



Mangayarkarasi College of Arts & Science for Women, Paravai.
(Affiliated to Madurai Kamaraj University)
ISO 9001:2015 Certified Institution, Re-Accredited by NAAC with 'B' grade

DEPARTMENT OF COMMERCE
WITH PA
I B.COM (PA)
COURSE PLAN
EVEN SEMESTER 2021 - 2022



Mangayarkarasi College of Arts & Science for Women, Paravai.

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LESSON PLAN

PROGRAMME: B.COM (PA)	SEMESTER/ YEAR: 2nd SEM., 2021-22
COURSE: FINANCIAL ACCOUNTING-II	COURSE CODE:
FACULTY 'S NAME: A.MADHUBALA	TOTAL HOURS: 60

SYLLABUS

Objectives:

1. This course will enable the students to combine practice and theoretical knowledge of financial accounting.
2. The students of this course will be active learners and develop awareness of emerging trends in financial accounting,
3. The course will provide decision making skills to the students in the financial analysis context,
4. The students of this course will have the ability to identify and analyze financial accounting problems and opportunities in real life situations

COURSE OUTCOME:

CO1: Understand the Consignment Accounts, invoicing goods at cost price, per forma, valuation of stock & unsold stock, Accounting treatment of normal & abnormal loss and Treatment of normal & abnormal loss.

CO2: Understand the Joint venture accounts, Recording in Individual books & Recording in separate set of books.

CO3: Understand the Account current methods, Methods of Calculation of interest Forward method, Époque method, Periodic balance method, Average due date, calculation of due date.

CO4: Understand the Depreciation Accounts, Concept, causes, need, basic factors of depreciation, Methods- Straight line, Written down value, Depreciation fund

CO5: Understand the Non trading concerns, Accounting treatments.

Unit I



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Consignment Accounts – Invoicing goods at cost price – Proforma invoice price – Valuation of unsold stock – Loss of Stock – Accounting treatment of – Normal Loss and Abnormal Loss.

Unit II

Joint Venture Accounts – Recording in individuals books – Recording in separate set of books.

Unit III

Account Current – Methods of calculation of interest – Forward method – Red ink Interest – Epoque method – Periodic Balance Method. Average due date – Calculation of due date based on holidays intervention – Interest calculation.

Unit IV

Depreciation accounting – Depreciation – Concept – Causes – Need – Basic factors – Methods : Straight line – Written down Value – Annuity – Depreciation fund.

Unit V

Accounts of Non – Trading Concerns – Accounting treatment relating to – Receipts and Payments Account is given and Income and Expenditure Account and Balance Sheet are required – Income and Expenditure Account is given and Receipt and Payments Account is required.

Text Book:

1. Advanced accountancy – T.S.Reddy and A Murthy (Margam publication)
2. Advanced accountancy – M.A.Arulanandam and K.S.Raman (Margam publication)

COURSE PLAN- 2nd SEMESTER 2021-22

Sl. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
Unit –1					
1	1	Consignment Accounts	T1	Lecture mode	26.1-26.2
2	1	Invoicing goods at cost price	T1	Chalk & Talk	26.10-26.11
3	2	Proforma invoice price	T1	Lecture mode	26.2-26.3
4	3	Valuation of unsold stock	T1	Lecture mode	26.25-26.26 (example)
5	3	Loss of Stock	T2	Chalk & Talk	26.36-26.38 (example)
6	2	Accounting treatment of – Normal Loss and Abnormal Loss	T1	Lecture mode	26.41-26.44 (example)
		UNIVERSITY QUESTIONS			



