



MAHENDRA ARTS & SCIENCE COLLEGE **(Autonomous)**

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

1.3.2 Number of value-added courses for imparting transferable and life skills offered during last five years.

Value-added Courses
2020-2021



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Criterion I: - Curricular Aspects

1.3 Curriculum Enrichment

1.3.2 List of value-added courses for imparting transferable and life skills offered during last five years.

Value-Added Courses – 2020-2021

S.No.	Course Code	Name of the Value-Added Course
1.	CSVAC01	Desktop Publishing
2.	MAVAC01	Quantitative Aptitude Techniques
3.	MAVAC02	Competency Development Training
4.	COVAC01	Tally with GST
5.	BTVAC01	Mushroom Cultivation
6.	PHVAC01	Troubleshooting Electrical Appliances
7.	CSVAC02	Web Designing
8.	ENVAC03	Enhanced Communicative Skills
9.	BTVAC02	Bio-fertilizer Production
10.	PHVAC02	Mobile Phone Servicing
11.	CHVAC01	Entrepreneurship in Chemistry
12.	JMVAC01	Mass Media
13.	STVAC01	Statistical Package for Social Sciences
14.	CAVAC01	e-Marketing
15.	BAVAC01	Entrepreneur Skills
16.	TMVAC01	Potti Thervu - Tamil


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MAHENDRA ARTS & SCIENCE COLLEGE

(Autonomous)

Kalippatti (PO) - 637 501, Namakkal (DT)



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Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

Department of Computer Science & Applications

COURSE NAME – DESKTOP PUBLISHING

Academic Year : 2020-2021



Key Features

- ✦ Creating a Logo Design
- ✦ Merge two or more pictures using the layer option
- ✦ Create greeting card for some festivals using Corel Draw
- ✦ Creating Photo Studio Images and Work
- ✦ Creating Flex Printing Work Using Corel Draw.
- ✦ All Advance work of Photoshop Using Corel Draw

**Desktop
Publishing**

Course Outcomes

- ✦ Utilize resources and tools in their chosen career paths.
- ✦ Work in multidisciplinary professional teams.
- ✦ Engagement towards life-long learning for graduates.
- ✦ Involvement in professional and other service activities.
- ✦ Take part in ethical leadership.

Course Content

1. MS PAINT
2. PHOTOSHOP
3. PAGE MAKER / IN DESIGN
4. COREL DRAW
5. PROJECT WORK

COURSE CO-ORDINATOR

Mrs. M. KARTHIKA, Assistant Professor

www.mahendraarts.org

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Department of Computer Science & Applications

COURSE NAME – WEB DESIGNING

Academic Year : 2020-2021

Key Features

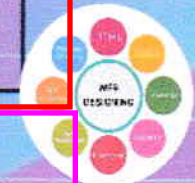
- Define the principle of Web page design
- Define the basics in web design
- Visualize the basic concept of HTML.
- Recognize the elements of HTML.
- Introduce basics concept of CSS.
- Develop the concept of web publishing

WEB DESIGNING



Course Outcomes

- Be acquainted with elements, Tags and basic structure of HTML files.
- Practice Hyper linking, Designing of webpage.
- Prepare creating style sheet, CSS properties etc.
- Working with List, HTML elements box, Block properties in CSS.



Course Content

- Web Design Principles
- Introduction to HTML
- Elements of HTML
- Introduction to Cascading Style Sheets
- Introduction to Web Publishing or Hosting

COURSE CO-ORDINATOR

Mrs.M.KARTHIKA, Assistant Professor

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Kalippatti (Po) - 637501, Namakkal (Dt), Tamil Nadu.

(VALUE-ADDED COURSE OFFERED BY DEPARTMENT OF MATHEMATICS)

ACADEMIC YEAR - (2020 - 2021)

Course Name: **COMPETENCY DEVELOPMENT TRAINING**

Course Code: **MAVACO2**

Duration: **30 Hrs.**

Offered to: **Students of All streams.**

COURSE OBJECTIVES

As we learned, learning objectives are brief descriptions of what students should know or be able to do at the end of a unit or other learning period. They're specific and measurable, and should use active verbs that describe what the learner will do. In contrast, competencies are overall objectives for a course.

