIU0002: CORE HINDI
(Credit: 2 Hours: 2 CFA: 20; ESE:30)

Syllabus

Unit 1 : Future Tense

Unit 2 : Gender and number

Unit 3 : Past Tense – Transitive Verb

Unit 4 : Past Tense – Intransitive Verb

Unit 5 : Communicative Hindi

Conversations: Market, Railway Station, Hotel

Reference Books

1. Aadarsa Hindi Bodhini, D,B,H.P. Subha, Chennai
2. Anuvad Abhyas Part - I , D,B,H.P. Subha, Chennai

15CTAU0002: Core Tamil
(Credit: 2 Hours: 2 CFA: 20; ESE:30)

Objective

To introduce the elementary aspects of Tamil language to non-Tamil speakers.

Specific Objectives of Learning

- To teach the four skills of reading, writing, speaking and listening.
- To help the students from other linguistic backgrounds understand the basics of Tamil language.

Syllabus

Unit 1 : Cases

Unit 2 : Present Tense

Unit 3 : Past Tense

Unit 4 : Future Tense

Unit 5 : Translation

Reference

S. Rajaram – *An Intensive Course in Tamil*

15NSSU0001: National Service Scheme**(Credit:1 Hours:1 CFA:50; ESE:-)****Syllabus**

Unit 1 : NSS – History, philosophy, principles and objectives

Unit 2 : Working with people – Methods and Techniques

Unit 3 : NSS – Regular Programme : Objectives, activities – role and responsibilities of volunteers

Unit 4 : NSS Special Camping Programme : Objectives, activities – role and responsibilities of volunteers

Unit 5 : Evaluation of the NSS activities – Tools and Techniques

References

1. National Service Scheme Manual 1997, by the Department of Youth Affairs and sports, Ministry of Human Resource Development, Government of India.
2. Supe S.V., 1995, Extension Education, Sterling Publications, Madras
3. Advi Reddy, 1996, Extension Education Baktal Publications, Hyderabad
4. Narayanasamy N., M.PBoraian and R. Ramesh 1997 Participatory Rural Appraisal, GRU, Gandhigram.

15SHSU0001: Shantisena**(Credit:1 Hours:1 CFA:50 ESE:-)****Objective**

To enable the students to understand and realize the concept of Shanti Sena and alternative defence and to shape them to be peace makers in the context of growing violent conflicts.

Specific Objectives of Learning

This will make the students

- To internalize the meaning and conceptual framework of Shanti Sena
- To learn indepth the contribution of Gandhi and the post Gandhians to Shanti Sena
- To get educated in the dynamics and mechanism of alternative to violence.
- To acquire knowledge on the Indian and International Peace Building Organizations.
- To undergo rigorous and systematic transformative training in Shanti Sena.

Syllabus

Unit 1 : **Shanti Sena:** Meaning and conceptual frame work – historical development.

Unit 2 : **Shanti Sena in India and abroad:** Contributions of Mahatma Gandhiji, Khan Abdul Ghaffar Khan, Vinoba Bhave and Jeyaprakash Narayan.

Unit 3 : **Organisation and functions of Shanti Sena:** Shanti Kendras, All India Shanti Sena Mandal; Peaceful resolution of conflicts, Peace Making, Alternative to Defense and Violence.

Unit 4 : **Experiments in Modern times:** World Peace Brigade, Peace Brigade International, U.N. Peace Keeping Force, Truth and Reconciliation Commission and Experiments of Gandhigram Rural Institute.

Unit 5 : **Skills and Training for Shanti Sena:** Skills of First Aid and Skills for disaster management, Peace Making Skills (Conflict Resolution and Counseling) and Transforming oneself into a Shanti Sainik.

References

1. Vinoba Bhave (1961), Shanti Sena, Akhil Bharat Sarva Seva Sangh Prakashan, Varanasi.
2. K.Arunachalam (1985), Gandhi - The Peace Maker, Gandhi Smarak Nidhi, Madurai.
3. Suresh Ram, Vinoba and his Mission, Sarva Seva Sangh Prakashan, Varanasi.
4. Narayana Desai, (1972), Towards Non-Violent Revolution, Sarva Seva Sangh Prakashan, Varanasi.
5. Naraya Desai, (1963), A Hand Book for Shanti Sainiks, Sarva Seva Sangh Prakashan, Varanasi.
6. Naraya Desai, (1962), Shanti Sena in India, Sarva Seva Sangh Prakashan, Varanasi.
7. N.Radhakrishnan, (1989), Gandhi and Youth: The Shanti Sena of GRI, Gandhigram Rural Institute, Gandhigram.
8. N.Radhakrishnan, (1997), Gandhian Nonviolence: A Trainer's Manual, Gandhi Smriti and Darshan Samiti, New Delhi.

15FATU0001: Fine Arts
(Credit:1 Hours:1 CFA:50; ESE:-)

Objective

This is a course that is evolving with the intervention of students. The whole emphasis here will be to introduce students to Indian art, and allow them to critically evaluate, the theories and interpretations of art and architecture that have largely stemmed from cultural perspectives.

Specific Objectives of Learning

- A general survey course to introduce the students to Indian Art
- understand the basics of Art History, Aesthetics and Art Appreciation
- theoretical, social and cultural dimensions of the production of art and architecture

Syllabus

- Unit 1 : **Art History and Aesthetics:** What is art and what is art History? What constitutes art and how do we define it? The Classical Concept of art. Theory of Art as Expression. Aesthetic theories of Art.
- Unit 2 : **Indian Art:** Do art and architecture perform functions and have a role to play in society? The role and importance of the museum as a site for cataloguing and preserving art, and projecting certain defined notions that have a bearing on the study of art and architecture will also be focused upon.
- Unit 3 : **Indian Architecture:** Prescriptive texts and the making of early Indian art and architecture. Was the 'science' of art and architecture developed as a concomitant of the artistic and architectural developments in early India?
- Unit 4: **Types of Architecture:** Domestic (dwellings), public institutional (step-wells, rest-houses, hospitals) and religious institutional (temples, *stūpas/ caityavihāra, maṭhas*) will be focused upon. The focus will be on the material sources at particular monument sites such as Sanchi, Amaravati, Ajanta, Ellora, Khajuraho, Tanjavur, Mahabalipuram, Sravana Belagola, Bhubaneshwar and Mount Abu. (There may be other sites added or dropped from this list depending on the newer literature available.)
- Unit 5 : **Trends and Developments:** How do we understand the different structures that emerge over a long period of time within a monument or when a monument no longer has a living significance for the people in its vicinity? Are symbols remnants of the primitive mentality or do they also evolve over time? How do we understand ornamentation? Finally, is there an Indian art and architecture?

Select Bibliography:

1. Anand, Mulk Raj, *The Hindu View of Art*, Asia Publishing House, Bombay, 1957.
2. Banerjea, J.N., *The Development of Hindu Iconography*, University of Calcutta, Calcutta, 1956.
3. Blake, Stephen P. (1991) *Shahjahanabad: The Sovereign City in Mughal India, 1639-1739*. Cambridge and New York: CUP.

4. Boner, Alice, *Principles of Composition in Hindu Sculpture, Cave Temple Period*, Motilal Banarsidass, 1990.
5. Brancaccio, Pia (2011) *The Buddhist Caves at Aurangabad: Transformations in Art and Religion*. Leiden & Boston: Brill.
6. Brockman, Norbert C. (2011) *Encyclopedia of Sacred Places*. Vol. 1: A-M. Second Edition, California: ABC-CLIO, LLC.
7. Burton-Page, John (2008) *Indian Islamic Architecture. Forms and Typologies, Sites and Monuments*. Ed. George Michell. Leiden & Boston: Brill.
8. Campbell, Joseph (1946) ed. Heinrich Zimmer *Myths and Symbols in Indian Art and Civilization*. Washington, D.C.: Pantheon Books.
9. Champakalakshmi, R., *The Hindu Temple*, Roli, Delhi, 2001.
10. Coomaraswamy, Ananda K., *Essays in Early Indian Architecture*, (ed.) Michael W. Meister, IGNCA & OUP, 1992.
11. Dallapiccola, Anna Libera (ed.), *Shastric Traditions in Indian Art*, volumes 1 and 2, South Asia Institute, Heidelberg, 1989.
12. Dhar, Parul Pandya, *The Torana in Indian and Southeast Asian Architecture*, D.K. Printworld.
13. Elgood, Heather (2000) *Hinduism and the Religious Arts*. London & New York: Cassell.
14. Fergusson, James (1910) *History of Indian and Eastern Architecture*. Vol. I. London: John Murray.
15. Fergusson, James (1910) *History of Indian and Eastern Architecture*. Vol. II. London: John Murray.
16. Gaston, Anne Marie, *Śiva in Dance, Myth and Iconography*, OUP, Delhi, 1982.
17. Gopinatha Rao, T.A., *Elements of Hindu Iconography*, (hereafter, *EHI*), vol. 1 – parts 1 and 2, Volume 2 – parts 1 and 2, Motilal Banarsidass, Delhi, 1968 (1914).
18. Hardy, Adam, *Indian Temple Architecture: Form and Transformation, The Karnāṭa Drāviḍa Tradition, 7th to 13th centuries CE*, Abhinav, New Delhi, 1995.
19. Harle, James C., *Temple Gateways in South India The Architecture and Iconography of the Cidambaram Gopuras*, Bruno Cassirer, Oxford, 1963.
20. Kramrisch, Stella, *The Hindu Temple*, volumes 1 and 2, Motilal Banarsidass, New Delhi, 1976 (1946).
21. Michell, George, *The Hindu Temple An Introduction to its Meanings and Forms*, B.I. Publishers, Bombay, 1977.
22. Tillotson, GHR, *Paradigms of Indian Architecture: Space and Time in Representation and Design*, Curzon, 1997.
23. Vatsyayan, Kapila, *The Square and the Circle of the Indian Arts*, Abhinav, Delhi, 1997.
24. Wagoner, Philip B., 'Ananda K. Coomaraswamy and the Practice of Architectural History', *Journal of the Society of Architectural Historians*, vol. 58, no. 1, 1999.

15SPOU0001: Sports and Games**(Credit:1 Hours:1 CFA:50 ESE:-)****Specific Objectives of Learning**

- To acquire basic knowledge of physical education
- To know the rules and regulations of sports and games
- To acquire knowledge about recreation
- To spread the message of positive health as taught in Yoga to people in a systematic and scientific manner
- To provide a proper perspective and insight into various aspects of Yoga education to the trainees.

Syllabus

- Unit 1 : Concept and meaning of physical education – definition of physical education – aims and objectives of physical education – scope of physical education
- Unit 2 : Origin of games (Basketball, Ball-Badminton, Cricket, Football, Hockey, Kabaddi, Kho-Kho, Tennikoit, Volleyball) – Basic skills of any one of the major events – Track and field events – intramural and extramural tournaments – recreational activities
- Unit 3 : Common athletic injuries and their treatment – personal hygiene – safety education with special reference to playfield – modern trends in physical education – counselling against doping, drug addiction, smoking, alcoholism – nutrition and sports diet
- Unit 4 : Meaning of Yoga – Definition of Yoga – Aims and Objectives of Yoga – Scope of Yoga – Need and Importance of Yoga in the modern era
- Unit 5 : The Wheel of Yoga – Eight limbs of Yoga – Gandhiji's contribution of Yoga – Meaning and Objectives of Meditation – various types of meditation – differences between Yoga and Physical Exercises – Therapeutic aspects of Yoga and its Applications.

Preparation of physical education and yoga record / album in the area of specialisation of one of the major game and two track and field events is a must for each student.

Reference Books

1. Track and Field by C.Thirunarayanan and S.harihara Sharma
2. Track and Field by Mariyyah
3. Essential of Exercise Physiology by Larry.G.Shaver
4. Organisation of Physical Education by J.P.Thomas
5. Methods in Physical Education by S.Harihara Sharma
6. Principles of Physical Education by R.C.Sathiyanesan
7. The complete book of First Aid by John Handerson
8. The official rules book of Basketball, Football, Hockey, Volleyball, Kabaddi Federation of India
9. Yogic Therapy – Swami Kuvalyananada and Dr.S.L.Vinekar, Govt. of India, Ministry of Health, New Delhi

15YOGU0001: Yoga Education**(Credit:1 Hours:1 CFA:50 ESE:-)****Syllabus**

- Unit I : History of Yoga - Definition of the term Yoga - Comprehensive Nature and Scope - Yoga-Aims and Objectives of Yoga - Various schools of Yoga.
- Unit II : Patanjaliyoga – Astangayoga – Tantrayoga – Mantrayoga – Hathayoga - Layayoga, Rajayoga – Ganayoga – Bhaktiyoga - Karmayoga.
- Unit III :Yoga as an ideal system of physical culture - Do's and Don'ts of specific Yogic Techniques - Difference between practice of Asanas and Physical Exercise - Modern Vs. Yogic concept on diet.
- UnitIV : Preparing Oneself for Yogic Practices - Different kinds of Yogic practices– Suryanamaskar - Asanas (Padmasana – Vajrasana – Gomukhasana- Sarvangasana – Halasana – Shalabhasana – Dhanurasana - Paschimottanasana – Yogamudra – Utkatasana – Savasana - Makarasana).
- Unit V : Pranayamas (Anuloma-Viloma Pranayama, Nadisuddi) – Bandhas (Jalandharabandha - Uddiyanabandha - Mulabandha) - Suddhikriyas (Kapalabhati) – Mudras - Dhyana - Meditation - Gandhian way of Meditation.