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		ICT CLASS			
		TEST			
Unit –2					
1	1	Joint Venture Accounts	T1	Lecture mode	27.1-27.2
2	3	Recording in individuals books	T2	Chalk & Talk	27.12-27.15
3	2	Recording in separate set of books	T1	Lecture mode	27.16-27.26 (example)
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
Unit –3					
1	3	Account Current	T1	Lecture mode	15.1
2	2	Methods of calculation of interest	T1	Lecture mode	15.2
3	3	Forward method	T1	Chalk & Talk	15.7-15.8 (example)
4	2	Red ink Interest	T2	Lecture method	15.6-15.7 (example)
5	1	Epoque method	T1	Block board	15.9-15.10 (example)
6	1	Periodic Balance Method Average due date	T1	Lecture mode	15.8-15.9 (example)
7	1	Calculation of due date based on holidays intervention	T2	Lecture mode	15.5-15.11 (example)
8	1	Interest calculation	T1	Lecture mode	15.5-15.11 (example)
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
Unit 4					
1	2	Depreciation accounting	T1	Lecture mode	9.1
2	1	Depreciation	T2	Lecture mode	9.1
3	3	Concept – Causes – Need	T1	Lecture mode	9.1, 9.3
4	2	Basic factors –Methods	T1	Lecture mode	9.4, 9.7-9.8
5	3	Straight line	T1	Chalk & Talk	9.17-9.22 (example)
6	4	Written down Value	T1	Lecture mode	9.22-9.27 (example)
7	1	Annuity	T2	Lecture mode	9.37-9.38



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					(example)
8	2	Depreciation fund.	T1	Chalk & Talk	9.38-9.41 (example)
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
Unit 5					
1	2	Accounts of Non – Trading Concerns	T1	Lecture mode	28.1-28.2
2	1	Accounting treatment	T1	Lecture mode	28.7-28.11
3	1	Receipts and Payments Account	T2	Lecture mode	28.22 (example)
4	2	Income and Expenditure Account	T1	Block board	28.22-28.26 (example)
5	3	Income and Expenditure Account is given and Receipt and Payments Account is required.	T1	Lecture mode	28.46-28.50 (example)
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			

Sign of HOD:	Sign of Faculty:
Sign of Dean Academics:	



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LESSON PLAN

PROGRAMME: I B.COM (PA)	SEMESTER/ YEAR: 2nd Sem., 2021-22
COURSE: காப்பீடு – கோட்பாடுகளும் நடைமுறைகளும்	COURSE CODE:
FACULTY 'S NAME: MRS. S.DHANALAKSHMI ,	TOTAL HOURS: 45

OBJECTIVE:

The course is designed to

இந்தியாவில் காப்பீடு தொடங்கப்பட்டதன்பின்னணி மற்றும் பல்வகைக் காப்பீடுகள். தற்போதய சட்டங்கள்குறித்து மாணவர்கள் அறிந்து கொள்ளுதல்.

Course outcomes

On completion of the course the student will be able to

CO	COURSE OUTCOME
CO1	இப்பகுதியில் காப்பீட்டின் பொருள், இலக்கணம் மற்றும் காப்பீட்டின் வகைகள் இந்திய ஆயுள் காப்பீடு கழகம் ஆகியவற்றை மாணவர்கள் அறிந்து கொண்டனர்.
CO2	இப்பகுதியில் ஆயுள் காப்பீட்டின் பயன்கள், வகைகள் மற்றும் முனை மம் செலுத்துதல் பற்றி அறிந்து கொண்டனர்
CO3	இப்பகுதியில் கடல் சார் காப்பீட்டின் பொருள், இலக்கணம், வகைகள் மற்றும் இழப்பீடு தொகை வழங்குதல் போன்றவை விவரிக்கப்பட்டன .
CO4	இப்பகுதியில் தீ காப்பீடு பொருள் வகைகள், ஒப்பந்தம் மற்றும் நிபந்தனைகள் விளக்கப்பட்டன



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CO5 காப்பீடு முறைப்படுத்துவது IRDA சட்டம், IRDA அதிகாரங்கள் மற்றும் நோக்கங்கள் மற்றும் காப்பீடு தனியார் மயமாக்குதல் முதலியன எடுத்துரைக்கப்பட்டது.