COURSE OUTCOMES

A very specific statement that describes exactly what a student will be able to do in some measurable way. There may be more than one measurable outcome defined for a given competency development training.

COURSE CONTENT

- ✓ Tamil
- ✓ Aptitude
- ✓ Geography
- ✓ History
- ✓ Polity

COURSE CO - ORDINATOR

Mr. C. JAYAKUMAR, ASSISTANT PROFESSOR.

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Kalippatti - 637 501, Namakkal (Dt), Tamil Nadu.

ACADEMIC YEAR: 2020-2021

COURSE NAME: COMPETENCY DEVELOPMENT TRAINING

COURSE CODE: MAVAC02

UNIT-I

TAMIL

பொருத்துதல்- தொடரும் தொடர்பும் அறிதல்- பிரித்தெழுதுக-எதிர்ச் சொல்லை எடுத்தெழுதுதல்- பொருந்தாச் சொல்லை அறிதல்- - பிழைத்திருத்தம்- ஆங்கிலச் சொல்லுக்கு நேரான தமிழ்ச் சொல்லை அறிதல்- ஒலி வேறுபாடு அறிந்து சரியான பொருளை அறிதல்- ஒரெழுத்து ஒரு மொழி உரிய பொருளைக் கண்டறிதல்- வேர்ச் சொல்லைத் தேர்வு செய்தல்- வேர்ச் சொல்லைக் கொடுத்து வினைமுற்று, வினையெச்சம், வினையாலணையும் பெயர், தொழிற்பெயர் உருவாக்கல்- சொற்க்களை ஒழுங்குபடுத்திச் சொற்றொடராக்குதல்- பெயர்ச் சொல்லின் வகையறிதல்- இலக்கண குறிப்பறிதல் -விடைக்கேற்ற வினாவைத் தேர்ந்தெடுத்தல்- எவ்வகை வாக்கியம் எனக் கண்டறிதல் -தன்வினை, பிறவினை, செய்வினை, செயப்பாட்டுவினை, வாக்கியங்களைக் கண்டறிதல்- உவமையால் விளக்கப்பெறும் பொருத்தமான பொருளைத் தேர்ந்தெடுத்தல்- எதுகை, மோனை, இயைபு இவற்றுள் ஏதேனும் ஒன்றைத் தேர்ந்தெடுத்தல், பொருத்துதல்.

UNIT-II

APTITUDE

Addition and Subtraction and other shortcuts- Decimals and Fraction, Number System, Puzzles, Analogy, Classification, Odd Man out, Ranking and Arrangements, Line Arrangement, Circle Arrangement, Percentage & Profit and Loss, Ratio and Proportion, Average, Syllogism.

UNIT III

GEOGRAPHY

Indian-Geographical Aspects and Basic Information- Earth's Land features and It's types - Solar System- Basic Geographical Information's- Tamil Nadu-Geographical Location.

UNIT IV

HISTORY

Indian National Movement (1885-1919)-Foundation of Indian National Congress, Moderates Extremists, Partition of Bengal, Muslim league, Surat Split, Minto Morley Reforms, First World War, Home Rule League, Lucknow pact, August Declaration, Montague Chelmsford Reforms, Rowlatt Act, Jallian Wala Bagh Tragedy, Khilafat Movement. Indian National Movement (1920-1947-Non Co-Operation Movement-Chauri Chaura incident-Swarajya Party-Simon Commission-Lahore Congress-Salt Satyagraha-1st Round table conference-Gandhi Irwin pact-2nd Round table conference-Poona pact-3rd Round table conference-Second world war-Demand for Pakistan-Cripps Mission-Quit india Movement-Interim Government-Mountpattan Plan-Indian Independence Act) Building New India. The great Revolt of 1857--Causes of the revolt- Spread & Suppression of Revolt-Causes for the failure of the Revolt-Advent of Europeans- Portuguse-Dutch-Biritish-Danes-French.

