

Annai College of Arts & Science
Quality Education for Today & Tomorrow
Kovilacheri, Kumbakonam. 612 503. Ph: 0435 2453007
Accredited by NAAC with "B" Grade & Recognized by UGC under Section 2(f) & 12(B)
Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: acasdmn@gmail.com

DEPARTMENT OF COMMERCE (APPLIED)

Choice Based Credit System (CBCS)-File
Mode of Non-Major Elective Chosen
2020 - 2023


HOD


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PRINCIPAL

IQAC Co-ordinator
Annai College of Arts & Science
Kovilacheri, Kumbakonam-612 503

Principal
Annai College of Arts & Science
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DEPARTMENT OF COMMERCE (APPLIED)

ACADEMIC YEAR: 2021-2022

Non- Major Elective Papers taken from BBA (NME)

S.No	Name of the Non Major Elective	Year II / III	Semester Odd/Even	No. of Students	Credit Hours
1.	Management Principles	II	III	07	02
2.	Banking Practices	II	IV	07	02
Only for other Language Except Tamil					
3	Basic Tamil	II	III	NIL	02
4	Special Tamil	II	IV	34	02


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Acronym & Abbreviation

1. **CC** – Core Course.
2. **LC** - Language Course.
3. **ELC** - English Language Course
4. **AC** - Allied Course
5. **NME** – Non Major Elective
6. **SBE** - Skill Based Elective
7. **MBE** - Major Based Elective



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DEPARTMENT OF COMMERCE (APPLIED)

Date: 19.06.2021

CIRCULAR

This is to inform you that our Department is planned to conduct meeting on 19.06.2021 regarding the selection of Non-Major Elective Papers(NME) only for second year students (Batch: 2020-2023). The students are instructed to attend the meeting at 10.00 A.M in the Hall No. 309 without fail.


HOD

COPY TO:

1. Department file.
2. Department Notice Board.
3. To be read in classroom.



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DEPARTMENT OF COMMERCE (Applied)

MINUTES OF MEETING

Date: 20.06.2021

AGENDA

The selection of Non-Major Elective Papers only for second year students (Batch: 2020-2023), HOD has arranged a meeting for class representatives through a circular dated on 20.06.2021.

The following points were discussed in the meeting.

1. Discussed the list of NME papers with the students.
2. Student Cleared the doubts regarding the scope of each paper with staff members
3. Finally they selected the NME papers.
4. The students those who chose Arabic, French, and Hindi as language, they are eligible to select the NME papers.
 - a. Basic Tamil
 - b. Sirappu Tamil

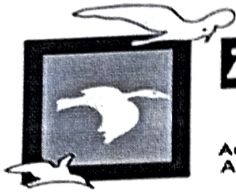

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ANNEXURE I

NON MAJOR ELECTIVES (ARTS)

(For the candidates admitted from the academic year 2016-2017)

SI. No.	DEPARTMENT OFFERING THE NON-MAJOR ELECTIVE COURSES	TITLE OF THE NON-MAJOR ELECTIVE COURSES
1.	Applied Tamil	I. தமிழ் நடைக்கூறுகள் II. சிந்தனையியல்
2.	B.Litt.	
3.	Pulavar Degree	
4.	Tamil	
5.	B.B.A. (Bachelor of Business Administration)	I. Management Principles (or) Stock Exchange Practices II. Banking Practices (or) International Business
6.	B.Com.	I. Personal Investment (or) Elements of Insurance II. Introduction to Accountancy (or) Salesmanship
7.	B.Com. (Applied)	
8.	B.Com. (Computer Applications)	
9.	B.Com. (Bank Management)	I. Banking Practices (or) Indian Banking System II. Rural Banking (or) Elements of Insurance
10.	B.Com (Corporate Secretaryship)	I. Elements of Company Law II. Stock Markets in India
11.	B.Com (Co-operation)	I. Fundamentals of Cooperation (or) Cooperative Finance and Banking II. Cooperatives in Foreign Countries (or) Cooperative Bookkeeping System
12.	Economics	I. Advertisement Management II. Economics of Transportation
13.	English	I. Presentation Skills II. Functional Skills
14.	History	I. Freedom Movement in India II. Working of Indian Constitution
15.	Journalism & Mass Communication	I. Basic Photography II. Freelance Journalism
16.	Public Administration	I. Public Administration for Civil Services II. Indian Government and Administration
17.	Sanskrit	I. Introduction to Early Sanskrit Literature (or) History of fables & Popular tales and Didactic Literature Pub. R.S. Vadhyer Pub. Palakad II. Scientific Literature (or) Indian Aesthetics
18.	Social Work	I. Human Rights II. Contemporary Social Issues and Problems
19.	Sociology	I. Dynamics of Society II. Women Empowerment
20.	Tourism And Travel Management	I. Basics of Tourism II. Cultural Tourism