காப்பீடு – கோட்பாடுகளும் நடைமுறைகளும்

myF– m

fhg;gPL: nghUs; - ,yf;fzk; - njhlf;fg; gpd;dzp–ehl;Llikahf;fk;; - Nfhl;ghLfs;.Kf;fpa top \$Wfs; - gzpfs; - fhg;gPL;bd; Kf;fpaj;JtKk; gq;fspg;Gk; - fhg;gPL;bd; tiffs;.,ul;ilf; fhg;gPL– kW fhg;gPL - ,e;;jpa Mas; fhg;gPLf;fofk; njhlf;fk; - Nehf;fq;fs;.

myF– M

Mas;fhg;gPL: nghUs; - Nfhl;ghLfs; - MAs; fhg;gPL;Lgj;jpu tiffs; - MAs; fhg;gPLnra;tjw;fhdtopKiwfs; - Kidkk; nrYj;Jjy; - rYif–ehl;fs;.Gpujpepakdk;:xg;gilg;G–jtwpagj;jpuk; - ,og;Gf; fhg;gPL;Lj; njhiftoq;Fjy; - Kfth; mwpf;if - gj;jpuk; chpik ,og;G–gj;jpuk; chpikkPL;G–ruz; kjpg;G–fhg;gPL;Lg; gj;jpuq;fs; %yk; fld; ngWjy

myF– ,

fly; fhg;gPL : nghUs; - gphpTfs;; - fly;rh; fhg;gPL;bd; gj;jpu tiffs;.fly;rh; el;l;j;jpd; tiffs; - ,og;gPL;Lj; njhiftoq;Fjy.

myF – <

jPfhg;gPL : nghUs; - gy;tifahdfhg;gPL;Lg; gj;jpuq;fs; - xg;ge;jj;jpd; epge;jidfs; - ,og;gPL;Lj; njhiftoq;Fjy;

myF– c

fhg;gPL;LKiwg;gLj;jy; kw;Wk; tsh;r; rpf;fhdmjpfhur; rl;lk; 1999mwpKfk; Nehf;fq;fs; - **IRDA**rl;l;j;jpd; ruj;Jfs;>mjpfhuq;fs; kw;Wk; gzpfs;.fhg;gPLjdpahh; kakhf;Fjy; - MjuTk; vjph;g;Gk; - jdpahh; kakhf;Fjypd; jw;Nghijaepiy

TEXT BOOK:

1. காப்பீடு

• முனைவர் S.பீாமுகமது
முனைவர் S.A.N.ஷாஜீலி இப்ராஹிம்

காப்பீடு கோட்பாடுகளும் நேறிமுறைகளும் -

முனைவர் L.P. இராமலிங்கம்
பேராசிரியர் T.S.ஜெயக்துமார்
முனைவர் M.செல்வக்துமார்

REFERENCE BOOK:

காப்பீடு கொள்கைகளும் நடைமுறைகளும் -

திரு.சோ.சோ.மீனாட்சி சுந்தரம்
முனைவர் மு.முத்துப்பாண்டி



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Sl. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	1	fhg;gPL:nghUs; - ,yf;fzk;	T2	LECTURE MODE	3,4
2	1	njhlf;fg; gpd;dzp-ehl;Llikahf;fk	T2	LECTURE MODE	1 to 3
3	2	Nfhl;ghLfs;.Kf;fpa top \$Wfs; - gzpfs	T1 & T2	CHALK & TALK	2.5 – 2.17 & 2.20 - 2.23 & 12 - 14
4	2	fhg;gPl;bd; Kf;fpaj;JtKk; gq;fspg;Gk;	T2	LECTURE MODE	9 to 12
5	2	fhg;gPl;bd; tiffs	T2	CHALK & TALK	8
6	1	;,ul;ilf; fhg;gPL- kW fhg;Gpl	T1	LECTURE MODE	2.17 to 2.20
7	1	,e;;jpaMas; fhg;gPLf;fofk; njhlf;fk; -Nehf;fq;fs;.	T1	CHALK & TALK	8.1 to 8.5
8		UNIVERSITY QUESTIONS			
9		ICT CLASS			
10	1	TEST			
UNIT-2					
11	1	Mas;fhg;gPL: nghUs; - Nfhl;ghLfs;	T1	LECTURE MODE	3.2 – 3.9
12	2	MAs; fhg;gPl;Lgj;jpu tiffs	T1	CHALK & TALK	4.1 to 4.20
13	2	MAs; fhg;gPLnra;tjw;fhdtopKiwfs; - Kidkk; nrYj;Jjy; - rYif-ehl;fs;	T1	CHALK & TALK	6.1 to 6.5 & 6.9 - 6.10
14	1	Gpujpepakdk; :xg;gilg;G- jtwpagj;jpuk;	T2	LECTURE MODE	83 to 93
15	2	,og;Gf; fhg;gPl;Lj; njhiftoq;Fjy; - Kfth; mwpf;if	T2 & Lecture Note	LECTURE MODE	99