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UNIT V

POLITY

Introduction of Indian-Constitution- Historical Background(or)Making of Indian Constitution- Constitution Assembly- Salient Feature of Indian Constitution-Preamble, Parts, Schedules- Union and Territory-Citizenship- Fundamental Rights- Directive Principle and State Policy -Fundamental Duties ,Executive Centre and State-President & Vice President-Governor & Prime Minister & Chief Minister-Chief Minister & Council of Minister- Comptroller and Auditor General of India- Attorney General of India- Advocate General of India-Legislative-Central and State- Judiciary- Parliament, Lok Sabha-Rajya Sabha- State Legislative Assembly -Judiciary-Supreme Court-High Court.



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PG & RESEARCH DEPARTMENT OF COMMERCE

2020- 2021

TALLY

ERP 9

COURSE FEATURES:

- In their selected job routes, they should make use of resources and tools.
- Improve your communication skills.
- Collaborate with interdisciplinary professional groups.
- Graduates are more likely to engage in lifelong learning.
- Contribution to the growth and improvement of business and society
- Participation in commercial and other volunteer activities.
- Participate in leadership behavior and give back to their company and community.

For Further Enquires:

Dr. K.Selvaraj

HOD, Department of Commerce

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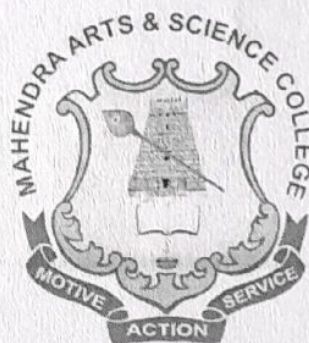
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KALIPPATTI – 637 501.



VALUE ADDED COURSE

SYLLABUS FOR TALLY – ERP 9

OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM

FOR THE STUDENTS ADMITTED FROM

THE ACADEMIC YEAR 2020 – 2021


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Department of Commerce

B.COM.

ACADEMIC YEAR 2020-2021

I. PROGRAMME EDUCATIONAL OBJECTIVES:

- Create interests and bring talents among students to create knowledge across their respective disciplinary lines.
- Efficient and Effective balance breadth with depth in knowledge in undergraduate education prepare students for the global workforce.
- Be an entrepreneur due to innovation and discovery in their identified focus areas.
- Incorporate research and innovation into the learning experience of both undergraduate and graduate students.
- Recognize their level of knowledge and to transfer to industry, laboratories and governments.

II. PROGRAMME OUTCOMES:

- Utilize resources and tools in their chosen career paths.
- Develop effective communication.
- Work in multidisciplinary professional teams.
- Engagement towards life-long learning for graduates.
- Contribution towards the development and betterment of industry and society.
- Involvement in professional and other service activities.
- Take part in ethical leadership and contribute to their organization and community.

III. REGULATIONS:

These regulations shall take effect from the academic year 2020-2021, i.e., for students who are to be admitted to the first year of the course during the academic year 2020-2021 and thereafter.

1. Objectives of the Course:

The objective of the course is to introduce career and market-oriented, skill enhancing add-on courses that have utility for job, self-employment and empowerment of the students.

- Ability to apply knowledge in Accounts, Computer skills, Commerce, Economics, Statistics, etc.,
- Ability to design, analyse and conduct experiments
- Ability to meet desire needs of industry, society and governments
- Ability to understand professional and ethical responsibility.
- Ability to engage in lifelong learning
- Ability in a knowledge of contemporary issues

2. Duration of the Course:

The candidates can choose any one add-on course from a list of courses and

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complete the same within one academic year. The course of study shall consist of two semesters with a minimum of 2 credits.

3. Examinations:

The course of study shall be based on Non-Semester pattern and the examinations shall be conducted at the end of the academic year.

4. Structure of the Programme:

Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
			L	P		Int.	Ext.	Total
	Tally – ERP 9	COVAC01	1	2	2	100	-	100

IV – SCHEME OF EXAMINATION:

1. Question Paper Pattern for Theory Papers:

Time: Two Hours

Maximum Marks : 50

Part – A Answer all the Questions
(Objective Type)

10 * 1 = 10 Marks

Part – B Answer all the Questions

10 * 2 = 20 Marks

Part – C Answer any Four out of Seven Questions

4 * 5 = 20 Marks

2. Question Paper Pattern for Practical Papers:

Time : Three Hours

Maximum Marks : 50

3. Passing Minimum:

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total with minimum of 20 marks in the theory examinations and 20 marks in the practical examinations.