NON MAJOR ELECTIVES (SCIENCE)

(For the candidates admitted from the academic year 2016-2017 onwards)

SI. No.	DEPARTMENT OFFERING THE NON-MAJOR ELECTIVE COURSES	TITLE OF THE NON-MAJOR ELECTIVE COURSES
1.	Apparel and Fashion Technology	I. Hand Embroidery (P) II. Jewellery Making (P)
2.	BCA	I. Working Principles of Internet II. Fundamentals of Information Technology
3.	Biochemistry	I. Health and diseases II. Hospital Management
4.	Biotechnology	I. Biotechnology for Human Welfare II. Food Processing
5.	Botany	I. Biofertilizers & Biopesticides II. Horticulture
6.	Chemistry	I. Chemistry in Everyday Life II. Health Chemistry
7.	Computer Science	I. Working Principles of Internet II. Fundamentals of Information Technology
8.	Electronics	I. Principles of Electronics II. Everyday Electronics
9.	Fashion Technology & Costume Designing	I. Fashion Accessories Designing II. Visual Merchandising
10.	Geography	I. Geography of Tourism II. Disaster Management
11.	Geology	I. Fundamentals of Geology II. Introduction to Minerals, Rocks and Fossils
12.	Home Science	I. Bakery and Food Preservation II. Apparel Designing
13.	Hospital Administration	I. Personal Hygiene II. Role of Hospital Services
14.	Hotel Management & Catering Science	I. Basic Tamil / Special Tamil II. Basic Tamil / Special Tamil
15.	Information Technology	I. Fundamentals of Information Technology II. Information Security : Principles and Practices
16.	Mathematics	I. Quantitative Aptitude I II. Quantitative Aptitude II
17.	Microbiology	I. Mushroom Technology II. Biofertilizer Technology
18.	Nutrition & Dietetics	I. Nutrition for Women II. Nutrition for Health and Fitness

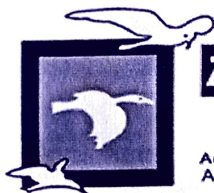
19.	Physics	I. Energy Physics II. Laser Physics
20.	Software Development	I. Working Principles of Internet II. Fundamentals of Information Technology
21.	Textile Science	I. Management and Entrepreneurship II. Marketing and Merchandising
22.	Visual Communication	I. Basics of Communication II. Communication Personality Development
23.	Zoology	I. Public Health and Hygiene II. Ornamental fish farming



Department of Commerce (Applied)

Batch: 2020 - 2023

S.No	Name	Reg.No	Non-Major Elective - List of Departments in our College													Signature			
			Tamil	Eng	BBA	B.Com	CS	BCA	Vis.com	BT	NB	BC	BHM	Physics	Chemistry				
1	ABDUL MAJEETH.M	CB20C 67061																	
2	ABDUL RAHMAN.H	CB20C 67062														✓			
3	ABDUL RAZAK.S	CB20C 67063														✓			
4	ABDULLAH .H	CB20C 67064														✓			
5	AHAMED ARIEF.A	CB20C 67065														✓			
6	ANAZ.M	CB20C 67066														✓			
7	ANUSIYA.P	CB20C 67067			✓											✓			
8	ASARUDEEN. A	CB20C 67068														✓			
9	ASSARAR AHAMED.A	CB20C 67069														✓			
10	FAYYAZ AHAMED.B	CB20C 67070														✓			
11	GUGANSANJAI.K	CB20C 67071			✓											✓			
12	HARISKUMAR.P	CB20C 67072			✓											✓			
13	HASMATH THASBIHA.H	CB20C 67073														✓			
14	KARTHI.M	CB20C 67074			✓											✓			
15	MOHAMED AKRAM.P.K.A	CB20C 67076														✓			
16	MOHAMED ASKAF.I	CB20C 67077														✓			
17	MOHAMED ELAL.M	CB20C 67078														✓			
18	MOHAMED FARVES.S	CB20C 67080														✓			
19	MOHAMED FUROSEKHAN.J	CB20C 67081														✓			