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16	1	gj;jpuk; chpik ,og;G-gj;jpuk; chpikkPI;G- ruz; kjpg;G	T1	LECTURE MODE	6.9 – 6.13
17	2	fhg;gPI;Lg; gj;jpuq;fs; %yk; fld; ngWjy	Lecture Note	LECTURE MODE	
18		UNIVERSITY QUESTIONS			
19		ICT CLASS			
20	1	TEST			
UNIT-3					
21	1	fly; fhg;gPL : nghUs; - gphpTfs	T1	LECTURE MODE	9.1 to 9.9
22	2	fly; rhh; fhg;gPI;bd; gj;jpu tiffs	T1	CHALK & TALK	9.17 to 9.21
23	2	fly; rhh; el;l;j;jpd; tiffs;	T1	CHALK & TALK	9.21 to 9.25
24	1	,og;gPI;Lj; njhiftoq;Fjy	T1&T2	LECTURE MODE	9.25 to 9.27 & 132 to 133
25		UNIVERSITY QUESTIONS			
26		ICT CLASS			
27	1	TEST			
UNIT-4					
28	1	jPfhg;gPL : nghUs;	T1	LECTURE MODE	10.1
29	2	gy;tifahdfhg;gPI;Lg; gj;jpuq;fs	T1	CHALK & TALK	10.5 to 10.13
30	2	xg;ge;jj;jpd; epge;jidfs;	T1	LECTURE MODE	10.13 to 10.20
31	2	,og;gPI;Lj; njhiftoq;Fjy;.	T2	LECTURE MODE	143 to 145
32		UNIVERSITY QUESTIONS			
33		ICT CLASS			
34	1	TEST			
UNIT-5					
35	1	fhg;gPI;LKiwg;gLj;jy; kw;Wk; tsh;r;rpf;fhdmjpfhur; rl;lk; 1999mwpKfk;	T1	LECTURE MODE	11.01 to 11.02
36	2	Nehf;fq;fs;	T1 & T2	LECTURE MODE	11.03 to 11.04 & 177
37	2	<u>IRDA</u> rl;l;j;jpd; ruj;Jfs;>mjpfhuq;fs; kw;Wk; gzpfs;	T1	CHALK & TALK	11.04 to 11.06
38	1	fhg;gPLjdpahh; kakhf;Fjy	T2	LECTURE MODE	112 to 113
39	2	fhg;gPLjdpahh; kakhf;Fjy; - MjuTk; vjph;g;G	T2	LECTURE MODE	113 to 116
40	2	jdpahh; kakhf;Fjypd; jw;Nghijaepiy	T2	LECTURE MODE	116 to 118
	1	UNIVERSITY QUESTIONS			
		ICT CLASS			
	1	TEST			



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Sign of HOD	Sign of Faculty
Sign of Dean Academics	

LESSON PLAN

PROGRAMME: I B.COM (PA)	SEMESTER/ YEAR: 2nd SEM., 2021-22
COURSE: ECONOMIC DEVELOPMENT OF INDIA	COURSE CODE:
FACULTY 'S NAME:	TOTAL HOURS: 75

SYLLABUS

Course objective

The course is designed to

- a) To comprehend the students with basic principles of economics.
- b) To enable the students to learn the importance of country's growth and development in an effective way.

Course outcomes

On completion of the course the student will be able to

- CO1: Students will be able to identify the economic developmental issues in India
- CO2: To equip the students with knowing the economic situations regards agricultural development.
- CO3: Students will be able to identify the policies of industrial development of India.
- CO4: Students will be able to identify the growth of public and private sector



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CO5: Students will be able to identify the cause of poverty and its remedial measures.