V – ISSUE OF CERTIFICATES:

Certificate will be issued to students once they pass the examination, meeting all the requirements detailed above.


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VALUE ADDED COURSE – SYLLABUS

Paper Code	Value Added Course	2020-2021
COVAC01	TALLY – ERP 9	

Objectives:

- ✓ To facilitates the students to apply the basic principles of accounting.
- ✓ To develop a expertise in handling the accounting standards.
- ✓ To provide the students about the procedure for preparation of company final accounts.

Tally ACT

This beginner level certification will recognize skills of a candidates learning Tally ERP 9. Online assessment will be conducted and successful candidates will earn a verifiable digital certificate from Tally.

Tally ACE certifies candidates as job ready and opens up multiple career opportunities. A certified candidate can opt to become an entrepreneur as well.

SYLLABUS:

- Fundamentals of Accounting
- Maintaining Charts of Accounts in Tally ERP 9.
- Maintaining Stock Keeping Units (SKU)
- Recording Day to Day Transactions in Tally ERP 9
- Accounts Receivable and Payable Management
- MIS Reports
- Goods & Services Tax (GST)
- Recording Vouchers with Tax Deducted at Source (TDS)

Tally PRO

This advanced level certification from Tally is for candidates aspiring for growth in their careers. Candidates passing the online assessment will earn a verifiable digital certificate from Tally.

Tally PRO will help certified candidate take a significant shift in the career and prepares to handle mid-level positions in an organization.

SYLLABUS:

- Fundamentals of Accounting
- Journalising and Posting of Transaction
- Maintaining Chart of Accounts in Tally ERP 9
- Fundamentals of Inventory Management
- Stock Keeping Units
- Recording Day to Day Transactions
- Accounts Receivable and Payable Management
- Banking


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- Allocation and Tracking of Expenses and Incomes
- MIS Reports
- Storage and Classifications of Inventory
- Management of Purchase and Sales Cycles
- Price Levels and Price Lists
- Manufacturing Process
- Goods and Services Tax (GST)
- Tax Deducted at Source (TDS)
- Securing Financial Information
- Data Management and Financial Year End Process

Tally GURU

This comprehensive certification from Tally intends to recognize certified candidate as an expert in accounting on Tally ERP 9. Candidates successfully completing the online assessment will earn a verifiable digital certificate from Tally.

Tally GURU certifies candidates as highly experienced on Tally ERP 9 and well-versed with principles of accounting, inventory, taxation and payroll.

SYLLABUS

- Fundamentals of Accounts
- Maintaining Chart of Accounts
- Maintaining Stock Keeping Units (SKU)
- Performing the Accounting Entry / Recording Day to Day Business Transactions.
- Accounts Receivable and Payable Management
- MIS Reports
- Order Processing
- Allocation and Tracking of Expenses / Incomes
- Maintaining Warehouses
- Manufacturing Processes
- Banking
- Recording Transactions for Trading Businesses (VAT)
- Recording Transactions for Trading Businesses (CST)
- Recording Transactions for Service Industries (Service Tax)
- Recording Transactions with TDS
- Accounting for Trading Organisation (Excise for Dealer)
- Accounting for Manufacturing Organisation (Excise for Manufacturer)
- Recording Vouchers with TCS
- Data Security
- Data Management
- Connectivity Features
- Utilities
- Special Transactions
- Budgets and Controls
- Interest Calculation
- Multi-Currency
- Managing Payroll of a Company


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- Fundamentals of audit
- Fundamentals of Business Operations

REFERENCE BOOKS:

S.No	Title of the Book	Author	Publisher
1.	Comprehensive Computer Learning-Tally ERP 9	SHRADDHA SINGH NAVNEET MEHRA	V & S Publishers Value & Substance
2.	Tally Work Book – A real practical accounting	RAKESH SANGWAN	Ascent Prime Publication
3.	Simple Tally – version 6.3	A.K. NADHANI, K.K. NADHANI	BPB Publications
4.	Advanced Accounting with Tally ERP 9	Dr. ABHISHEK SHRIVASTAVA	-


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Department of Biotechnology

Value – Added Course -Mushroom Cultivation

Brochure-2020-21



Course Code: BTVACO1

Duration: 30 Hrs.