Reference

1. Asanas, Swami Kuvalayananda, Kaivalyadhama, Lonavla, 1993.
2. Light on Yoga, B.K.S Iyengar Harpine Collins Publication, New Delhi, 2000.
3. Sound Health Through Yoga, K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
4. Yoga For All, Maharishi Patanjali, Sahni Publications, 2003.
5. Yoga For Health, Institute of Naturopathy & Yogic Sciences, Bangalore, 2003.
6. Yoga for Health, K.Chandara Shekar, Khel Sahitya Kendra, Theni, 2003.
7. Yoga For the Morden Man, M.P.Pandit, Sterling Publishers Private Limited, New Delhi, 1987.
8. Yoga For You, Indira Devi, Jaico Publishing House, Chennai, 2002
9. Pranayama – Swami Kuvalyananada Kaivalyadhama, Lonavla
10. Suriyanamaskar by Dr.P.Mariayyah, Jaya Publishing House, Perunthurai, Erode
11. Sound Health through Yoga by K.Chandrasekaran, Prem Kalyan Publication, Sedapatti, 1999

15EVAU0001: Environmental Studies**(Credit: 3 +1 Hours: 3 +2 CFA: 40 ESE: 60)****Objective**

To teach the need and importance of protecting the environment for sustainable development.

Specific Objectives of Learning (SOL)

Students are expected to take responsibility to protect environment.

Unit I: Natural Resources

Introduction to natural resources importance - Forest resources – Use – exploitation and its impact - Water resources: Use– exploitation and its impact. Land resources - Effects of modern agriculture, - Energy resources - renewable and non renewable energy sources-use of alternative energy sources.

Unit II: Ecosystem and Biodiversity

Concept of ecosystem - Structure and function - Food chains, food webs and ecological pyramids - Types of ecosystem - Biodiversity - India as a mega-diversity nation - Threats to biodiversity - Conservation of Biodiversity.

Unit III: Environmental Pollution

Causes, effects and control measures of Air - Water - Soil - Noise and Nuclear

Unit IV: Social issues and the Environment

Sustainable development - Water management and rain water harvesting -Environmental Protection Policy, Acts and Legislation - Population and the Environment

Unit V: Visits to local area to document environment assets- river/forest/grassland/hill/mountain - Study of simple ecosystem – pond hill slopes etc - Study to common plants, insects, birds - Preparing village Disaster Management plan

References

1. Asthana.D.K., Meera Asthana, (2006). **A Text Book of Environmental Studies**, S.Chand & Company Ltd., New Delhi.
2. Benny Joseph, (2005), **Environmental Studies**, Tata Mc Graw – Hill Publishing Company, New Delhi.
3. Erach Bharucha, (2005). **A Text Book of Environmental Studies**, UGC, University Press, New Delhi.
4. Palanithurai,G. (2009), **Panchayats in Disaster: Preparedness and Management**, Concepts Publishing Company.
5. Thangamani and Shyamala (2003). **A Text Book of Environmental Studies**, Pranav Syndicate, Publishing Division, Sivakasi.

15RIMU02B2: Operations Management

(Credit: 3 Hours: 3 CFA: 40 ESE: 60)

Objective

The objectives of this course are to understand the fundamentals of operations management, planning and control of production, materials management, managing inventory control and strategic quality planning.

Outcome

On completion of the course student will be able to understand the fundamentals of operations management, planning and control of production, materials management, managing inventory control and strategic quality planning.

Unit I :	Operations Management
	Concept, Importance and Objectives of Operations Management. Responsibilities and Functions of Operations Manager. Historical Evolution of Operations Management.
Unit II:	Production Planning and Control
	Functions and Importance of Production Planning and Control. Requisites for Efficient working of Production Control Department. Techniques of Production Planning and Control – Routing, Scheduling, Dispatching and Follow up.
Unit III:	Materials Management
	Meaning, Objectives, Functions and Scope of Materials Management. Materials Planning – Techniques for Materials Planning – Importance of Scientific Purchasing – Functions of Purchasing Department.
Unit IV:	Inventory Control
	Definitions and Functions of Inventory Control. Types of Inventories. Techniques of Inventory Control – ABC Analysis, Two Bin System, Maxi-Mini System.
Unit V:	Strategic Quality Planning
	Concept and Definitions of Strategic Planning – Goals and Objectives of Strategic Quality Planning – Steps in Strategic Quality Planning Process –Leading Practices for Strategic Quality Planning.

References

1. Jyotsana Singh (2011), **Production and Operations Management**, Centrum Press, New Delhi.
2. Khannam.R.B (2007), **Production and Operations Management**, PHI Learning (P) Ltd, New Delhi.
3. Martand T. Telsang (2005), **Production Management**, S. Chand & Company Limited, New Delhi.
4. Mukhersee.P.N, (2009) T.T. Kachwala, **Operations Management and Productivity Techniques**, PHI Learning (P) Ltd, New Delhi.
5. Pannerselvam.R. (2005), **Production and Operations Management**, Prentice Hall of India, (P) Ltd, New Delhi.
6. Saxena.J.P. Dr. (2009), **Production and Operations Management**, Tata McGraw – Hill Education (P) Ltd, New Delhi .
7. Saxena.P J. (2008), **Production and Operations Management**, Vijay Nicole Imprints (P) Ltd, Chennai.
8. William J. Stevenson (2007), **Operations Management**, Tata McGraw – Hill Education (P) Ltd, New Delhi.

15RIMUO203: Rural Industrial Organization**(Credit: 3 Hours:3 CFA:40; ESE:60)****Objective**

To teach the students about grass root organisation, which helps for the growth of rural industries.

Specific Objectives of Learning (SOL)

Students would able to understand and distinguish rural industrial organisation and its functions.

Unit I :	Proprietorship and Partnership Organization (8)
	Proprietorship - Features- Advantages – Disadvantages – Suitability - Partnership Organization - Features of partnership – Kinds of partners – Limited partnership – Partnership agreement (Partnership deed) – Registration of partnership - Partnership and Co-ownership – Partnership and Joint venture – Suitability of Partnership.
Unit II:	Company Organization and Public Enterprises (10)
	Company Organization - Emergence of company organization – Definition of company – Distinguishing features - Public Enterprises - Rationale of public enterprises – Objectives – Forms of state enterprises –Government company – Public corporation – Public Accountability - Autonomy vs Parliamentary control – Public corporation and Business Company – Problems of state enterprises - Joint sector – Joint venture – Forms of Joint venture.
Unit III:	Co-operative Organization (10)
	Features of cooperative organization – Formation and Procedure for Registration Management of co-operative organization – Cooperative versus companies – Advantages of co-operative enterprises – Industrial co-operatives – Importance – Types
Unit IV:	Security Registration and Self Help Groups (10)
	Tamil Nadu Societies Registration Act 1975 –Constitution and Registration –Inspection, Enquiry, Cancellation – Winding up and Appeal. Self Help Group –Principles of SHGs – Methods of formation of SHGs – Functions of SHGs – Various agencies promoting SHGs.
Unit V:	Trusts (10)
	The Indian Trusts Act 1882 – Creation of Trusts – Duties and liabilities of Trusts Rights and Powers of Trustees –Rights and liabilities of the beneficiary – vacating the office of Trustee – Extinction of Trusts – Obligations in the Nature of Trusts.

Reference

1. Anon (1975),Tamil Nadu Societies Registration Act 1975.
2. Indian Trusts Act 1882.
3. Mathur.Dr. **Co-operation in India.**
4. Sherlaker, **Business Organization and Management.**
5. Sukla.S.C, **Business Organization and Management**

15RIMU0204: Management Administration**(Credit: 3 Hours:3 CFA:40; ESE:60)****Objectives**

To introduce duties and responsibilities of office manager and their role in office management.

Specific Objectives of Learning (SOL)

- i. Understand the duties and responsibilities of office manager and their roles in office management; and
- ii. Acquire the knowledge of office organization, job analysis and job evaluation techniques, work measurement techniques and office communication and reports.

Unit I: Principles of Office Organization

Principles of office organization – location and layout of the office – organization of the office work – filling – Indexing – office manager – His functions and qualifications.

Unit II: Job Analysis and Evaluation Techniques

Job analysis – job description – job specification – job evaluation – Training and Development – Job changes – career planning – promotion & demotion.

Unit III: Work Management Techniques

Work study – Method – Work measurement and incentives – Techniques and methods of quality control and inspection.

Unit IV: Grievance Redressal & Management

Concept – Discipline – Nature and objective – Grievances, Processing – principles of handling grievances – Disciplinary action – Employee morals – methods to promote employee morals.

Unit V: Communication and Reports

Forms of communication – Letters and replies to customers – tenders quotations – Sales communication, claims and adjustment – letter to transport organization, Banker and Insurance companies – memo charge sheet – explanation.

References

1. Mashraf Rizvi (2005), **Effective Technical Communication**, Tata McGraw-Hall Publishing Co. Ltd, New Delhi.
2. Michael W. Drafke, Stan Kossen (2002), **The Human Side of Organizations**, Pearson Education Inc., New Delhi.
3. Soundaiaian.S (2001), **Principles of Management**, MJP Publishers, Chennai.
4. Thomas W. Zimmere and Norman, M. Scarborough (2006), **Essential of Entrepreneurship and Small Business Management**, Dorling Kindersly (P) Ltd, New Delhi.

15RIMUO2F2: Extension / Field Visit**(Credit: - Hours:4 CFA:50 ESE:-)**

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation	: 25 Marks
Viva-voce	<u>: 25 Marks</u>
Total	<u>50 Marks</u>

15TAMU0301:Tamil**(Credit: 3 Hours: 3 CFA: 40 ESE 60)****Nehf;fk;**

jkpo;nkhopapd; njhd;ikiaAk; rpwg;igAk; khzth;fs; mwpar;
nra;jy;.

rpwg;G Nehf;fk;

- jkpo;nkhopapd; mbg;gil ,yf;fzq;fis khzth;fSf;Ff; fw;gpj;J gpioapd;wpg; NgrTk; vOjTk; gapw;rpaspj;jy;.
- fiyr;nrhy;yhf;fj;jpd; Njit> nkhopngah;g;gpd; mtrpak; Fwpj;j mwpit khzth;fSf;Fj; jUtNjhL fiyr;nrhy;yhf;fj;jpYk; nkhopngah;g;gpYk; Jiwrhh;e;j <LghL nfhs;sr; nra;jy;.

ghlj;jpl;lk;

myF 1 : jkpo;nkhopapd; Njhw;wk; tsh;r;rp – jkpo;nkhop tuyhw;iw mwpa cjTk; rhd;Wfs; – Nkdhl;lhh; jkpo;g; gzpfs;.

myF 2 : ,yf;fz Ehy;fs; – ,yf;fzf; fiyr;nrhw;fs; – mwpKfk;.

myF 3 : gpioapd;wp vOjK; Kiw

myF 4 : fiyr;nrhy;yhf;fk; : nghJf; fiyr;nrhw;fs; – Jiwrhh;e;j fiyr;nrhw;fs;.

myF 5 : nkhopngah;g;G : nghJ nkhopngah;g;G – Jiwrhh;e;j nkhopngah;g;G.

ghu;it E}y;fs;

9. G+tz;zd; – nkhopj;jpwd;
10. NrJkzp kzpad; – nkhopngau;g;gpay; Nfhl;ghLfSk; cj;jpfSk;
11. m.fp.gue;jhkdhu; – ey;y jkpo;; vOj Ntz;Lkh?
12. fp.fUzhfud; (g.M) – mwptpay; cUthf;fj; jkpo;
13. nghd;. Nfhjz;luhkd; – ,yf;fzf; fiyf; fsQ;rpak;
14. nkhop mwf;fl;l;lis – jkpo;eifl; ifNaL
15. fp.ehuhazd; – nkhopj;jpwd;
16. ,uhjh nry;y;gd; – fiyr; nrhy;yhf;fk;

15HIDU0301 Hindi**(Credit: 3 Hours: 3 CFA: 40 ESE 60)****(HISTORY OF HINDI LITERATURE, FUNCTIONAL HINDI
AND EESSAY WRITING)****Unit – I – HINDI SAHITYA KA SARALITI HAS**

1. Gnanashrayi Sakha
2. Prem Margi Sakha
3. Ram Bhakti Sakha

Unit – II – LETTER WRITING

1. Personal letters
2. Business letters
3. Official letters
 - a. Karyalay Adesh
 - b. Karyaley Gyapan

Unit – III – AALEKHAN AUR TIPPAN,

1. Samanya Sarkari Patra
2. Karyalay Aadesh
3. Karyalay Gnyapan
4. Samsmarak
5. Paripatra

Prof. Viraj, M.A.
Rajpal and Sons
Kashmiri Gate, Delhi.
D.B.H.P. Sabha,
Chennai.

Technical Terms (Prescribed words given)

Phrases of Noting and Drafting (Prescribed Phrases given)

Translation

ANUVAD ABHYAS - III (English to Hindi)**Unit – IV – AALEKHAN AUR TIPPAN**

Prof. Viraj, M.A.
Rajpal and Sons
Kashmiri Gate, Delhi.
D.B.H.P. Sabha, Chennai.

Technical Terms (Prescribed Technical Terms given)

Phrases of Noting and Drafting (Prescribed Phrases given)

Translation

ANUVAD ABHYAS - III (Hindi to English)**Unit – V – ESSAY WRITING**

1. Pradoosan
2. Computer
3. Samay Ka Sadupayog
4. Priya Lekhak
5. HIV

15MALU0301: Malayalam**(Credit: 3 Hours 3 CFA:40 ESE:60)****Objectives of the Course**

To introduce the modern Malayalam Poetry.

Specific Objectives of the Learning

- To understand the origin and development of Modern Malayalam Poetry.
- To apprehend the difference between the Ancient and Modern Malayalam Poetry.
- To inculcate the aesthetics of Modern Malayalam poetry.
- To communicate ideas, culture and human values contained in the poems by critical analysis.
- To reveal the social issues contained in the poems.