ECONOMIC DEVELOPMENT OF INDIA

UNIT- I

Characteristics of Indian Economy – Mixed Economy – Capital Formation – Internal and External Sources – Factors Determining Capital Formation – Reasons for Low Capital Formation – Importance of Capital Formation.

UNIT- II

Role of Agriculture in Indian Economy – Causes for Low Agricultural Productivity – Remedial Measures – Green Revolution – Nature – Effects.

UNIT- III

Industrial Policy – New Industrial Policy, 1991 – Role of Small Scale Industries in Indian – Problems – Government Measures.

UNIT- IV

Public Sector Undertakings – Objectives – Growth of Public Sector – Role of Public Sector in Indian Economy – Problems – Government Measures – Issues of Privatizations – Disinvestment - GST - Features - implementation of GST.

UNIT- V

Poverty – Poverty Line – Vicious Circle of Poverty – Causes of Poverty – Poverty Alleviation Measures

TEXTBOOK

1. Dr. N. Srinivasan Meenakshi Patippagam, Chennai.

REFERENCEBOOK

1. Sankaran, Indian Economy, Margham Publications, Chennai, 2010.



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COURSE PLAN- 2nd SEMESTER 2021-22

Sl. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO
UNIT-1					
1	2	Introduction of indian economy & characteristics of indian economy	T1	Lecture method	1 to 4
2	2	Introduction of mixed economy	T1 & R1	Lecture method	13 to 15 & 34.1 to 34.5
3	3	Mean by capital formation	T1	Lecture method	51 to 56
4	2	Internal and external sources of capital formation	T1	Lecture method	57 to 60
5	3	Factors deterring capital formation	R1	Lecture method	14.8 to 14.9
6	3	Reasons for low capital formation	T1	Chalk and talk	55 to 57
7	3	Importance of capital formation	T1	Lecture method	52 to 54
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
UNIT-2					
6	3	Role of agriculture in Indian economy	T1 & R1	Lecture method	73 to 75 & 18.1 to 18.3
7	3	Causes for low agriculture productivity	T1	Lecture method	75 to 79
8	2	Remedial measures and meaning of green revolution	T1	Chalk and talk	78 to 79
9	3	Green revolution Nature and effects of green revolution	T1	Lecture method	79 to 84
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
UNIT-3					
11	2	Introduction of Industrial policy	R1	Lecture method	33.1 to 33.3
12	3	New industrial policy 1991	T1 & R1	Lecture method	108 to 112 & 33.19 to 33.21
13	2	Role of small scale industries in Indian economy	T1	Chalk and talk	114 to 117



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14	3	Problems of cottage and small scale industries	T1	Lecture method	117 to 118
15	3	Measures taken by the government	T1	Chalk and talk	119 to 120
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
UNIT-4					
16	1	Introduction of public sector undertaking	T1	Lecture method	132 to 134
17	2	Growth and performance of public sector	T1	Lecture method	134 to 136
18	3	Role of public sector	R1	Chalk and talk	34.5 to 34.6
19	2	Problems of public sector	R1	Lecture method	34.16 to 34.17
20	1	Remedial measures new policy of the government	R1	Lecture method	34.18 to 34.19
21	3	Issue of privatization	T1	Chalk and talk	138 to 139
22	1	GST & Implementation of GST	R1	Lecture method	63.1 to 63.5
		UNIVERSITY QUESTIONS			
		ICT CLASS			
		TEST			
UNIT-5					
23	1	Poverty in india	R1	Lecture method	16.1 to 16.2
25	1	Vicious circle of poverty	T1	Lecture method	240 to 242
26	2	Causes of poverty	R1	Lecture method	16.8 to 16.11
27	2	Poverty alleviation measures	R1		16.4 to 16.8
		UNIVERSITY QUESTIONS		Discussion	
		ICT CLASS			
		TEST			

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Sign of Dean Academics	



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LESSON PLAN

PROGRAMME: I B.COM (PA)	SEMESTER/YEAR: 2nd Semester, 2021-22
COURSE: ENVIRONMENTAL STUDIES	COURSE CODE:
FACULTY 'S NAME: S. ANUSIYA	TOTAL HOURS: 30

Objectives:

- a) Explain the natural resources eco system and environment pollution.
- b) To comprehend the social issues.