Offered to: Students of the Mahendra Arts and Science College

COURSE OBJECTIVES

- To empower self-employment
- To know the nutrient value of mushroom
- To learn the morphology and types of Mushrooms
- To know about the identification of edible and poisonous Mushrooms
- To study the prospects and scope of mushroom cultivation in small scale industry
- To know the Diseases. Post harvesting techniques of Mushrooms.

COURSE OUTCOMES

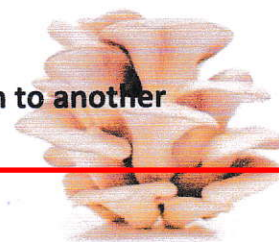
- To use extensively in cooking in many cuisines in the culinary industry, processed foods and households
- To become a Food and Fermentation Expert and consultant in the Agricultural sector
- To get a job from quality control laboratories in the bio and agriculture based industries
- To gaining popularity in the pharmaceutical industry
- To earn great potential with cultivation of variety of mushroom to another
- To Start-up Entrepreneurs in Agribusinesses sector

For Details Contact:

Dr.T.Selvankumar,
Professor and Head,
Department of Biotechnology,
Mobile: 94434 70394.


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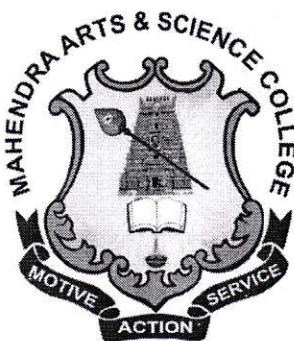
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BACHELOR OF SCIENCE

SYLLABUS FOR - VALUE ADDED PROGRAM

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2016 – 2017 ONWARDS**

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MUSHROOM CULTIVATION

Objectives

To understand the morphology, types and nutrient value of mushroom.

To impart knowledge about the identification of edible and poisonous mushrooms.

To learn about the Diseases of Mushrooms and Post harvesting techniques.

To study the prospects and scope of mushroom cultivation in small scale industry and also facilitate the self-employment.

UNIT - I

Introduction to Mushroom Cultivation - Importance of Mushroom, scope, past, present status & future prospects. Knowledge of General Safety, health and hygiene. Mushroom morphology. Mushroom edible types, Poisonous mushrooms.

UNIT - II

Cultivation - Different substrates - Spawn preparation - Composting. Different methods of cultivation - bed method, polythene bag method, field cultivation. Cultivation of Paddy Straw Mushroom and ingredients used for Oyster Mushroom, Milky Mushroom and Button Mushroom cultivation.

UNIT - III

Farm layout - Principles of mushroom farm layout- location of building plot, design of farm, bulk chamber, composting platform, equipments & facilities, pasteurization room & growing rooms.

UNIT - IV

Mushroom for health: ingredients in mushroom, i.e. Protein, Carbohydrate, Fiber, Fat, Vitamins, Minerals etc. Maintenance of mushroom - pest control. Cropping & crop management - picking & packing. Problems in mushroom cultivation & its remedies.

UNIT - V

Post-harvest handling and value addition of mushrooms. Preservation of Mushroom. Economics of Mushroom cultivation.


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PRACTICAL: MUSHROOM CULTIVATION

1. Selection and Processing of straw for bed preparation
2. Sterilization process practice
3. Growing and Identification of viable Spawn
4. Preparation of beds for cultivation of various mushrooms and its maintenance
5. Post Harvesting care and processing Visit to Mushroom farms

Field Study: Visit to mushroom cultivating areas.

REFERENCE

1. Mushroom Cultivation, Tripathi, D.P. (2005) Oxford & IBH Publishing Co. PVT.LTD, New Delhi
2. Mushroom Production and Processing Technology, Pathak Yadav Gour (2010) Published by Agrobios (India).
3. Handbook on Mushrooms, Nita Bahl, oxford & IBH Publishing Co.




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Kalippatti (Po) – 637 501, Namakkal (Dt), Tamil Nadu.