Syllabus

Unit 1

- a) Oru Thiyakuttiute Vicharam-By Kumaranasan
- b) Premasangeetham-By Ulloor

Unit 2

- c) Karmabhumiute Pinchukal-By Vallathol
- d) Innu Gnan Nalay Nee- G.Sankara Kurup

Unit 3

- a) Vivahasammanam – By Edassery Govindan Nair
- b) Malathurakkal-By Vylloppally Sreedhara Menon

Unit 4

- a) Jnanappana – By Poonthanam
- b) Sathrathil Oru Rathri- By P.Bhaskaran

Unit 5

- a) Uppu– By ONV Kurup
- b) Oru Tathaute Katha– By Thirunelloor Karunakaran

Text Books

- 2. Malayala Kavitha, Published by Kerala University, Thiruvananthapuram, 2010.

Reference Books

- 3. Malayala Kavitha Sahitya Charithram, Dr. M. Leelavathi, Pub.Kerala Sahitya Academi, Thrisoor – 1980.
- 4. Aadhunika Sahityam, S. Gupthan Nair, SPCS, Kottayam – 1999

15FREU0301: French**(Credit: 3 Hours 3 CFA:40 ESE:60)****Objectives**

On completing this course, the students will have acquired the skills of understanding French words in day to day situations and acquired the ability to listen, read and write in basic French.

Syllabus

Unit 1 : Leçon 01: À l' Aeroport 'Kamaraj domestic' de Chennai

Unit 2 : Leçon 02: À l' université

Unit 3 : Leçon 03: Au café

Unit 4 : Leçon 04: À la plage

Unit 5 : Leçon 05: Un concert

Text Book

Madanagobalane, K. **Synchronie-1**, Samhita Publications, Chennai.

15ENGU01X3: English**(Credit: 3 Hours 3 CFA:40 ESE:60)****Objectives**

- To improve the English language skills of students with very limited abilities to use the language;
- To focus on the language skills of the learners in a graded manner.

Syllabus

Unit 1 : **Grammar:** What is Grammar? - The Capital Letter - Nouns & Pronouns

Unit 2 : **Listening:** Teacher Narrations

Unit 3 : **Speaking Skills:** Self-Introduction - Descriptions of persons, objects, places

Unit 4 : **Reading & Vocabulary:** Graded reading comprehension passages

Unit 5 : **Writing Skills:** Sentence Construction - Descriptive Paragraph writing

Textbook

General English I Textbook/Course Material to be prepared by the Faculty

Reference Book

Seaton, Anne & Y.H. Mew. *Basic English Grammar Book 1*. Irvine: Saddleback, 2007. Print.

15ENGU00C1 Communciation and Soft Skill**(Credit:2 Hours 2 CFA:20 ESE: 30)****Objective**

To enhance holistic development of students and improve their employability skills.

Specific Objectives of learning

- To develop inter personal skills and be an effective goal oriented team player.
- To develop professionals with idealistic, practical and moral values.
- To develop communication and problem solving skills.
- To re-engineer attitude and understand its influence on behavior.

Syllabus

Unit1 : Personality Traits: General and Individual Traits: An Introduction; Growth Traits: An Introduction

Unit 2 : General and Individual Traits: Honesty, Reliability

Unit 3 : General and Individual Traits: Good attitude, Common Sense

Unit 4 : Growth Traits: Self-directed skills, Self-monitoring and accepting correction

Unit 5 : Growth Traits: Critical thinking skills, Commitment to continuous training and learning

Textbook

Board of Editors. *Soft Skills for Positive Traits*. Chennai: OBS, 2014.

15EXNU03V1: Village Placement Programme**(Credit:2 Hours CFA:50 ESE:-)****Objectives**

To train the students to acquire skills in rapport building rural with populate and to acquire skills in data collection methods, organizing rural people, conducting need based programmes- establishing collaborations with institutions and organizations of similar interest for the village development.

Syllabus

- Appraisal and economic conditions of villages – PRA methods – surveys
- Understating and analyzing resource base and occupational pattern.
- Assessing nobilities and linkages and resource flow pattern of the village
- Documentation of Rural Ins and Rural outs
- Case studies on
 - Cooperatives
 - CPR
 - Rural economic organization/entities
 - Rural community based organizations
 - Educational institutions
 - Religious institutions
- Awareness programme on organic farming, marketing of agricultural produces through marketing cooperatives, value addition etc.,
- Sensitization sessions on rural business / livelihood opportunities
- Documentation and sharing of the extension experiences

Evaluation

This is a field based practical course. Evaluation will be done by the faculty-in-charge of VPP. It will be done based on the student's participation in field work and its documentation.

15RIMU03N1 Managerial Economics

Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To understand the economic fundamentals as an aid to management decision making under given environment

Outcome

Understand the economic fundamentals as an aid to management decision making under given environment.

Unit I : Concepts and Techniques

Meaning, Definitions and Nature of Managerial Economics – Scope of Managerial Economics – Role of Managerial Economist.

Unit II: Demand Analysis

Meaning, Definitions and Determinants of Demand – Types of Demand – Law of Demand – An individual's Demand Schedule and Curve – Elasticity of Demand.

Unit III: Production

Meaning, Definitions and Determinants of Supply – Production Function – Laws of Production Function - Law of Variable Proportions - Laws of Return to Scale – Equilibrium of the Firm (or) Producer's Equilibrium.

Unit IV: Cost Analysis and Pricing

Cost Concepts – Cost-output Relationship – Economies and Diseconomies of Scale – Cost Functions – Methods of Pricing and Factors Affecting.

Unit V: Market Structure and Cost Volume Profit Analysis

Meaning and Definitions of Market – Market Structure – Forms of Market Structure – Pricing under Different Market Structure. Cost Volume Profit Analysis or Break-Even Analysis.

References

1. Ahuja H.L.(2007), **Managerial Economics: Analysis of Managerial Decision Making**, S.Chand & Co-Ltd., New Delhi.
2. Bauval William (1973), **Economic Theory and Operations Analysis**, Prentice Hall, London.
3. Jhingan.M.L, J.K. Stephen (2004), **Managerial Economics**, Vrinda Publications (P) Ltd, New Delhi.
4. Paul G.Keat, Philip K.Y. Young (2008), Sreejata Banerjee, **Managerial Economics: Economic Tools for Today's Decision Makers**, Dorling Kindersley (India) Pvt. Ltd, Licensees of Pearson Education in South Asia, New Delhi.
5. Sumadamodaran (2006), **Managerial Economics**, Oxford University Press, New Delhi.
6. Sumitra Pal (2004), **Managerial Economics: Cases and Concepts**, Macmillan Publishers India Ltd, New Delhi.
7. Yogeshaheshwari (2005), **Managerial Economics**, PHI Learning (P) Ltd, New Delhi.

15RIMU03N2 Office Management

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To enable the students to get corporate knowledge about Office Management.

Special Learning Special Learning Outcome

- To impart the students about the basic structure and functioning of an Office
- To enable the students to understand the say to day functioning of an Office Management

Unit I : Office Management

Meaning, Definition of office, Functions of Office, Office management – Definition of Functions, Duties and Qualities of office manager – Role of Manager in office, Planning and Scheduling of office work.

Unit II: Record Management

Meaning, Needs, Principles, Filing Objectives, Characteristics of Good Filing System, Centralised and Decentralised Filing, Filing and Indexing, Office Correspondence Business Information Systems – Electronic Data Processing – E. Mail, LAN, WAN

Unit III: Office Maintenance Management

Cost Control – Methods of cost reduction and savings, Organization and Methods (O&M), Need and Objectives – Office Work – Work Simplification, Budgetary Control, Organization for Budgetary Control – Office Budget - Store Management, Housekeeping and Waste Management.

Unit IV: Forms Control and Stationery

Objectives of Form control Steps in form control, Types of Forms and Design, Principles and Control Office Stationary and Supplies, Types of Stationary and Continuous Stationary Purchases.

Unit V: Office Accommodation and Layouts

Location of Office, Steps in Office Layout, Principles of Office Layout, Office Environment.

References

1. Balraj Dugal (1998), Office Management, Kitab Mahal Publications, New Delhi.
2. Bhatia, R.C. (2007), Principles of Office Management, Lotus Press, New Delhi, online edition also.
3. http://books.google.co.in/book/about/Principles_of_Office_Management.html?id=4EBiT4q8P4UC
4. Kumar.N. and Mittal.R (2001), Office Management, Anmol Publications, New Delhi.
5. Pillai. R.S.N. and Bhagavathi (2014), Office Management, S,Chand & Company, New Delhi.
6. Thukaram Rao (2000), Office Organisation and Management, Atlantic Publishers, New Delhi.

15RIMU03N3: Business Environment

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Unit I :

Business environment – meaning – various environments affecting business economic, socio-cultural, political and government, competitive, demographic. Physical and geographical, technological and global environments – environmental scanning.

Unit II:

Business and society – interface between business and culture – social responsibilities of business – meaning and types – arguments for and against social responsibilities of business – barriers to social responsibilities – social audit – business ethics – consumerism and business.

Unit III:

Business and government – stage regulations on business – new industrial policy – industrial licensing policy – monetary and fiscal policies.

Unit IV:

Privatization – meaning – ways of privatization – conditions for success of privatization – benefits and pitfalls of privatization – arguments against privatization.

Unit V:

Business and economic system – socialism. Capitalism and mixed economy – its impacts on business – public sector-its objectives, growth, achievements and failures – private sector, joint sector and co-operative sector.

Text Books

1. Francis Cherunila (2002), **Essentials of Business Environment**, Himalaya Publishing House, Mumbai.

References

1. Adikary.M.(2001), **Economic Environment of Business**, Sultan Chand & Sons, New Delhi.
2. Aswathappa.K.(2001), **Essentials of Business Environment**, Himalaya Publishing House, Mumbai.

15RIMU03B3: Project Formulation

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To study the basic characteristics of project, project planning, how to prepare project and how to write project report.

Outcome

Understand the economic fundamentals as an aid to management decision making under given environment.

Unit I : Project Characteristics and Project Life Cycle

Meaning and Definitions of Project – Characteristics of Project – Types of Project – Life Cycle of Project – Phases of Project Management.

Unit II: Project Formulation

Concept and Importance of Project Formulation - Techniques of Project Formulation – Feasibility Analysis - Techno-Economic Analysis - Project Design and Network Analysis - Input Analysis - Financial Analysis - Social Cost–Benefit Analysis and Pre-Investment Analysis.

Unit III: Elements of Project Formulation

Project Formulation and Planning - Project Formulation and the Entrepreneur - Project Formulation and Financial Institutions and Project Formulation and Government.

Unit IV: Project Planning and Network Analysis

Meaning, Definitions and Importance of Project Planning – Gantt Chart – SWOT Analysis – Meaning - objectives and Advantages of Network Analysis. Programme Evaluation and Review Technique (PERT) – Critical Path Method (CPM).

Unit V: Project Report Writing

Templates for project proposal and project report – preparation of project proposal and project report.

References

1. Choudhury.S (2013), **Project Scheduling and Monitoring in Practice**, South Asian Publishers, New Delhi
2. Goel B.B (2012), **Project Management–A Development Perspective**, Deep and Deep Publishers, New Delhi
3. Mattu P.K (2008), **Project Formulation in Developing Countries**, MacMillan Company of India Limited, New Delhi.
4. Mittal.AC, B.S. Sharma (2006), **Project Management**, Vista International Publishing House, New Delhi.
5. Prasanna Chandra (2006), **Projects Planning, Analysis, Selection, Financing, Implementation and Review**, Tata McGraw – Hill Education (P) Ltd, New Delhi.

15RIMU0305: Principles of Accounting

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

The present course includes introduction to the basic principles of Accounting, basic concepts underlying the accounting practices and its techniques.

Specific Objectives of Learning (SOL)

The students would able to practice book-keeping and the principles of accounting.

Unit I : Book Keeping and Accounting

Meaning - Scope and Utility of Accounts - Methods of keeping Books of Accounts - Difference between Book Keeping and Accountancy.

Unit II: Types of Accounts

Types of Accounts - Rules of Debit and Credit - Types of Transactions -Types of Liabilities.

Unit III: Accounting Principles, and Policy

Accounting Concepts - Conventions & Principles - Accounting Principles – Policies - Concepts and Conventions.

Unit IV: Trial Balance and Trading Account

Ledger posting, Trial Balance – its preparation, Trading Account – Meaning, need & preparation.

Unit V: Balance Sheet Preparation

Profit & loss Account – meaning, Need & preparation - Balance Sheet - Meaning, need & Preparation - Final Accounts with adjustment entry.

References

1. Grewal.T.S. & S. C. Gupta, **Introduction to Accountancy**, S. Chand – (8th Edition), New Delhi
2. Hanif Mukerji, **Modern Accountancy**, TMH, New Delhi
3. Kaustubh Sontake.Dr. **Financial Accounting**, 1st Edition – Himalaya Publishing House, New Delhi
4. Made Gowda.J, **Accounting for Managers**, Himalaya Publishing House, New Delhi

15RIMU0306: Business Law

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To induct the students about the principles governing industrial Laws with special reference to the various legal concepts applicable to rural industries.

Specific Objectives of Learning (SOL)

Students would apply legal procedures for settling business disputes.

Unit I : Introduction to Business Laws

Introduction to Business laws – Factories Act 1948, 1956 – Objectives – Health, Safety and Welfare Provisions.

Unit II: Payment of Minimum Wage

Minimum Wages Act 1948: Definition – Applicability – Minimum Rate of Wages. Payment of wages Act

Unit III: Workers Compensation

Workmen's compensation Act, 1923 – Amount of compensation – Employer's obligations. Maternity benefit Act 1961 – Objective – Application – Contributions.

Unit IV: Insurance and Gratuity

Employer's State Insurance Act 1948 - Definition – Applicability – Coverage – Contributions. Payment of Gratuity Act 1972 - Objective – Applicability – Exemption – Entitlement for Gratuity.

Unit V: Contract Laws

The Indian Contract Act 1872 – Offer and Acceptance.