COURSE OUTCOME:

- CO1:** Explain the scope of environmental studies forest resources and deforestation.
- CO2:** Gain knowledge about the ecosystem structure and function.
- CO3:** Comprehend on the values of biodiversity threats and conservation



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of biodiversity.

CO4: Analyze the air pollution water pollution soil pollution marine pollution and noise Pollution.

CO5: Highlight the disaster management.



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SYLLABUS

UNIT-I EARTH AND ITS ENVIRONMENT

Earth Formation and evolution of earth over time – Structure of Earth and its components: Atmosphere, Lithosphere, Hydrosphere and Biosphere. Resources – renewable and Non-renewable resources

UNIT-II ECOLOGY AND ECOSYSTEM CONCEPT

Ecology : definition – Ecosystem : Definition – Structure and function – Energy flow – Food chain and food web – one example for an Ecosystem. Biogeochemical cycles – Nitrogen, Carbon, Phosphorus, Water.

UNIT-III BIODIVERSITY AND INDIA

Introduction – Definition-Values of Biodiversity – Treaties to Biodiversity – conservation of Biodiversity. Biodiversity of India – India as a mega diversity nation – biogeographical distribution – Hotspots of biodiversity Conservation Board and its Function.

UNIT-IV POLLUTION AND GLOBAL ISSUES

Definition, causes, effects and control measures of water, soil, marine, noise, thermal and nuclear pollution. Global issues : Global Warming Ozone layer depletion.

UNIT-V

Sustainable Development – Sustainable Agriculture – Organic farming Irrigation – Water harvesting and Waste recycling – Cyber waste and Management. Disaster Management – Flood and Drought-Earthquake and Tsunami-Landslides-Cyclones and Hurricanes-Precautions, Warnings, Rescue and Rehabilitation.

TEXT & REFERENCE BOOK

1. Mr. Murugesan, Environmental Studies.



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COURSE PLAN- 2nd SEMESTER 2021-22

SL. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-1					
1	1	Evaluation of earth	T1	Lecture Mode	1 to 2
2	1	Components of earth	T1	Lecture Mode	2 to 8
3	1	Renewable resources	T1	Lecture Mode	8 to 27
4	1	Non-renewable resources	T1	Lecture Mode	27 to 36
	1	UNIVERSITY QUESTIONS		Discussion	
	1	ICT CLASS		PPT	
	1	TEST		MCQ	
UNIT-2					
5	1	Ecology meaning	T1	Lecture Mode	37 to 38
6	1	Eco-system meaning	T1	Lecture Mode	38 to 40
7	1	Structure of ecosystem	T1	Lecture Mode	40 to 41
8	1	Functions of eco-system	T1	Lecture Mode	41
9	1	Energy flow in eco system	T1	Lecture Mode	42 to 43
10	1	Food chain	T1	Lecture Mode	43 to 44
11	1	Food web	T1	Lecture Mode	44 to 45
12	1	Biogeochemical definition	T1	Lecture Mode	47 to 48
13	1	Nitrogen cycle	T1	Lecture Mode	49 to 50
14	1	Carbon cycle	T1	Lecture Mode	50 to 51
15	1	Phosphorus cycle	T1	Lecture Mode	51
16	1	Water cycle	T1	Lecture Mode	51 to 52
	1	UNIVERSITY QUESTIONS		Discussion	
	1	ICT CLASS		PPT	
	1	TEST		Questions	
UNIT-3					
17	1	Biodiversity definition	T1	Lecture Mode	53
18	1	Types of bio diversity	T1	Lecture Mode	53 to 54
19	1	Values of biodiversity	T1	Lecture Mode	54 to 56
20	1	Threats of diversity	T1	Lecture Mode	57 to 60
21	1	Conservation of biodiversity	T1	Lecture Mode	60 to 62
22	1	Biodiversity in india	T1	Lecture Mode	62 to 63
23	1	Classification of bio diversity of india			63 to 68
	1	UNIVERSITY QUESTIONS		Discussion	
	1	ICT CLASS		PPT	
	1	TEST		Slip Test	
UNIT-4					
24	1	Pollution definition	T1	Lecture	69