Department of Physics

Value Added Course

on

“Troubleshooting Electrical Appliances”

With effect from January 09th 2017 Onwards

COURSE TOPICS

1. Electrical Appliances
2. Kitchen Appliances
3. Electronic Instruments
4. Office Electronics
5. Measuring Instruments

For more details

Contact

Dr. K. Prabakaran / AP Physics

Mobile: 7010574377

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Department of Physics

Value Added Course

on

“Mobile Phone Servicing”

With Effect from January 22th 2018 Onwards

COURSE TOPICS

- 1. Energy Sources
- 2. Solar Energy
- 3. Wind Energy; Bio Mass
- 4. Mobile Communication
- 5. Signals

For more details
Contact

Dr. K. Prabakaran / AP Physics
Mobile: 7010574377

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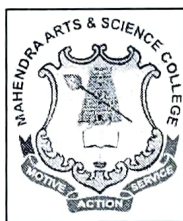
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KALIPPATTI-637501.



VALUE ADDED COURSE

SYLLABUS FOR

ALL UNDERGRADUATE & POST GRADUATE STUDENTS

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2018 – 2019 ONWARDS**

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MAHENDRA ARTS & SCIENCE COLLEGE
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Department of PHYSICS

PREAMBLE

The Department of Physics offers programs in conventional Physics to a broad range of students through creative and learning and teaching methodology which enables them to integrate this knowledge into their normal thought processes. Also, The department provides a forward-looking curriculum to undergraduate Physics majors, involving not only conventional Physics topics but also state-of-the-art instruction through Theory and Practical experimental techniques. On the other hand, the department offers Value added courses for data acquisition and analysis, as well as active involvement in professional growth and research.

COURSE OBJECTIVES:

- Technical Proficiency: Obtaining successful employment to their respective interests, education and to become socially responsible physicist
- Professional growth: Developing life long learning, higher education and research in their respective areas of specialization
- Management growth: Improving leadership quality through innovative manner

COURSE OUTCOMES:

- **Knowledge:** has substantial knowledge in electrical instruments and their trouble shooting process along with mobile phone servicing
- **Skill:** can combine and use knowledge from several disciplines and independently assess and evaluate research methods and results
- **General competence:** has the ability to successfully carry out advanced tasks and projects, both independently and in collaboration with others, and also across disciplines



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TROUBLE SHOOTING ELECTRICAL APPLIANCES

UNIT-I: ELECTRICAL APPLIANCES

Electric Iron box- Vacuum Cleaner - Washing Machine- Lightening- Fans- UPS- Voltage Stabilizer- Water Heater.

UNIT- II: KICHEN APPLIANCES

Water purifier- Microwave Oven- Mixer- Juicer- Wet Grinder- Electric Cooker- Air Cooler- Food Processor- Refrigerator.

UNIT- III: ELECTRONIC INSTRUMENTS

Mobiles- Tablet- Laptop- Television- Audio- Video- Digital Cameras.

UNIT- IV: OFFICE ELECTRONICS

Paper Shredder- Label Printer- Printing Calculator- Basic Calculator- Landline Phone

UNIT-V: MEASURING INSTRUMENTS

Capacitor- Resistor- Inductor- Types of lamps- Electrical Bulbs- Measuring Meter- Galvanometer- Ammeter- Voltmeter and multimeter- Transformer- Applications.

BOOKS FOR REFERENCES:

1. A text book in electrical technology, B.L.TERAJA and A.K.TERAJA, S.CHAND & CO, NEW DELHI
2. A text book in electric power, P.L.SONI, T.V. KUPTA, V.S. BHATNAGAR



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MOBILE PHONE SERVICING

UNIT-I: ENERGY SOURCES

Introduction – Energy Sources- Availability- Renewable Energy sources- New energy Techniques.

UNIT-II: SOLAR ENERGY

Solar constants- solar radiation- Beam and Diffuse- Air Mass- Scattering- Zenith Angle- Day length- Local solar time- Solar Cells.

UNIT-III: WIND ENERGY, BIO MASS

Introduction- Basic principle- Nature- power- Wind energy- Wind data- Types of wind machines- Energy storage- Bio mass conversion Techniques- Generation- Method- Applications.

UNIT-IV: MOBILE COMMUNICATION

Mobile and wireless services- A short history of wireless communication- Overview- Signal- Antenna Signal propagation.