References

1. Chopra D.S, **Employee's Provident Fund**, Labour Law Agency
2. Cowling, **Essence of Personnel Management and Industrial Relations**, Prentice – Hall, Mumbai
3. Dasgupta.S.K, **Commercial and Industrial Law**, Sterling Publishers Pvt. Ltd.
4. Kapoor.N.D, **Industrial Law**, Sultan Chand.
5. Mallick.P.L, **Industrial Law**, Sultan Chand.
6. Misra.S.N, **Labour and Industrial Laws**, Central Law Publication.
7. Padhi.P.K, **Labour and Industrial Laws**, Eastern Economy Edition.
8. Sanjeev Kumar.Dr. **Industrial and Labour Laws**, Bharat Law HP Ltd.

15RIMU04B4: Business Mathematics**(Credit: 3 Hours : 3 CFA: 40 ESE: 60)****Objective**

To study mathematical application in business and arithmetic skills.

Specific Objectives of Learning (SOL)

The students will apply mathematical inputs to business situation and making appropriate situation

Unit I : Business and Quadratic Equations

Introduction to Linear and Quadratic equation and applications percentage and proportion – Laws of indices – Arithmetic - geometric series and their application.

Unit II: Application of Maths to Business

Discount, interest and income tax calculations – set theory operation with venn diagrams – applications of set theory for decision making.

Unit III: Types of Functions and Applications

Demand function – supply function and production function - limits and continuity of function. Simple interpolation and extrapolation techniques using graphs.

Unit IV: Calculus for Business Modeling

Differentiation – Rules for differentiation (excluding trigonometric function) –principles of Maxima Minima and its application. – Elementary integral calculus rules for integration simple application of differentiation and integration to total cost, total revenue, Marginal cost. Marginal revenue.

Unit V: Matrix Algebra for Business

Matrix – Addition and Multiplication of Matrices – Properties of Matrices – inverse of Matrix – Solution of Simultaneous linear equation - Rank of a Matrix – Introduction to Linear programming – graphical methods.

References

1. Badnicks F.S. (1993), **Applies Mathematics for Business: Economic and Social Science**, Mc.Graw Hill, New York. 1933.
2. Dean B.V.Sassie, M.W.Gupta S.K. (1975), **Mathematics for Modern Management**, will my Eastern, New Delhi.
3. Dharma Pandian.A.V, **Business Mathematics**, S.Visvanathan, Publishers, Madras.
4. Navaneethan.P, **Business mathematics**, Anand Publications – Trichurapalli
5. Raghavachari.M. (1985), **Mathematics for Management**, An introduction, Tata, Mc.Graw Hill (India) New Delhi.
6. Sundaresan & Jayaseelan (1982). **Introduction to Business Mathematics**, S.Chand & Co., New Delhi.

15CSAU04N1 Computer Fundamentals and Officer Automation**(Credit: 3+1 Hours : 3+2 CFA: 24+24 ESE: 36+16)****Objective(s):**

- To understand the basic concepts of computers
- To develop applications using MS Word, MS Excel and MS Powerpoint.

To acquire knowledge on hardware devices.

Learning Outcomes

Students should be able to

- Learn the basic computer concepts.
- Understand the basic hardware devices.
- Create document in MS Word.
- Draw chart using MS Excel.
- Design presentation using MS Powerpoint

UNIT	CONTENTS
I	<i>Computer concepts</i>
	• Definition of a computer –Origin of Computer- Characteristics
	• Computer terminologies
	• Anatomy of a computer - generations of computers
	• Types of computers- types of operating system
	• Types of programming languages
	• Assembler - translator
	• Compiler – cross compiler
II	• Discussion on recent trends and technology
	<i>Hardware devices</i>
	• Input devices –Keyboard-mouse-pointing devices
	• Output devices - printers- plotters- monitors
	• Storage devices - Floppy – Compact disk – external Hard disk – Pen drives – Flash Drive
	• Source data entry devices – Digital camera – Scanners – Voice Recognition System – fax machine - microphone
III	• Surprise test/ slip test
	<i>MS-Word</i>
	• MS-Word: Introduction - features
	• Document creation - Document editing: cursor movements
	• Selecting text - copying text - moving text
	• Finding and replacing text - Spelling and Grammar
	• Page setup - Table creation.
	• Mail Merge
	• Test on MS word shortcut keys

IV	<i>MS-Excel</i>
	• MS-Excel : Introduction - Advantages & applications -
	• Organization of workbook - Editing a worksheet -
	• Range - Formatting worksheet -
	• Chart: creation - changing type - Print options
	• Built-in functions.
	• Test on Excel Functions
V	<i>MS-Power Point</i>
	• MS-Power Point: Introduction - features –
	• Creating presentation - viewing - saving and close presentation
	• Changing Layout - Changing Designs - Slide transition
	• Adding animation effects
	• Inserting table, charts, pictures, clipart in presentation.
	• Checking the creativity of Students
Total Contact Hours	
References: <ol style="list-style-type: none"> 1. Fundamentals of Information Technology, S.K.Bansal, A.P.H. Publishing company, New Delhi, 2002. 2. 2007 Microsoft Office System step by step, Joyce Cox, Joan Preppernau, Steve Lambert and Curtis Frye, 2007. 	

15RIMU04E1: Bakery and Confectionery**(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)****Objective**

To give theoretical background on production and marketing of Bakery products.

Outcome

The students will learn about the process of manufacturing and run the industry successfully

Unit I : Introduction to Bakery and Confectionery

Principles of baking – Advantages of bakery products – wheat – gluten formation – qualities of Wheat flour – Functions of ingredients in bread making.

Unit II: Bread Production and Bread Diseases

Methods of bread production – steps involved in bread and bun making - Bread diseases – Prevention and control – Qualities of bread – Bread fault and remedies.

Unit III: Functions of Ingredients

Functions of ingredients in floor based confectionery – Methods of cookies preparation – Methods of puffs production – Methods of cake production.

Unit IV: Icing, Colours and Flavours;

Chemical leavening agent – Types – Balancing of cake formula – Types of icing - Methods of preparation – Types of colours and flavours used in bakery.

Unit V: Machineries and Tools

Basic machineries - oven and their functions – Tools and equipments used in bakery – Construction details of brick oven – preparation of a feasibility report for starting a bakery.

References

1. CFTRI (1986), **Advanced Training in Baking Technology**, Course materials supplied by CFTRI, Mysore.
2. Khandary.L.R.(1988), **Bakers Handbook on practical baking**, U.S.A.
3. Pylerby (1998), **Baking Science and Technology**, , Siebet Publishing Company, Chicago, ILL
4. Anon, Tamilaga Bakery Technical Bulletin, The Chennai Bakery Owners Association, Chennai-5.

15RIMU04E1: Bakery and Confectionery - Practical**BAKERY AND CONFECTIONERY****(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)****Objective**

To give practical training on production and marketing of Bakery products.

Outcome

Students could start a bakery and Confectionery industry

Unit I: Bread

- | | | |
|-----------------|---------------|---------------|
| 1. Sweet Bread | 2. Salt Bread | 3. Milk Bread |
| 4. Masala Bread | 5. Ragi Bread | |

Unit II: Bun

- | | | |
|--------------------|-------------------|--------------|
| 1. Coconut bun | 2. Sweet Bun | 3. Cream bun |
| 4. Jam bun | 5. Vegetable roll | 6. Doughnut |
| 7. Vegetable puffs | 8. Sweet puffs | |

Unit III: Cookies

- | | | |
|--------------------|---------------------|-----------------------|
| 1. Salt biscuit | 2. Salt Cookies | 3. Cashew nut biscuit |
| 4. Melting moments | 5. Coconut cookies. | |

Unit IV: Cake

- | | | |
|--------------------|---------------|-------------|
| 1. Gel Sponge cake | 2. Fruit cake | 3. Cup cake |
| 4. Plum Cake | 5. Swiss roll | |

Unit V: Icing

1. Cream icing 2. Royal icing 3. Decoration of a cake with cream icing

15RIMU04E2: Vegetable Oil Industry**15RIMU04E2: Vegetable Oil Industry - Theory****(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)****Objective**

To give theoretical background on production and marketing of Vegetable Oil products.

Outcome

Students could start a Vegetable Oil industry

Unit I : OIL Seeds Characteristics

Different varieties of oil seeds and their availability – Statewise area of production – major and minor oil seeds – characteristics of oil seeds – various uses of oil seeds and cake.

Unit II: Processing and Extraction

Preprocessing - Extraction, refining and processing – vegetable oils – production – soybean oil, sunflower oil, groundnut oil, cotton seed oil, coconut oil, olive oil, corn oil, sesame oil, lin seed oil

Unit III: Power Ghani Oil Industry

Technological development in Ghani oil industry – Functioning of power Gani – Efficiency of Ghani – Safety aspects in oil industry – Economics of oil pressing – by products – utilization – Trade information.

Unit IV: Physical and Chemical properties of Oil

Ghani control of oils and oil cake – Agmarking – Physical and Chemical properties of oils – General – colour, melting point, FFA, Iodine value, Peroxide value – Acetyl value and unsaponifiable materials.

Unit V: Start – ups – Oil Industry

Management of Oil Industry – Technical efficiency – Financial summary – Preparation of feasibility report to start vegetable oil unit.

15RIMU04E2: Vegetable Oil Industry - Practical

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give theoretical background on production and marketing of Vegetable Oil products.

Outcome

Students could start a Vegetable Oil industry.

Unit I :

Field visits to various oils mills/ factories

Unit II:

Crushing of edible oil seeds by Ghani/Rotary.

Unit III:

Filtration / Handling of finished products.

Unit IV:

Sales Analysis – TFM, moisture and colour & other oil test.

Unit V:

In plant training in oil mills and & factories.

15RIMU04E3: Preservation of Fruits and Vegetables**(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)****Objective**

To provide theoretical information on fruit preservation and Vegetables to the students to make them to get ready for experiments.

Outcome

The students would be expected to be placed as food inspectors in Govt. and private industrial sector.

Unit I :

Introduction – Importance of food preservation – General principles of food preservation – by low temperature, heat processing, dehydration, sun drying, osmotic pressure, canning, effect of spices, chemical preservation, irradiation. Food spoilage – types of spoilage, causes of spoilage, factors leading food spoilage.

Unit II:

Bottling of fruits and vegetables – principles, recipes, equipments, procedures – general procedure for sorting, grading, washing, peeling, coring, pitting, blanching, filling, labeling, packing of bottled juice concentrates - selection of fruits for squashes, crushes, cordials, RTS beverages, syrups and barley water.

Unit III:

Jams, jellies, marmalades – principles of preservation – higher concentration of sugar – role of sugar in preservation – selection of fruits for jams, jellies – extraction of pectin, role of pectin in setting of jam, difference between fruit jams and fruit jellies – avoiding of crystallization of sugar in jams.

Unit IV:

Pickles, chutneys, sauces – fruits / vegetables for pickling process – salted / brined pickles – spiced pickles – vinegar pickles – role of salt in preservation – various principles in pickling process – Dehydration of fruits – sun drying of raw / ripe mango – merits and demerits of sundrying – differentiation between mechanical and sun drying.

Unit V:

Fruit Products Order – FPO, Prevention of Food Adulteration – PFA, how to apply for FPO / FSSAI PFA. Minimum sanitary requirements under FSSAI – application format for FSSAI Plan for a small fruit preservation unit – equipments, machineries, total capital investment (working, fixed) – suitable fruit products for rural areas.

References

1. Gopalakrishnan .M.(2014), **Food Science and Technology**, ASTHA Publications and Distributions, New Delhi.
2. Hausner .A. (2012), **Preserved foods and sweetmeats**, Biotech Book, Delhi.
3. Madhulika Parmar (2014), **Food Safety and Preservation**, Black Printers, New Delhi.
4. Pathak R.S.Dr. (2014), **Food Security and Global Environmental Change (Emerging Challenges)**, Naryag Books International, New Delhi.
5. Ruth.S.K.Dr. (2012), **Food storage and preservation**, Navyag Books International, New Delhi
6. Sasikumar.Dr. (2014), **Food processing technology Food in Agro Based Sector**, Biotech Books, New Delhi.
7. Thomas Norman Morris (2012), **Principles of Fruit Preservation**, Biotech Books, New Delshi.

15RIMU04E3: Preservation of Fruits and Vegetables (Practical)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

The students will be given hands on experiments, practices on making of the following products with detailed process.

Outcome

The students will be able to handle the management Fruits preservation and Vegetable industry.

1. Preservation of Grape Squash
2. Preservation of Mango Squash
3. Preservation of Lime Cordial
4. Preservation of Pine apple Crush
5. Preservation of Mango RTS
6. Preservation of Mixed Fruit Jam
7. Preservation of Guava Jelly
8. Preservation of Tomato Pickle
9. Preservation of Tomato Sauce
10. Preservation of Papaya Candy

15RIMU04E4: Handmade paper Industry**(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)****Unit I:**

Place of paper industry in modern society - Scope of Hand Made Paper Industry - History of paper making - Growth and Development of Handmade paper industry.

Unit II: Paper Chemistry

1. Types of fibre for paper making
2. Character of Cellulose
3. Substance associated with Cellulose
4. Composition of raw materials
5. Method of pulping in Handmade paper industry
6. Special pulping in Handmade paper industry and testing of pulping
7. Estimation of chemicals used for pulping caustic soda, lime soda and cooler liquids.

Unit III: Raw materials for Handmade paper industry - Source of fibre their availability - rags, baggasse, banana stem fibre, Paddy gunny and paper waste - Treatment of raw material sorting, Dusting and chopping - working method of Rags chopped and Function of digester. Various method of digesting the various fibre - Percentage of chemicals used in Hand made paper industry - Comparison of those used in paper mills - Functioning method of vomiting type digester.

- a. Fundamentals of bleaching - Different process of bleaching for different fibre - Organic and inorganic acids used for bleaching process - Uses of antichloride.
- b. Method of pulping and function of beater machine - Changes of fibre in the beating process physical and chemical changes in pulp - Preparation pulp for various paper and boards.
- c. Theory of sizing (contract this angle theory) purpose of sizing and types of sizing - chemical and materials for sizing (Rosin, alum, caustic soda and alkali) - Preparation of sizing - Study of different dyes and colours used in hand made paper industry - Method of dyeing the pulp and colours combination - Method of paper lifting - Maintenance of GSM in paper making - Uses of Hydraulic press and its function, method of calendaring and various methods of calendaring hand made paper industry - Moisture to be kept in the time of calendaring paper cutting methods various size of papers.