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25	1	Air pollution	T1	Lecture Mode	69 to 76
26	1	Water pollution	T1	Lecture Mode	76 to 81
27	1	Soil pollution	T1	Lecture Mode	81 to 84
28	1	Marine pollution	T1	Lecture Mode	84 to 88
29	1	Noise pollution	T1	Lecture Mode	88 to 90
30	1	Thermal pollution	T1	Lecture Mode	90 to 92
31	1	Nuclear pollution	T1	Lecture Mode	92 to 95
32	1	Global warming	T1	Lecture Mode	95 to 98
33	1	Ozone layer	T1	Lecture Mode	98 to 100
	1	UNIVERSITY QUESTIONS		Discussion	
	1	ICT CLASS		PPT	
	1	TEST		Slip Test	
UNIT-5					
34	1	Sustainable development definition	T1	Lecture Mode	102 to 104
35	1	Sustainable agriculture	T1	Lecture Mode	104 to 106
36	1	Organic farming	T1	Lecture Mode	106 to 107
37	1	Irrigation	T1	Lecture Mode	107 to 108
38	1	Water harvesting	T1	Lecture Mode	108 to 109
39	1	Water recycling	T1	Lecture Mode	109 to 113
40	1	Cyber waste and management	T1	Lecture Mode	113 to 116
41	1	Disaster management meaning	T1	Lecture Mode	116
42	1	Flood and drought	T1	Lecture Mode	118 to 121
43	1	Earthquake and Tsunami	T1	Lecture Mode	121 to 125
44	1	Land slide and avalanches	T1	Lecture Mode	125 to 126
45	1	Cyclone and hurricane	T1	Lecture Mode	126 to 128
46	1	Road safety rules	T1	Lecture Mode	128 to 129
47	1	Traffic signal	T1	Lecture Mode	129 to 138
48	1	Road safety awareness programme	T1	Lecture Mode	138 to 140
49	1	Rules of colleges	T1	Lecture Mode	140 to 143
	1	UNIVERSITY QUESTIONS		Discussion	
	1	ICT CLASS		PPT	
	1	TEST		Slip Test	

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LESSON PLAN

PROGRAMME: I B.COM (PA)	SEMESTER/YEAR: 2nd Sem., 2021-22
COURSE: MARKETING MANAGEMENT	COURSE CODE:
FACULTY'S NAME: Mrs. V. VINODHINI	TOTAL HOURS: 75

SYLLABUS

OBJECTIVE:

This course is specifically created to help you understand the concept of marketing and the importance of services. It focuses on the concepts of product, buying, marketing mix, and marketing strategies, as well as the Indian Consumer Protection Act.

COURSE OUTCOME:

CO1: Students will be able to comprehend marketing concepts, marketing mix, and marketing management and marketing manager responsibilities.

CO2: Understand how to learn about the marketing environment, market segmentation, and current marketing trends.

CO3: Understanding of buying behaviour and knowledge of various sales forecasting buying behaviour models.

CO4: Increasing knowledge of market strategies, as well as understanding the concepts of product life cycle and product management, as well as understanding the challenges of new product development.

CO5: Understanding the need for and the measures of the Consumer Protection Act in India, as well as developing knowledge in service marketing.

UNIT I

Overview of Marketing Management - Nature, scope and importance of marketing – Modern marketing concept - Marketing management - Marketing management responsibilities - marketing mix - Marketing organization - Forms of marketing organization – Responsibilities of marketing manager.

UNIT II



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Marketing Environment and Market Segmentation - Nature of marketing environment - marketing management and its environment - Trends in marketing environment – Customer demand - Market segmentation – Benefits - Strategic option - Segmentation success criteria - Bases for market segmentations - Personal characteristics - Customer response.

UNIT III

Buying Behavior and Sales Forecasting Buyer behavior - Determinants - Economic model - psychological model - Social and culture influences on buying behavior - Howard sheth model of buying behavior - Organizational buying behavior - Sales forecasting - Uses, roles and methods of sales forecasting.

UNIT IV

Developing Market Strategies Meaning of product Development - Steps in new product development - Product life cycle and marketing strategies in each stage – Product Management - Product differentiation - Product deletion – Challenges in new product Development.