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Justification on Non- Major Elective Selection

Management Principles

Students will understand Management principles and concepts, so that they can use it, while working in the organization

Banking Practices

Students will understand i.e, Banking Structure, Banking Polices, Banking Practices and also they will know the utilities of Banking.

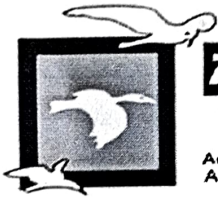

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Choice Based Credit System (CBCS)-File
Mode of Skill Based Elective Papers Chosen
BATCH: 2020 - 2023

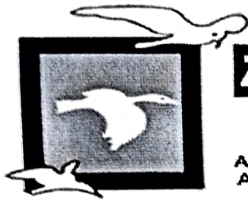

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Department of Commerce (Applied)

Academic Year: 2021-2022

Skill Based Elective Papers prescribed by the university

(SBE)

No	Name of the Non Major Elective	Year II / III	Semester Odd/Even	No. of Students	Credit Hours
1	Introduction to Marketing Management	II	IV	41	02
2	Sales Management	III	V	41	02
3	Retail Management	III	V	41	02

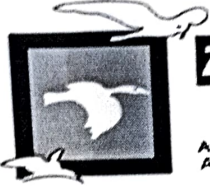

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DEPARTMENT OF COMMERCE (Applied)

Date: 06.12.2021

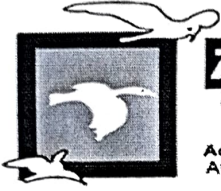
CIRCULAR

This is to inform you that our Department is planned to conduct meeting on 06.12.2021 regarding the selection of Skill Based Elective Papers(SBE) only for second year students (Batch: 2020-2023). The students are instructed to attend the meeting at 10.00 A.M in the Hall No. 309 without fail.


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DEPARTMENT OF COMMERCE (Applied)

MINUTES OF MEETING

Date: 07.12.2021


AGENDA


The selection of Skill Based Elective Papers only for second year students (Batch: 2020-2023), HOD has arranged a meeting for class representatives through a circular dated on 07.12.2021.

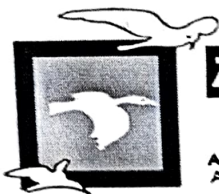
The following points were discussed in the meeting.

1. Discussed the list of SBE papers with the students.
2. Student Cleared the doubts regarding the scope of each paper with staff members
3. Finally they selected the SBE papers.


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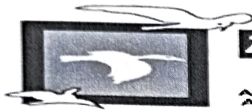
ANNEXURE II

SKILL BASED ELECTIVE PAPERS
(2016 onwards)

Updated on 19.02.2018

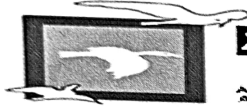
Sl. No.	Skill Based Elective Paper	Paper	Semester	Title of the Paper
1.	Clinical Microbiology	I	IV	Clinical Bacteriology
		II	V	Clinical Mycology and Virology
		III	V	Clinical Parasitology
2.	Computer Application	I	IV	Hardware Troubleshooting
		II	V	Ruby on Rails
		III	V	Web Services
3.	Customer Relationship Management	I	IV	Overview of Customer Relationship Management (CRM)
		II	V	CRM in Services Marketing & its Tools
		III	V	E - CRM (Virtual Marketing)
4.	Desktop Publishing	I	IV	Page Maker
		II	V	Corel Draw
		III	V	Dream weaver
5.	Herbal Medicine	I	IV	Ethno Medicine
		II	V	Pharmacognosy
		III	V	Herbs and Drug Action
6.	Journalism and Public Relations	I	IV	Journalism and Mass Media
		II	V	Reporting and Editing
		III	V	Public Relations
7.	Office Management	I	IV	Introduction to Office Management
		II	V	Office Management Tools
		III	V	Communication & Interpersonal Skills
8.	Sales and Marketing Management	I	IV	Introduction to Marketing Management
		II	V	Sales Management
		III	V	Retail Management
9.	Tourism and Travel Management	I	IV	Tourism and Travel Agency
		II	V	Cultural Tourism in India
		III	V	Tourism Product - 3
10.	Yoga and Stress Management	I	IV	Fundamentals of Yogic Practices
		II	V	Stress Management Through Yoga
		III	V	Asanas and Pranayamas - Practical
11.	அச்ச ஊடகங்கள்	I	IV	தமிழ் இதழியல் வரலாறு
		II	V	நாளிதழ் உருவாக்கமும் வடிவமைப்பும்
		III	V	இலக்கிய இதழ்கள்
12.	Biotechnology	I	IV	Aqua Culture
		II	V	Biofertilizer
		III	V	Mushroom Cultivation and Value Addition
13.	Chemistry	I	IV	Food and Nutrition
		II	V	Agricultural Chemistry
		III	V	Dyeing Techniques and Water Treatment