Unit IV

Purpose of loading and different types of filler from china clay to TiO₂ etc.

- a. Functions of various types of vats and cylinder mould vat.
- b. Functioning method of Hydraulic press
- c. Requirement of paper conversion machinery and equipments.

Unit V:

Project planning of Hand made paper industry - Infrastructural facility for hand made paper industry water, power, transport, raw material availability - Sources of labour - Sources of financial facilities for hand made paper industry. Identification of marketing sources, Applying of Licenses, Recognition certificate and central excise to be secured hand made paper industry and environmental development.

Field Visit

1. Visit the various board making units in Dindigul District.
2. Visit KVIB Hand Made Paper Units in Tamil Nadu
3. Visit Jothi speciality paper industry, Erode
4. Visit Hand made paper industry Sri Arobindo Asaram, Pondicherry.
5. Visit to TATA. Hand made paper units Munnar.

Suggestion for Reading

6. Story of paper making C.V.Ramasamy
7. Hand Made Paper Industry K.B.Joshi
8. Paper Industry in India
9. Hand Made Paper Today - Silver Turner
10. Which Paper? - Silver Turner

References:

1. "The State of the Paper Industry" by - Jonnifer Roberts, Published by Environmental network, 20047 USA.
2. "Production or paper pulp Board" - 2010 by Industrial Emissions Director Joint Research Centre European IPPC Bureau, UK.
3. "India's Paper Industry" - april 2012. by John Dixon, Deloitte consulting LLP Swati Bhatia New Delhi
4. "Paper and Paper Boards" - April 2013 by "CRISIL" Publications - Mumbai
5. "Paper Pulp Industry - 1993 by UNIDO - United National Industrial Development Organizations - Japan/Thailand.

15RIMU04E4: Handmade Paper Industry - Practical
(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

I.PRELIMINARY: (Sorting, dusting and cutting) Purpose of sorting, dusting and cutting. Study of different parts of dusting machine, and rag chopper and their uses. Dismantling and reassembling of rag chopper. Each student will sort and dust 25 kgs. of different raw materials and chop 10 kgs. of raw materials.

II. Paper Making:

Digestion: Study of the functions of vomiting digester principles; study of the drawing and calculation of capacity; furnace construction; raw materials digested and fuel used. About 10 kgs. of raw materials should be digested in the digester by each student.

Beater: To know parts of beater machine and their functions - to study the construction of beater through of each given roller - to draw the through design from the measurements of different parts of the beater, bed plate arrangements and angles kept between knives of bed plate arrangements and angles kept between knives of bed plate and rollers. Preparation by a batch of 3 students, of 100 kgs of pulp - 20 kgs for paper and 40 kgs. each for board and card sheet.

Lifting: To study different type of vats - To know the moulds are prepared - what are the meshed used in such moulds - To know how vats and moulds are to be repaired and moulds are to be repaired and set right - How to calculate the consistency of the pulp. How paper and board can be lifted for required size and weight - how to test the quality of the pulp. **Couching:** How paper and board can be couched on the felt - to study different type . of felts like cotton felt, woolen felt, lifting and couching 100 kgs. of water leaves
by a

batch of 3 students.

Pressing: To know the various parts of screw press and hydraulic press and their functions. Observation of their assembling - How the paper and Board can be pressed in screw press and hydraulic press. Pressing of 100 kgs. output by 3 students.

Drying: Study of different types of drying without its merits and demerits. To know the fundamental of drying chamber which are setting in this industry lately.

III. FINISHING:

Sorting and Cleaning: Purpose of sorting and cleaning before sizing. How paper can be sorted and cleaned with knife or brush.

Tub Sizing and Pressing: Purpose of external sizing - How the sizing solution can be prepared - How the tub sizing can be given to test the Baumi Degree of the solution. How to prepare Rosin soap. Each student should size 10 kgs of high grade paper.

Calendaring: Purpose of calendaring - To know the various parts In calendaring machine and their functioning - How the different types of calendaring of finishing (mat rough, medium and smooth) can be given. How to dismantle, reassemble and repair calendaring machine. Each student must feed 10 kgs of paper, 15 kgs of card sheets and 2 kgs of board.

Cutting and Packing: To know the different parts of the cutting machine including fitting and replacement of knife - How to operate the cutting machine and cut paper and board in the right angle. Each student should cut 5kgs each size of paper, board and card sheet Students will also undergo practical training in paper conversion work, paper bag, paper cup and plates, Flap pad and Office files, Plain and Cloth line cover, Book binding (Note book and ledger).

4 Electrical: Study of Electrical fitting and switch board safety aspects .

References:

C.K.Narayanasamy

K.BJoshi

Claper Tone

Institute of Economic and Market Research

Story of Hand Made Paper Industry
 Hand Made Paper Making in India
 Pulping Technology
 Paper Industry in India

15RIMU04E5: Soap Industry**(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)**

Objectives: To give technical & Practical knowledge in production of soap and soap products.

Outcome: to become entrepreneur

Unit I Soap Industry overview - raw materials used for soap making - characteristics of raw materials - handling of raw materials - other additives .

Unit II Manufacture of soap products - methods of manufacture - full boiling process - various stages- Advantages and Disadvantages.

Unit III Technology of soap manufacturing - toilet soap - soap chips - soap nodules - corbolic soap - pretreatment of raw materials - plant for total soap making operations.

Unit IV Various formulation of soap - toilet soap of different types - medicated soap - neem soap - procedure - corbolic soap - washing soap

Unit V Management of soap factories - technical efficiency - financial summary - quality control - common quality problems soap - total quality management.

Reference:

1. The complete technology book on soaps - Asia pacific business press ING, 106-E, kamala nagar - Delhi - 110007.
2. Soaps, Detergents and Disinfectants technology handbook - NPCS, Delhi - 7
3. Herbal Soaps, Detergents - NPCS, Delhi - 7
4. Modern Technology of soaps, Detergents, Toiletries (with formulae project profiles)- NPCS, Delhi - 7
5. Handbook on soap, detergents, Acid slurry - NPCS, Delhi - 7

15RIMU04E5 Soap Industry Practical**(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)**

Objectives: To understand provisions and preparation in rural industry of soap industry
To give technical & Practical knowledge in production of soap Designing products.

Outcome: to become entrepreneur

Practical Manufacturing

1. Pre - Treatment of raw materials
2. Production of Corbolic Soap
3. Production of Nigre soap
4. Production of Toilet soap different varieties
5. Production soap chips, soap Noddles
6. Production of medicated soap
7. Field visit to commercial soap production unit and steady the plant, mechnery and production process, packaging techniques, marketing techniques
8. 9. Preparation of feasibility report to start a soap unit
9. Identification of soap raw material resource in their area

15RIMU04E6: Brick Industry

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give theoretical background on production and marketing of Brick.

Outcome

The students will learn about the process of manufacturing and run the industry successfully

Unit I : Evolution and Types of Brick Industry

Origin –Importance of Bricks – Characteristics of Bricks – types of brick industry.

Unit II: Physical and chemical properties of brick earth

Science and Technology of Brick industry – Brick earth - Physical and chemical properties of brick earth –characters of good brick earth – Testing of good brick earth.

Unit III: Brick production process

Production and production process of bricks – various methods of brick production – different sizes of bricks.

Unit IV: Marketing of Bricks

Marketing of bricks – Methods of marketing of bricks – problems in marketing of bricks - Methods of pricing of bricks.

Unit V: Brick feasibility report preparation

Preparation of Project feasibility report for brick industry.

References

1. Bell.A. and C.Macfarguhar, Endinburz, 1945**Encyclopaedia Britannica or Dictionary of Arts and Science.**
2. Ghose D.N. (1989), **Materials of Construction**, Tata Mc Graw Hill, New Delhi.
3. Anan (1982), **Encyclopedia of Science and Technology, Vol.II**, McGraw Hill, New York.
4. Mckary W.B (1971), **Building Construction Vol. I**, Longman, London.
5. Rangawala S.C. Rangwala K.S. and Rangwala (1996), **Building Construction**, Charoter Publishing, Anand.
6. "Village level Brick making -1993 by Anne Beamish/Will Donavan Deutsches Zentrum Publications Canada.
7. "Manufacturing of Bricks" - December -2006 by Brick Industry Association Virginia 20191.
8. "Guidelines on Brick manufacturing Unit" by R.M. Dubey, Chairman, pollution control Board. Assam.
9. "Fly Ash Bricks" - 2011 by N. Siralingan, Asst. Director, MSME, Guindy, chennai
10. "Green Brick Making- manual" - 2008 by Developmjent Alternatives Publications Nepal.

15RIMU04E6 Brick Industry (Practical)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give practical training on production and marketing Bricks.

Outcome

Students could start a Brick manufacturing Industry

Unit I :

Collection of various soil assessing the elasticity of soil

Unit II:

Testing of soil suitability for Brick making and Brick earth testing.

Unit III:

Preparation and conditioning of soil for eight hours of time for Brick moulding dying – finishing and shaping.

Unit IV:

Testing the strength and weight bearing capacity of burnt bricks.

Unit V:

Classification and grading of bricks after burning.

15RIMU0407: Management Costing

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To familiarize and make 115 students understand the basic concepts, methods and systems of costing used by business enterprises.

Specific Objectives of Learning (SOL)

Students may use the cost control / reduction methods and techniques in business / enterprise concerns.

Unit I : Management Costing, Classification

Meaning – costing – cost accounting – cost accountancy – financial accounting - classification and elements of cost – preparation of cost sheet.

Unit II: Material Costing

Material Costs - meaning – needs – objectives - issues of materials – methods of pricing material issues - F.I.F.O., L.I.F.O., and simple average.

Unit III: Labour Costing

Labour costs -Time keeping and time booking - Methods of wage payments – time rate - piece rate -Halsey system and Rowan system.

Unit IV: Over Head Costing

Over Heads: Kinds of overheads – factory over head - administrative over head - and selling over head - Cost allocation - apportionment and absorption.

Unit V: Costing Methods

Methods of Costing – Unit Costing and Process costing. Standard costing and budgetary control.

References

1. Aiyergar.S.B (2012), **Cost and Management Accountancy**, S.Chand & Co., New Delhi.
2. Arif Pasha Mohd (2013), **Cost Accounting**, Vrinda Publication
3. Jawahar Lal (2013), **Cost Accounting**, TataMcGraw- Hill Education (India) Ltd, New Delhi.
4. Jelsy Joseph Kupappapally, **Accounting for Managers**, PHI Learning, Mumbai
5. Maheshwari .S.N. **Cost & management Accounting**, Sultan Chand & Sons, New Delhi
6. Sexana.V.K.(2013),**Costing Accounting: Problems & Solutions**, S.Chand & Co., New Delhi.

15RIMU0408: Marketing Management

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To provide an in-depth knowledge of the various components of marketing and their application in business.

Specific Objectives of Learning (SOL)

The student will learn planning and execution of marketing various products and the consumer behaviour.

Unit I : Introduction

Meaning and definitions of Marketing Management - Importance – Functions – Nature and Scope of Marketing – Marketing Environment – Market Segmentation – Criteria for Market Segmentation – factors influencing market segmentation.

Unit II: Buyer Behaviour and Motivation and Sales Forecasting

Meaning of Business Motives - Diffusion Process – List of basic needs; Maslow's Hierarchy of needs – Festinger's Theory of Cognitive Dissonance – Stages of participants in buying process – Sales forecasting – Objectives – Importance – Role - Process and Limitations.

Unit III: Importance of Product

Classification of goods – Product mix – promotion mix – Product Life Cycle – Product Planning – Importance.

Unit IV: Pricing: Pricing Decision

Objectives and Advantages of pricing Decision – Factors affecting decisions – Kinds of Pricing – Process of price determination.

Unit V: Emerging Marketing Environment in India

Small Scale and Large Scale retailing – Super market – Departmental Stores – service marketing - Rural Marketing.

References

1. Alok Satsangi (2009), **A-Z Marketing**, Printed in India, New Delhi.
2. Mcc Carthy, **Marketing Management**, McGraw Hill Publication, New Delhi.
3. Memori and Joshi, **Principles and Practice of Marketing**, Kitnab Mahal Publication, New Delhi.
4. Patrick Forsyth (2005), **Conducting Sales and Marketing**, Infinity books, New Delhi.
5. Philip Kotler. (1997), **Principles of Marketing Management**, Prentice Hall of India, New Delhi.
6. Whrren J, Keegan (1995), **Global Marketing Management**, Prentice - Hall of India, Private Limited, New Delhi.
7. William J. Stanton, **Fundamentals of Marketing**, McGraw Hill – Publication, New Delhi.

15RUMU0409: Entrepreneurship Development

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To expose the students about the scope for identifying and establishing enterprises in their locality.

Specific Objectives of Learning (SOL)

The students will learn the procedure for starting an enterprises and its feasibility in given situation.

Unit I : Introduction to Entrepreneurship

Definition – concept – industrial small entrepreneurship – meaning- Importance- Significance and Scope – characteristics of entrepreneur – Factors influence rural entrepreneurial development.

Unit II: Industries for Small Entrepreneurs

General study of cottage and Small Scale Industries - Enterprise Management- Need and Importance – Women Entrepreneurship development through SHG.

Unit III: Registration & Financing

Identification of opportunities – choice of product - preparation of feasibility – Report – Registration and License – Financial assistance Nationalized banks – State financial Corporation – DIC – KVIB, KVIC – NSIC, SIDBI and NABARD - Incentives and Government support.

Unit IV: Entrepreneurial Development

Approaches to Entrepreneurship Development - EDP – Issues – Entrepreneurial Training – Methods and Institutions offers entrepreneurial Training.