UNIT V

Marketing and Society Consumer protection in India - Need and measures of consumer protection - Consumer protection act 1986 - Marketing of services – Growth – Classifications - Consumerism - Problems in service organization - Bank marketing - Marketing of health care services - Marketing of express courier services - Green marketing - Rural marketing - significance of rural marketing - Environment and opportunities of rural marketing – Problems.

Textbook:

1. Principles and Practice of Marketing in India – Dr.C.Mamoria,R.L.Joshi and Dr.N.I.Mulla-KitabMahal,Allahabad 15th Edition (2003)
2. Marketing Management – BiplabS.Bose,HimalayaPublishing House Pvt. Ltd., 2014.
3. Principles of Marketing - Philip Kotler Veronica Wong John Saunders Gary Armstrong,Fourth European Edition published 2005
4. Rural Marketing Indian Perspective – Awadesh Kumar Singh &SatyaprakashPandey,New Age International Pvt Limited,2005

Referencebooks:

- 1.Services Marketing – Dr.R,Karunakaran,Himalaya Publishing House,2014



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COURSE PLAN-2ND SEMESTER 2021-22

Sl. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-1					
1	4	Overview of Marketing Management - Nature, scope and importance of marketing	T1	Lecture Mode	117-119 & 124-127
2	2	Modern marketing concept	T3	Lecture Mode	14-20
3	3	Marketing management - Marketing management responsibilities	T1	Lecture Mode	128-130
4	2	Marketing mix - Marketing organization - Forms of marketing organization	T3	Lecture Mode	33-35
5	2	Responsibilities of marketing manager	T1	Lecture Mode	136-140



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SL. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-2					
6	2	Marketing Environment & Nature of marketing environment	T1	Lecture Mode	34-39
7	3	Marketing management and its environment – What are the Recent Trends in marketing environment?	T3	Through Debate Mode & Lecture Mode	87-99
8	3	Market segmentation – Benefits - Strategic option	T1	Lecture Mode	143-147
9	4	Segmentation success criteria - Bases for market segmentations	T3	Lecture Mode	378-412
10	4	Personal characteristics - Customer response.	T3	Lecture Mode	378-412
UNIT-3					
11	3	Buying Behavior and its Determinants	T1	Lecture Method	148-156
12	3	Economic model - psychological model -	T1	Lecture Method	156-159
13	2	Social and culture influences on buying behavior	T1	Lecture Method	156-159
14	2	Howard sheth model of buying behavior - Organizational buying behavior	T1	Lecture Method	156-159
15	1	Sales forecasting – Uses	T1	Lecture Method	110-112
16	2	Roles and methods of sales forecasting.	T2 & R1	Lecture Method	113-119(T2) 265-275(R1)
17	1	ICT Class			
18	1	Slip Test			



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SL. No	HOURS	TOPIC	BOOK	TEACHING MODE	PAGE NO.
UNIT-4					
19	3	Developing Market Strategies, Meaning and Steps in Product Development	T1	Lecture Mode	176-183
20	4	Product Life Cycle and Marketing Strategies in Each Stages	T1 & T3	Lecture Mode	183-189 604-609
21	3	Product Management - Product differentiation	T3	Lecture Mode	424-428
22	3	Product deletion – Challenges in new product Development.	T3	Lecture Mode & Debate Mode	582-585
23	1	ICT Class			
UNIT-5					
24	3	Need and measures of consumer protection - Consumer protection act 1986 -	R1	Lecture Mode	400-404
25	2	Marketing of services – Growth- Classifications	R1	Lecture Mode	411-418
26	2	Consumerism - Problems in service organization	R1	Lecture Mode	411-418
27	2	Bank marketing - Marketing of health care services	T4	Lecture Mode	305-327
28	1	Marketing of express courier services	T4	Lecture Mode	305-327
29	2	Green marketing	T4	Lecture Mode & Debate Mode	305-327
30	2	Rural marketing - significance of rural marketing	T4	Lecture Mode	2-5
31	2	Environment and opportunities of rural marketing – Problems.	T4	Lecture Mode	195-201
32	1	Slip Test			



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