14.	Electronics	I	IV	Home Appliance Maintenance and Servicing
		II	V	Computer Hardware and Networking
		III	V	Mobile Servicing
15.	Hotel Management and Catering Science	I	IV	Hospitality Marketing
		II	V	Information Technology in Hotel Industry
		III	V	Information Technology in Hotel Industry (P)
16.	Microbiology	I	IV	Microbial Nanotechnology
		II	V	Diagnostic Microbiology
		III	V	Antimicrobial agents
17.	Zoology	I	IV	Apiculture
				Aquaculture
		II	V	Sericulture
				Poultry Farming
		III	V	Vermiculture
				Dairy farming



Department of Commerce (Applied)
Batch: 2020 - 2023

S.No	Name	Reg.No	List of Skill Based Elective														Signature							
			Clinical MB	Computer Application	CRM	Desktop publishing	Herbal Medicine	Journalism & public Relations	Office Mgt Sales and Marketing Management	Tourism a& Travel Management	Yoga & Stress Mgt	Archi Udagankal	Chemistry	Biotech	Electronics	HM&CS		MB	Zoology					
1	ABDUL MAJEETH.M	CB20C 67061			✓																		<i>[Signature]</i>	
2	ABDUL RAHMAN.H	CB20C 67062			✓																			<i>[Signature]</i>
3	ABDUL RAZAK.S	CB20C 67063			✓																			<i>[Signature]</i>
4	ABDULLAH .H	CB20C 67064			✓																			<i>[Signature]</i>
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6	ANAZ.M	CB20C 67066			✓																			<i>[Signature]</i>
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10	FAYYAZ AHAMED.B	CB20C 67070			✓																			<i>[Signature]</i>
11	GUGANSANJAI.K	CB20C 67071			✓																			<i>[Signature]</i>
12	HARISKUMAR.P	CB20C 67072			✓																			<i>[Signature]</i>
13	HASMATH THASBIHA.H	CB20C 67073			✓																			<i>[Signature]</i>
14	KARTHI.M	CB20C 67074			✓																			<i>[Signature]</i>
15	MOHAMED AKRAM.P.K.A	CB20C 67076			✓																			<i>[Signature]</i>



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37	SHEIK FAREED. J	CB20C 67099																✓		J. Fareed
38	SIRAJUDEEN K	CB20C 67100																✓		K. Sirajudeen
39	SUBASHINI V	CB20C 67101			✓															V. Subashini
40	THUFAIL AHAMMED.H	CB20C 67102																	✓	H. Tufail Ahmed
41	VIJAYALAKSHMI.E	CB20C 67103			✓															E. Vijayalaxmi

B. J. ...
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Justification on Skill Based Elective Selection

Introduction to Marketing Management

Marketing is a fast-paced and exciting industry. It is perfect for people who have excellent communication skills, which you can learn by taking marketing courses, and you need to be able to relate to almost everyone around you.

Sales Management

An efficient sales management process will help you provide a better experience for your customers. These customers will be more inclined towards purchasing your product or services. Effective sales management also helps businesses create better goodwill for themselves.

Retail Management

A career in retail management can also give you the chance to be in charge of operating your own store, from behind the scenes functions to interaction on the sales floor.


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