Unit V: Regularity Laws

Central excise – Income Tax – Sales tax - licensing authority – Export and Import regulatory acts.

References

1. Dhumija, S.K. (2002), **Women Entrepreneurship: Opportunities, Performance, Problems**, Deep and Deep, New Delhi.
2. Khanka, S.S. (2005), **Entrepreneurial Development**, S.Chand & Co., New Delhi.
3. Malli, D.D. (1999), **Training for Entrepreneurship and Self Employment**, Mittal Publication, New Delhi.
4. Rathakrishnan, L. (2008), **Empowerment of Women Through Entrepreneurship**, Gyan Publishing House, New Delhi.
5. Shukla (2003), **Entrepreneurship and Small Business Management**, Kitab Mahal, Agra.
6. Vasanth Desai (2003), **Small-scale Industry and Entrepreneurship**, Himalaya Publishing House, Mumbai

15RIMU04F3: Extension / Field Visit

(Credit: Hours: 4 CFA: 50 ESE: -)

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation	: 25 Marks
Viva-voce	<u>: 25 Marks</u>
Total	<u>50 Marks</u>

15RIMU05S1: Soft Skill: Personality Development**(Credit: 3 Hours : 3 CFA: 40 ESE: 60)****Objective**

Promotion of strategies to handle different behavioural dimensions.

Specific Objectives of Learning (SOL)

Self development, effective performance and relations and to face challenges successfully.

Unit I : Personality Development

Introduction – Personality traits Vs body features – control mechanism of personality – career advancement.

Unit II: Pillars of Personality Development

Introspection – self-Assessment – self appraisal – self development – self interrogation.

Unit III: Self Identification and Self Assessment

Self identification – self qualifying factors, self identification matrix – packaging of self identify.

Unit IV: Setting Personal Mission

Process – role and responsibility – winning factors – human dimensions.

Unit V: Managing Success

Success – Management techniques – Development factors – Basic assumption

References

1. Kanan Bhardwaj (2009), Training Module on Personality Development, ALP Books, New Delhi.
2. Onkar.R.M. (2009), Personality Development and Career Management, S.Chand & Company Ltd., New Delhi.

Sharma.M.K (2011), Personality Development, ALFA Publications, New Delhi.

15RIMU05E7: Composting Technologies

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To teach the students about making wealth from Waste and its uses for sustainable agriculture development.

Outcome

Students could start Composting Technology Industry

Unit I : Bio Manure and Crop Production

Role of Bio manure in crop production and soil fertility management – Crops and its requirement of nutrient organics – Method of application of Bio-manures.

Unit II: Sources of Waste

Organic Waste - Sources of waste, collection and separation of wastes, availability and type of waste

Unit III: Methods/Techniques of Bio-manure preparations

Aerobic method of composts/ Bio – manure preparation – using agricultural, animal and other waste – Anaerobic method compost – Bio-manure preparation - Use EM (Effective micro-organism) technology in composting techniques.

Unit IV: Quality of Bio-manure

Maintenance of Bio-manure quality – control of bio- manure quality – certification quality.

Unit V: Marketing of Bio-manure

Through SHGs - Traditional dealers – Financial feasibility report to composting unit.

References:

1. Vermiculture Technology (Jan 2011) by Clive A. Edwards Norman a Arangan CRC - Press, Ohio state University, USA University of Hawaii.
2. "Hand book of organic farming & composting Technology" - 2011 by Neha publishers & Distributors, New Delhi ISBN NO: 9380090080
3. "Sustainable composting" -2004 by Mansoor Ali, WEDC, Laogh borough university UK. ISBN: 1-843800713
4. "Composting guide" -2008, Peter Lawson Jones Cleveland, Ohio- USA.
5. "Composting" by Harold B. Gotaas - 2007. WHO publication, Geneva.

15RIMU05E7 Composting Technologies (Practical)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective To give practical training on production and Marketing compost products.

Outcome Students could start composting Industry

1. Preparation of Waste materials for compositing
2. Selection of site, measuring the dimension of composting pit/year etc.
3. Maintenance of appropriate level of moisture, in bio waste compositing and calculating the same.
4. Measuring the temperature of Bio-manure during compositing and method of regulating the same.

15RIMU05E8: Soap and Detergents Industry
(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To train the students in production of soap & Detergents products

To provide entrepreneurial skill to manage soap & detergents Industry

Outcome

The students will learn about the process of manufacturing and run the industry successfully

Unit	Key Areas For Discussion
Unit I	An overview of Soap and Detergents Industry Soap and Detergent overview – Synthetic Detergent – Availability of raw materials for soap and detergents – characteristics of raw materials – Cost structure soap vs. synthetic detergents – classification of non soap detergents – Approach to product formulation.
Unit II	Technology of manufacturing synthetic detergent Formulation of detergent powder production of detergent active – Manufacture of synthetic detergent power by spray drying dry mixing – production of detergent bars – Handling of Raw materials – Liquid detergent - Technology of toilet soap manufacturing
Unit III	Packaging soap and detergent powder packing of detergent bars Packaging of detergent – Packaging detergent powder packing of detergent bars, ackaging material specifications, package testing methods, packaged commodities rules – declaration to be made on every package – commodities to be packed in specified quantities.
Unit IV	Management of soaps and detergent factories Technical efficiency, Sources of pollution – Analytical support – Packaging materials, in process materials, finished products, Bureau of India standard specifications – quality audit – Financial summary.
Unit V	Quality Testing ISO 9000 series standards – Common quality problems of soaps – Storage and products assessment tests – stain removal analysis of synthetic detergent.

References:

1. The complete technology Book on Detergents - by NIIR project consultancy services 106- E. Kamala Nagar, Delhi-7
2. Modern Technology of soaps, detergents, - NPCS, New Delhi- 7
3. Hand book on soaps & Detergents & Acid Slurry - NPCS, New Delhi - 7
4. Herbal soaps & detergents hand book - NPCS, New Dehi - 7
5. Success formula book on cosmetics, Drugs, deaners, soaps detergents, NPCs, New Delhi -7
6. The complete Technology book on soaps - NPCS, New Delhi-7
7. Soaps, Detergents and disinfections techn ology hand book - NPCS - New Delhi
8. Soaps and Detergents K.S Parasuram - Tata Macraw Hill Publishing company Ltd., New Delhi.

15RIMU05E8 Soap and Detergents Industry (Practical)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective To give practical training on production and marketing Cosmetic products

Outcome Students could start a Cosmetic manufacturing industry

1. Production of detergent powder
2. Production of detergent cake
3. Production of detergent liquid detergents
4. Production of detergent liquid shampoo
5. Production of detergent dish washing liquid
6. Production of toilet soap
7. Study the different operation and movements of materials and labour in any one of the detergent units and suggest measures for developments in respect of optimum utilization of space manpower, machines and materials.
8. Survey tour, study tour, apprenticeship work in any one of the working units of the industry.

15RIMU05E9: Packaging Technology

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To Teach packaging technology to the students

Outcome

The students with learn the process of manufacturing and run the industry successfully

Unit I : Introduction to packaging Technology

Introduction, Packaging strategies and requirement for various environments.

Unit II: Materials used in packaging

Function of packing and materials used glass – metal - paper - paperboard - plastics - flexible films - aluminum foils and laminates.

Unit III: Forms of Packaging

Form fill and seal (FFS) - Lined cartons - coated and laminated cartons - pouch system and thermo forming.

Unit IV: Packing Testing

Thickness - water vapour - gas transmission - Bursting and tensile strength.

Unit V: Packing Equipment

Vacuum and gas packing, shrink wrapping - aseptic packaging - aseptic pouch filler – form fill and seal machine packing performance and reportable pouching.

References

1. Anjar Kar S. and T.Kalaivanan, 2000. **Plastic containers for packaging**, Beverage and Food World 25(4): 42.
2. Arya,S.S. 1998. **Role of packaging on food quality**, Beverage and Food World.20 (2) 21-22.
3. Broady,A.C. 1986. **Controlled atmosphere packaging**, In " The wiley encyclopedia of packaging technology" Edn.Bakery, M.John Wiley and Sons Inc. New York. Pp.218 – 236.
4. Colok,B. Nando. 2001. **Polymer blends in packaging industry**,The present status and future prospects. Indian Food Industry. 20 (2): 67-68.
5. **Food Preservation**, Sudesh Jood (2000) , Jaipur.
6. Food packagaing technology - hand book (NPCS) NIIR project consultancy services -2012.
7. "The Consumer Packaging Markets in India: - 2013 by Madras consultancy groups Adyar Chennai -20
8. "Flexible Packaging: Changing Dynamics of Indian Packaging Market" - 2009. IBEF - India Brand Equity Foundation New Delhi.
9. "Packaging Industry - A Review" October -2012 The Assocham Packaging summit New Delhi.
10. "Packaging" March 2014 ONICRA - Credit Rating Agency of India - Delhi.
11. "Packaging Industry in India" - 2010- Noble Printing Press. UK.

15RIMU05E9 Packaging Technology (Practical)
(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective To Teach packaging technology to the students

Outcome The students with learn the process of manufacturing and run the industry successfully,
Making cartoons, Boxes and pouches and card board boxes

1. Testing of paper - Per cent moisture and thickness
2. Testing of paper - Grease resistance and brightness
3. Testing of paper - Opacity
4. Testing of bottle - measurement, resistance to thermal shock
5. Testing of plastics - water vapour transmission rate
6. Testing of plastics - Air oxygen transmission rate
7. Testing of plastics - Bursting strength
8. Testing of plastics - Tensile strength
9. Testing of plastics - Tearing strength
10. Visit to a packaging material industrial
11. Visit to food industry and study the packaging practice.

15RIMU05EA: Food Science and Quality Control

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give theoretical background on chemical and biological analysis related to fruit products.

Outcome

The students would be thoroughly trained in the food science and food aspects. Students are expected to be placed as quality control managers in food industries.

Unit I :

Significance of food properties

Food and its quality – classification of foods – functions of food – industrial based classification. Constituents of foods, properties and significance – food as a source of nutrients. Micro nutrients, macro nutrients – water, carbohydrates, protein, fats, minerals, vitamins – functions, sources and their requirements.

Unit II:

Food quality and spoilage

Introduction to microbiology – types of microbes, difference between prokaryotes and eukaryotes – bacteria, moulds, enzymes. Food quality, food spoilage, food contamination, criteria for judging the quality of food, conditions leading to spoilage - signs of spoilage.

Unit III:

Food Control Agencies : National & International

Food control and enforcement agencies – international agencies - WHO, national agencies CFTRI, IICPT - food standards regulations under MOFPI – certification of ISI, AGMARK, FSSAI, HACCP, FPO, PFA – location of the industry, provision of ventilation, lighting, drainage, roof structure, fly proof, workers amenities.

Unit IV:

Food Adulteration

Food adulteration - necessity of study - prevention of food adulteration – common food adulterants and health hazards – simple tests for detection of adulteration - consumer protection regulatory bodies - FSSAI, regulations and requirements – obtaining FSSAI – Application form etc.

Unit V:

Food Hygiene and Sanitation

Food hygiene – food industry sanitation check list - advantages of food sanitation – components of water analysis – food borne illness – management of disposal of waste – pest control management – pollution abatement.

References

1. Gopalakrishnan .M.(2014), **Food Science and Technology**, ASTHA Publications and Distributions, New Delhi.
2. Hausner .A. (2012), **Preserved foods and sweetmeats**, Biotech Book, Delhi.
3. Madhulika Parmar (2014), **Food Safety and Preservation**, Black Printers, New Delhi.
4. Pathak R.S. (2014), **Food Security and Global Environmental Change (Emerging Challenges)**, Naryag Books International, New Delhi.
5. Ruth.S.K. (2012), **Food storage and preservation**, Navyag Books International, New Delhi
6. Sasikumar.. (2014), **Food processing technology Food in Agro Based Sector**, Biotech Books, New Delhi.
7. Thomas Norman Morris (2012), **Principles of Fruit Preservation**, Biotech Books, New Delhi.

15RIMU05EA: Food Science and Quality Control (PRACTICAL)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give Practical background on chemical and biological analysis related to fruit products.

Outcome

The students would be thoroughly trained in the food science and food aspects.
Students are expected to be placed as quality control managers in food industries.

1. A microscopic vision on bacteria and drawing of a labeled diagram
2. A microscopic vision on mould and drawing of a labeled diagram
3. Simple test for identification of carbohydrates
4. Identification of spoiled food (visible test on texture, colour, odor, appearance)
5. Determination of acidity level in any one fruit juice
6. Determination of TSS level in any one fruit squash
7. Visit to one food industry and conduct an assessment on 'Sanitation Check List'
8. Detection of common adulterants in any two foods
9. Preparation of 'Report of Analysis of any one food product'
10. Drawing of a labeled diagram of a typical Food Processing Plant

15RIMU05EB: Processing of Cereals and Pulses
(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give theoretical background on production and marketing of Cereals and Pules products.

Outcome

The students will learn about the process of manufacturing and run the industry successfully

Unit I : Processing of Cereals and pulses

Processing of Cereals and Pulses industry as a village industry under KVIC - Objectives, achievements, programme and goals. Different types cereals and pulses – annual production of cereals Uses of cereals - products from cereals - Anatomy of simple fruits – Anatomy of grass fruits (wheat, barley, paddy etc.,) Primary processing (post-harvest operations - milling, etc.) - Secondary processing (e.g. baking, frying etc.)

Unit II:

Grain Products: wide range of added value products Rich Sources Of Complex And Simple Carbohydrates - Composition Of Barley In wheat bran - uses of bran - bran for livestock - by-product - by-product Bakery Products – Equipments - milling equipment, Bagging equipment – Conditioners - Cyclone separators - Diesel engines, Dryers, Maize and rice dehullers - Maize shellers – Mills - Sack stitchers - Seed cleaners/winnowers Production methods - equipment - and quality assurance practices

Unit III:

Pulse products - ranges of value added products from pulses – roasted and powdered products - by-product Bakery Products - Production methods - equipment and quality assurance practices - Products and production methods - cereals and flours - Whole grains and pulses

Unit IV:

Processing facilities - the site - The building- Roofs and ceilings - Walls - windows and doors - Floors, Services - Lighting and power - Water supply and sanitation- Fuels - Energy conservation - Production planning - Milling,- Baking - Packaging - Equipment maintenance - water quality; test for sand and contaminating microorganisms - Lighting and power - Water supply and sanitation - Staffs, Record keeping - Productivity improvement.

Unit V:

Plan for a Small-scale Cereal Milling and Pulse Processing industry - Good Hygienic Practices (GHP) and Good Manufacturing Practices (GMP) - Hazard Analysis and Critical Control Point (HACCP) system - production, processing, hygiene and food safety - Quality assurance, Inspections in Process control - Assessing products, Packaging - storage and distribution services - Grain Suppliers – viable cereal and pulse industries for villages.

References

1. Food Preservation – Sudesh Jood
2. Preservation of Fruits and Vegetables - Siddappa & Giridhari lal
3. General principles of food preservation – Prof. Ali
4. Food microbiology – William Frazier
5. Food science & Nutrition Vol: I – Swaminathan
6. Food science & Nutrition Vol: II – Swaminathan
7. F.A.O. Agricultural Bulletin, 2004.
8. Research and Development - CFTRI
9. Processing of Cereals and Pulses – UNDP magazine
10. Cereals and Pulses processing – Prof.Chowdary

15RIMU05EB: Processing of Cereals and Pulses (Practical)

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Objective

To give practical training on production and Marketing Cereals and Pules products.

Outcome Students could start Cereals and Pulses Industry

1. Processing of paddy and production of raw rice
2. Processing of paddy and production of parboiled rice
3. Processing of Pulses (Red gram)
4. Processing of Rice flour
5. Preparation of Green gram sweet toffee
6. Preparation of Papad from black gram
7. Preparation of Ground Nut sweet cake
8. Preparation of Biscuits
9. Preparation of Plain Cake
10. Preparation of Wheat Bread
11. Visit to modern Pulse (Dhal) Processing Industry
12. Visit to modern Rice Milling Industry

15RIMU05EC : Leather Goods Making

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

Unit: I

Leather: Description of leather; structure and properties of leather. General defects. Different types of leather used. Brief study of Processing of leather - Vegetable tanning, chrome tanning and combination tannages. Purchase of leather - measurement and its principles as applicable to leather work. Weights and measures. Area measurement of skins and patterns.

b. Different types of leather goods; Small leather goods, Belts, etc.

Unit II:

Leather Art Work: Embossing using spirit colours; Thonging, Weaving, APT lique, Batik, Dyeing, Lacing Burning, Shadings Carving. Hole punching, Metal decoration etc.

Unit III a. Types of Machines used in Leather Goods Making: Clicking machines, Splitting machines, Skiving machine and Finishing machines.

- Sewing machines used in Leather Goods Making Flatbed, Cylinder bed, post bed, Single needle, Double needle. Zig Zag sewing machines. Stitching machine with trimmer, stitching machine with roller feed system and stitching machine will drop feed system.
- Sewing machine: Its parts and maintenance, Reasons for thread breaking and how to prevent it. Reasons for breaking of the needle. Stretch stitching and its remedy.
- Types of threads and needles, used in sewing machine.

Unit IV.a. Reinforcements, their types and utility. Textile fabrics and their applications

- Description of various fittings: Locks, handles, comers, rolleys, fasteners, hinges, buckles, rivets, etc.

Unit V.a. Adhesives used in Leather Goods Making - Preparation and applications.

- Basic Tools used in Leather Goods Making: Scissors, Ordinary and Zig Zag, Scale, setsquare, french curves, circle base, compass, hammer, punches - holepunch, eyelet punch - cutting plier, button set, measuring tape, revolving punch, 3- legged last, etc.

References:

- V. Dagli, 'Khadi and Village Industries in Indian Economy', Commerce Publications, 2001
- Ashok Mehta Committee Report - Khadi and Village Industries Commission - 1986, Murnbai.
- The leather working hand book (Practical) by Valerie Michael - 1994, 2006 published by Cassell & Co. UK. ISBN-13: 978-1-844034-74-1
- The Art of making leather cases Vol - I by A1 Stochiman - 1979 published by Cornell Maritime Press UK. ISBN No: 976-D-87033-039-1)
- The leather work book - 2007 by Rosa Baughan Published by - Princeton university press UK.
- The leather craft manual - by Justin. T. Schilchter published by J\$G loeather Post Box NO: 98 Willis Texas: 77378

15RIMU05EC: Leather Goods Making - Practical

(Credit: 3 (2+1) Hours :2+2 CFA: 20+30 ESE: 30+20)

1. Practice in Stitching: Different types of stitching - straight stitching, curve stitching and round stitching. General measurements used in designing pattern making and products making.
2. Practice in Drawing: Line drawing, curve drawing, figure drawing.
3. Components of leather product - Drawing practice.
4. Designing of leather goods.
5. Pattern taking - Making patterns, cutting patterns.
6. Clicking different types of materials by hand machine nature of material, colour and grain matching.
7. Skiving practice with different materials: regulating various widths, thicknesses and tapers in skiving: Skiving by hand and by machine.
8. Manual Skills: Application of adhesive for folding, folding of components, fixing of reinforcements, sharpening of knives.
9. Production Work: The following articles will be designed made and finished including trimming and cleaning - coin purse, pumpkin purse, key case, ladies purse, gents wrist bag, gents clutch bag, tiffin carrier bag, ladies sling bag, school bag, shopping bag, ladies hand bag and travel bag.
10. Stage-wise and final inspection procedures; Packing methods

15APRU0001: Elements of Research Methods**(Course Code: Credit: 3 Hours: 3 CFA: 40 ESE: 60)****Objective**

The course is designed to teach the methods and procedures of research Analyses for conducting a research project.

Specific Objectives of Learning (SOL)

The students could able to do research more scientifically.

Unit I :

Research – Meaning, scope and importance and types of research. Steps in research – identification and selection of a problem for research – Need for review and its sources.

Unit II:

Statement of the research problem, objectives, hypothesis, research design, methods of research – experimental, and descriptive studies, case study, market survey – field and participatory research.

Unit III:

Data Collection in research – sources of data – primary and secondary sources. Choice of tools and techniques – observation, interview, schedules, questionnaire and check list Universe and sample – census and sample surveys

Unit IV:

Research Report – salient features in reporting – guidelines in preparation. Research findings and their presentation, reference materials. Types of report, format of a research report. Sampling techniques. Processing of Data – scoring, coding, classification and tabulation of data, frequency distribution, diagrammatic and graphical presentation – bar diagrams, histogram, frequency curve.

Unit V:

Data analysis – qualitative and quantitative analysis, descriptive statistics Correlation and regression analysis; t-test, Chi-square test, Uses of SPSS in data analysis Research Report – salient features of a good research report – Format of a report, guidelines in preparation.

Text Books

1. Gupta S.C. (2006), **Fundamentals of Statistics**, (Six Reviseds & Enlarged Edition), Himalaya Publishing House, Mumbai.
2. Hans Raj, (2002), **Theory and Practice in Social Research**, Surjeet Publications, Delhi.
3. Kothari C.R, (2001), **Research Methodology**, Wishva Prakashan, New Delhi.
4. Krishnaswami O.R., Ranganatham M. (2005), **Methodology of Research in Social Sciences**, Himalaya Publishing House, Mumbai.
5. Manoharan M. (1997), **Statistical Methods**, Palani Paramount Publishers, Tamil Nadu.

References

1. Gosh, B.N. (1997), **Scientific Methods and Social Research**, Sterling Publishers, New Delhi.
2. Nakkiran. S and Selvaraju. R. (2001), **Research Methods in Social Sciences**, Himalaya Publishing House, Mumbai.
3. Sadhu A.N. and Singh.A. **Research Methodology in Social Sciences**, Himalaya Publishing House, Mumbai, 2005.

15RIMUO511: Introduction to Financial Management

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To introduce the students with the basic fundamentals and tools and techniques of Financial Management in a changing, challenging and competitive global economic environment.

Specific Objectives of Learning (SOL)

The students would gain knowledge of preparing capital budgeting, expenditure, inventory and fund flow analysis.

Unit I : Introduction

Finance Functions: Meaning - Definition and scope of finance functions – Objectives of Financial management, Sources of Finance.

Unit II: Capital Budgeting

Capital budgeting: Concept and Importance – Appraisal methods – Pay back Method, Discounted cash flow method, NPV method.

Unit III: Cost Management

Cost of capital: Concept - Importance - classification. Cost of debt – Cost of equity – Cost of retained earnings

Unit IV: Working Capital Management

Working capital management: Working capital management - concepts – Importance – Determinants of Working capital. Cash budgeting,

Unit V: Fund Flow Analysis

Fund flow analysis and ratio analysis - simple problems

References

1. Khan.M.Y and P.K.Jain, **Theory and Problems in Financial Management**, Tata McGraw Hills Publishing Company Limited.
2. Maheshwari.S.N (2009), **Elements of Financial Management**, Sultan Chand & Sons.
3. Pandey.I.M. **Financial Management**, Vikash Publishing House Pvt.Ltd.
4. Prasanna Chandra, **Fundamentals of Financial Management**, Tata McGraw Hill PublishingCompany Limited.
5. Sharma.R.K, Shashi and K.Guppta, **Financial Management**, Kalyan Publication.

15RIMUO512: Export Management

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

To understand the concept of export and international marketing, understand export documents and the procedure for exporting, and acquire the knowledge of India's Import-export policy.

Specific Objectives of Learning (SOL)

- understand the concept of export and international marketing
- understand export documents and the procedure for exporting
- acquire the knowledge of India's Import-export policy

Unit I : Export Marketing and International Marketing

Export Marketing – Functions and Importance of Export Marketing – Difficulties of Export Marketing – Methods of Entering Foreign Trade.

Unit II: Marketing Environment, Marketing Mix and Marketing Research

Marketing Environment – Controllable and Uncontrollable Environment. Concept of Marketing Mix – 4Ps in Marketing. Meaning and Definitions of Marketing Research – Marketing Research Process.

Unit III: Export Documentation and Procedure

Export Documents – Types of Export Documents – Stages involved in receiving the Payment of Exports – Banking Procedure of Negotiation. Meaning, Definitions and Types of Letter of Credits – Processing of an Export Order.

Unit IV: Export Finance

Terms of Payment in International Trade – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit and Finance System in India.

Unit V: India's Import-Export Trade Policy

Aims of India's Trade Policy – Import Policy and its Features – Features and Objectives of Export Policy of India – Foreign Trade Policy of India – Instruments of Commercial Policy in India.

References

1. Kapoor.D.C. (2002), **Export Management**, Vikas Publishing House (P) Ltd, New Delhi.
2. Kumar.V. (2000), **International Marketing**, Pearson Education (Singapore) Pvt Ltd New Delhi.
3. Shaked Ahmad Siddiqui.Dr. (2011), **International Marketing**, Dreamtech Press, New Delhi.
4. Svend Hollensen (2010), Madhumita Banerjee, **Global Marketing**, Pearson, New Delhi.
5. Warsen J. Keegan, Mark C. Green (2005), **Global Marketing**, Dorling Kindersley (India) Pvt Ltd, New Delhi.

15RIMUO513: Information Technology for Rural Industries**(Credit:4 (3+1) Hours: 3+2 CFA: 24+24 ESE: 36+16)****Objective**

To teach various IT mechanisms for data base management and e-commerce.

Specific Objectives of Learning (SOL)

Students could able to understand how to minimize cost ad maximize profit by using IT.

Unit I :

Information technology – Meaning and scope – Application of IT for rural industries – Rural industrial resources – Appraisal and Documentation – methods.

Unit II:

Raw materials – mapping of raw material supply sources using GIS- census and survey of field data – creation of material inventory data bank.

Unit III:

Labour resources – industry wise data within a geographic location – programmes for skill development and related data base.

Unit IV:

Financial resources – Financing institutions for RIS – Data base Accounting system for RIS – Financial Accounting using Tally..

Unit V:

Marketing inputs – net working with distributors and retailers – internet as a source of identifying the sellers and marketers. Online Trading – E – Commerce.

References

1. Mahadeo Jarwal and Morika metal (2004), **Management Information Systems**, Oxford University Press, New Delhi.
2. Namram Agrawal.Dr. (2009), **Tally – 9**, Dreamtech Press, New Delhi.
3. Peter,A.Burrough and Rachoel McDonuell (1998), **Oxford University Press**, New Delhi.
4. Anon (2002), **Proceedings of Regional Workshop on IT for Rural Development**, Gandhigram Rural Institute, Gandhigram.

15RIMU0513 Information Technology for Rural Industries (Practical)**(Credit:4 (3+1) Hours: 3+2 CFA: 24+24 ESE: 36+16)**

1. Use of GIS software for spatial survey
2.
 - Use of Internet for Online Trading,
 - Use of Internet for E-Commerce
 - Use of Internet for Internet Banking.
3. Tally – 9.0 – overview of operating the software
4. MS – Access - DBMS tools.

15RIMUO5F4:Extension / Field Visit

(Credit: - Hours: 4 CFA: 50 ESE:-)

Objective: To enable the students to understand the field realities through adoption of various extension methodologies.

Syllabus

Students will be facilitated to visit the adopted Villages / industries for undertaking extension work as a part of curriculum as per the schedule decided by the department .

The faculty in-charge of this course will be responsible for making the students to prepare a report with photographs / short videos in addition to field reports wherever necessary.

Evaluation

The course evaluation is fully internal. It will comprise of PPT presentation after submission of the extension visit reports which will be followed by viva-voce examination. The faculty in-charge shall submit the marks to the HoD after conducting the PPT presentation and viva-voce.

The marks will be awarded based on the report, PPT presentation and viva-voce as details below.

Report and PPT Presentation : 25 Marks

Viva-voce : 25 Marks

Total 50 Marks

15RIMU06M1:Corporate Social Responsibility

(Credit: 2 Hours:2 CFA:50 ESE: -)

Objective

To teach the students about CSR on society and environment.

Specific Objectives of Learning (SOL)

On successful completion of this course the student is able to understand and scan business environment, analysis of opportunities and take decisions.

Unit I : Introduction (8)

Concept, significance and nature and elements of business environment – internal external changing dimension of business environment.

Unit II: Economic and Business Environment (10)

Significant and elements of economic environment; economic systems and business environment; economic reforms, liberalization and structural adjustment programmes.

Unit III: Political Legal Environment of Business (10)

Critical elements of political environment - Government and business – changing dimensions of legal environment in India.

Unit IV: Business and Its Socio-Cultural Environment (10)

Business ethics, business and cultural – technological development and social change – changing concepts – social involvement and social audit – social institutions and systems – social values and attitudes - social groups.

Unit V: Corporate Social Responsibility (10)

Nature and scope – Meaning – Social responsibility as social obligation - social reaction and social responsiveness – responsibility towards shareholders, employees.

References

1. Ahiuwalia.I.J (1995), **Industrial Growth in India**, Oxford University, Press, Delhi
2. Ahuja.H.L. (1986), **Analysis of Economic System and Macro Economic Theory**, S.Chand & Co., New Delhi.
3. Bhushan.Y.K. (1995), **Fundamentals of Business Organisation and Management**, S.Chand & Co., New Delhi.
4. Donnelly, Gibson and Lvancevich, (1998), **Fundamentals of Management**, Irwin Mc.Graw Hill, Boston.
5. Farooq Khan.A. (1985), **Business and Society**, S.Chand & Co., New Delhi.
6. George.G.Brenkert (2004), **Corporate Integrity and Accountability**, Sage Publications, New Delhi.
7. Michale,U.P. (1987), **Business Policy and Environment**, S.Chand & Co., New Delhi.

15RIMU06M2: Women Entrepreneurship

(Credit: 2 Hours:2 CFA:50 ESE: -)

Objective

To enlighten the students about revolution of self employment programme for empowerment of Women.

Specific Objectives of Learning (SOL)

Students would able to learn about how entrepreneurship helps women empowerment of women and better life

Unit I : Significance and scope of women Entrepreneurs

Characteristics – Features – contribution – significance and scope – factors influencing women entrepreneurship

Unit II: Types and Process of entrepreneurship

Types of Women entrepreneurs – male Vs Female entrepreneurs Opportunities for new business – Business plan/ idea – process – registration – starting a small/micro industry &

Unit III: Feasibility report preparation

Choice of product – Feasibility report Institution offers training – registration & License – Challenges and Opportunities

Unit IV: Institution of Support

Financial assistance – Nationalized banks – MFI's – State Financial Corporation – KVIC – – NABARD – Incentives and Government support to women entrepreneurs

Unit V: Successful Women Entrepreneurs - Case Analysis

Women Enterprises – Future Kids school – Leading to women empowerment and entrepreneurial success – Women entrepreneur - cases at the grass root level.

References

1. Kavil Ramachandran (2009), **Entrepreneurship Development : Indian Cases and Change Agents.**
2. Anil Tandur (2010), **Entrepreneurship**, Anmol publication Pvt. Ltd., New Delhi
3. Nakkiran. M (2012), **Women Entrepreneurship : Problems and prospects**, Pearl Books, New Delhi.
4. Rathakrishnan. L. (2008) **Empowerment of Women Through Entrepreneurship**, Gyan Publishing House, New Delhi.
5. Fredrick J and K. Gowri (2012), **Women Micro Entrepreneurs Changes and Challenges**, Vista International publishing House, Delhi.
6. Fredrick J and S. Ramamoorthy (2012), **Women Entrepreneurs: Challenges and Opportunities**, Vista International publishing House, New Delhi.
7. Gordon E and K. Natarajan (2012), **Entrepreneurship Development**, Himalaya publishing House, Mumbai

15RIMU06M3: Services Marketing

(Credit: 2 Hours:2 CFA:50 ESE: -)

Unit I :

Services marketing – introduction – types – nature – characteristics – classification of services – difference between services & products – service marketing management – managing demand & supply.

Unit II:

Services marketing mix-services, product – pricing.

Unit III:

Service promotion – place in service – people in service

Unit IV:

Physical evidence – marketing strategy in services.

Unit V:

Managing service quality – marketing of services – bank marketing – tourism marketing – hospital marketing – airline marketing.

Text Books

1. Appaniah, Reddy, **Services Marketing**, Himalaya Publishing house.
2. Jha.S.M. **Services Marketing**, Himalaya Publishing House.
3. Vasanthi Venugopal, Raghu.V.H **Services Marketing**, Himalaya Publishing House

15RIMU06M4: Retail Management

(Credit: 2 Hours:2 CFA:50 ESE: -)

Unit I : Retailing

Meaning and evolution retailer in the distribution channel, retailer – functions and benefits retail scenario – current and future.

Unit II:

Retailing environment – economic, political, legal technological and global competitive environment – types of competition framework for analyzing competition.

Unit III:

Retail organization and formats, store based and non store based formats generalist and specialist retailer – services retailing.

Unit IV:

Store management – roles of stores manager in store merchandising – item space allocation, arrangement self service – factors in self service, check out operations – checkout systems and productivity.

Unit V:

Understanding consumption and consumer: changing consumer demographic – life style changes, shopping behaviour, retail and out let choice legal and ethical issues in retailing, retailing – Indian experience.

Text Books

1. Barry Berman & Joel.R.Evans (PHI), **Retail Management**
2. Michael Levy & Baston, **Retailing Management**, Weitz Pvt.Ltd., Delhi
3. Petes Fleming, **International Retail Management**, Jaico Publication.

15RIMU0610:Project

(Credit: 4 Hours: - CFA: 40 ESE: 40+20)*

Objective

The objective of this course is to enable the students understand and report the general functioning of a selected Industrial unit/ Institution.

Specific Learning of Objectives

To enable the students to make a research study of a current problem in a Industry / institution and / or among the stake holders and prepare a report.

To enable the students to understand day to day affairs of cooperatives and link the theoretical learning with the field realities.

Methodology

Every student has to take up a project work in the field of Rural Industries and Management and allied subjects during their sixth semester. This may be done either individually or by group of students (not exceeding five) under the supervision of a faculty member of the Department. At the end of the course, students have to submit a project report not less than 40 pages as per the format suggested under CBCS.

Evaluation

The Staff who serves as supervisor/guide will evaluate the report for 40 marks and another faculty member who serves as external member of the evaluation board will evaluate the report for 40 marks Viva voce shall be conducted to evaluate the performance of the student(s) for 20 marks by the team. The project report will be evaluated by a two consisting of the supervisor as internal member and one of the Faculty Members of the Department of (as constituted by the Head) as an external member.

Marks Distribution

Evaluation of Report (Guide/Supervisor - Internal)	40
Evaluation of Report (External Member)	40
Evaluation of Performance through Viva-Voce (Joint)	20

*Note: Concurrent viva-voce evaluation = 20 Marks

15RIMU0614: Management of Micro Enterprises

(Credit: 3 Hours:3 CFA:40 ESE-60)

Objective

To motivate the students to start up micro enterprises and manage it successfully.

Specific Objectives of Learning (SOL)

Students will be able to start up an enterprise and run it successfully.

- Unit I :** (8)
 Meaning and definition of micro enterprises – classification – features and Significance of micro enterprises – evolution - growth of micro enterprises in globalization era.
- Unit II:** (10)
 Micro Entrepreneur – Characters – Quality – Types of Entrepreneurs – risk taking – Motivation to entrepreneurs – Theories of motivation – Problems of micro entrepreneurs. Status of micro enterprises in the globalization era.
- Unit III:** (10)
 Formation of SHG's – Principles of SHG's – Management SHG's – Problems and prospects of SHG's- empowerment of women through micro enterprises. Government and role of NGO's in promotion of SHG's.
- Unit IV:** (10)
 Programmes for SHG's Development – Schemes – Role of Banks in financing of micro enterprises SIDBI CAPART – KVIC – DIC – PMEGP (Prime Minister Employment Generation Programme) – Micro Finance Institutions- performance of PMEGP .
- Unit V:** (10)
 Setting up of micro enterprises – feasibility study – assessment resources – project preparation – Factors influencing success/failure of micro enterprises – Best practices in promotion of micro enterprises. Marketing of micro enterprise products – Marketing vs sales. Marketing problems of micro enterprises.

References

1. Entrepreneurship Development Institute (2011). **Development of Entrepreneurship**, Reading material, Ahmedabad:
2. Entrepreneurship Development Institute, (1997), **Developing New Entrepreneurs**, reading materials Ahmedabad.
3. Jerinabi.U (2008). **Micro Enterprises for Women**, Discovery Publishing House, New Delhi:
4. KVIC (1995), **Projects Profiles of Industries**. Mumbai.
5. Lalitha,N. (2006). **Grassroot Entrepreneurship**, glimpses of SHG's", Dominant Publishers, New Delhi:
6. Shukla M.B (2003), **Enterprises and Small Business Management**, kitab Mahal.

15RIMU0615: Total Quality Management

(Credit: 3 Hours: 3 CFA:40 ESE:60)

Objective

Students would be able to understand TQM process, practices which can be applicable in SMEs

Unit I : Total Quality Management : An Introduction (10)

Introduction – Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM..

Unit II: Theory's of TQM (10)

TQM thinkers and Thought – Juran Trilogy, PDCA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Deming Principles.

Unit III: Six Sigma (10)

Six Sigma- Features of six sigma, Goals of six sigma, Six Sigma implementation.

Unit IV: Statistical Process Control (10)

Statistical Process Control, The seven tools of quality, Normal curve, Control charts, Process Capability.

Unit V: Quality System (8)

Quality Systems- ISO 9000 - ISO 9000:2000 - ISO 14000 and other quality systems.

References

1. Dahlgaard Jens J., Kristensen K. Kanji Gopal K (1998), **Fundamental of Total Quality Management**, Bross Chapman & Hall, London.
2. For, Roy. (1991), **Making Quality Happen: Six Steps to Total Quality Management**, McGraw-Hill.
3. George, Stephen and Weimerskirch, Arnold (2001), **Total Quality Management ;Strategies and Techniques Proven**, Mohit Publications.
4. Hakes, Chris (1991), **Total Quality Management: The Key to Business Success**, Chapman and Hall Pub, New York.
5. Jai (2002), **Quality Control and Total Quality Management**, Tata McGraw Hill, New Delhi.
6. Juran, Joseph M., **Total Quality Management**, McGraw-Hill Publications.
7. Lal.H (2002), **Total Quality Management : A Practical Approach**, New Age International Private Ltd, New Delhi.
8. Uma. P and L. Rathakrishnan (2014), **Total Quality management in Small and Medium Manufacturing Enterprises**. Global Research Publication, New Delhi.

15RIMU0616: Personnel Management

(Credit: 3 Hours: 3 CFA: 40 ESE:60)

Objective

To provide managerial and operative function of personnel management and enlighten the challenges faced by the human in work places and their social responsibility.

Unit I : Introduction

Definition of personnel management – role of personnel management – challenges of modern personnel management..

Unit II: Requirement & Selection

Recruitment – sources of recruitment – Selection – meaning, process of selection.

Unit III: Performance appraisal

Meaning – Methods of Performance Appraisal – Traditional methods and Modern Methods, Training & Development; Training – methods and techniques – Executive development methods.

Unit IV: Job Evaluation

job Evaluation – simple ranking – job grading – point system – factor compensation – fringe benefits.

Unit V: Integration

Integration – nature of human needs – Maslow's need Hierarchy – McGregor's theory – grievance redressal – disciplinary action, Personnel Audit, Personnel research.

References

1. Akuja, K.K. (1992), **Personnel Management**, Kalyani Publishers, New Delhi.
2. Arun Manippa and Mizra, S. Saiyadaam (1979), **Personnel Management**, Tata McGraw-Hill Publishing Company, New Delhi:
3. Mamorja. C.B **Personnel Management**, Himalaya Publishing House, Mumbai
4. Edwin, B. Flippo (1984), **Personnel Management**, McGraw – Hill Book Company, New York.
5. Aswathappa K, (1999). **Human Resource and Personnel Management** : Text and cases, Tata McGraw – Hill Publishing Company, New Delhi.

15RIMU0617: INTERNSHIP

(Course Credit: 3 Hours: 3 CFA:100 ESE: -)

Objective

To enable the students to understand and gain knowledge on the day-to-day administration of various types of Institutions/ Industries at different levels

Specific Objectives of Learning

To train the students in the day-to-day administrative account maintenance and auditing of various Industries.

To develop the capacity of the student to appreciate and understand the working of Industries and to study the influence of various economic and social forces on the functioning of the societies and

To provide opportunities for developing ability and apply theoretical knowledge for solving practical problems of the Industries.

Methodology

Each student shall be attached with Institution/ Industries office of the Rural Industries Government of Tamil Nadu for a period of 15 days either continuously or intermittent break as decided by the Department. This may be carried out either individually or by a group of students.

At the end of the programme, students have to submit a report. The report shall not exceed 30 pages neatly typed and bound along with the endorsement of the authorities of the Institution or Industries / Officer where he/She/ they undergo internship.

Scheme of Evaluation

Internship Report will be assessed by a Team of Examiners consisting of Staff-in-charge and another member of the faculty as External Member nominated by the HoD of RIM under intimation to the Controller of Examinations. The team evaluating the Report has to conduct the Viva-Voce Examination. The weightage of marks for Report will be:

Evaluation of Report (Staff in charge)	40
Evaluation of Report (External Member)	40
Joint Viva-Voce	20
Total Marks	100