UNIT-V: SIGNALS

Path loss of Radio signals- Additional Signal Propagation Effects- Multi Path Propagation- Time division multiplexing.

BOOKS FOR REFERENCES

1. G.D.RAI, Non Conventional energy sources, Khauna publications, Delhi
2. S.P.SUKHATME, Solar Energy, TMH
3. M.P.AGARWAL, Solar Energy, S.Chand & Co



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DEPARTMENT OF ENGLISH

VALUE - ADDED COURSE

TECHNIQUES OF COMMUNICATIVE SKILLS



COMMENCES FROM DEC 2020

COURSE FEATURES:

- **FACE TO FACE COMMUNICATION**
- **PARALANGUAGE INTERACTIONS**
- **FORMAL AND INFORMAL COMMUNICATION**
- **ADVANCED TECHNICAL COMMUNICATION**
- **COMMUNICATION TECHNOLOGY AND ELECTRONIC COMMUNICATION**

FOR FURTHER ENQUIRIES:

Mrs.P.SUJATHA,
ASSISTANT PROFESSOR,
DEPARTMENT OF ENGLISH.


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Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

SYLLABUS 2020-21

TECHNIQUES OF COMMUNICATIVE ENGLISH

Objectives:

1. To train and prepare the students to seek and find employment in the corporate, media, English language teaching and content writing sectors
2. To develop communicative competence in students
3. To impart knowledge, ideas and concepts in the technicalities of proper pronunciation, structure, appropriate use and style of the English Language as well as the application areas of English communication
4. To expose the students to the employment opportunities, challenges and job roles.

Unit-I

Non-Verbal Communication - Personal Appearance - Gestures - Postures - Facial Expression - Eye Contacts- Body Language (Kinesics) - Tips for Improving Non-Verbal Communication

Unit-II

Effective Communication - Essentials of Effective Communication -Communication Techniques - Barriers to Communication

Unit-III

Preparing Agenda and Minutes for Meetings - Writing Notices and Memos - Drafting an E-mail, Press Release - Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies

Unit-IV

Telephone Skills - Basics of Telephone communication - How to handle calls- telephone manners - Leaving a message - Greeting and Leave Taking over phone(etiquette)

Unit-V

Time & Stress Management - Identifying Time Wasters - Time Management Tips - Identifying Factors Responsible for Stress.

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References:

1. Study Listening- Tony Lynch- Cambridge University Press
2. Communicate 2- Keith Marrow and Keith Johnson
3. Speaking Effectively- Jeremy Comfort- Cambridge University Press.



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Kalippatti (Po) - 637501, Namakkal (Dt), Tamil Nadu.



Department of Biotechnology

Value - Added Course Bio-fertilizer Production

Brochure-2020-21



Course Code: BTVACO2

Duration: 30 Hrs.

Offered to: Students of the Mahendra Arts and Science College

COURSE OBJECTIVES

- To promote organic farming in the region through technical capacity building of all stakeholders.
- To facilitate the students to understand basics of bio-fertilizers.
- To provide exposure to bio-fertilizer production technology.
- To make students ready for industry as entrepreneurs.
- To improve the professional competencies and upgrade the knowledge and develop technical skills of bio-fertilizer production.

COURSE OUTCOMES

- To obtain sustainable growth in the agriculture sector.
- To become a research analyst, fermentation expert and consultant in the life sciences sector.
- To get a job from quality control laboratories in the bio and agriculture based industries.
- To Start-up entrepreneurs.

For Details Contact:

Dr.T.Selvankumar,
Professor and Head,
Department of Biotechnology,
Mobile: 94434 70394.



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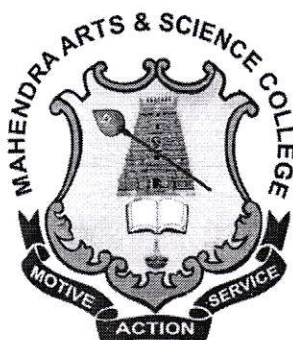
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BACHELOR OF SCIENCE

SYLLABUS FOR VALUE ADDED PROGRAM

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2016 - 2017 ONWARDS**


PRINCIPAL

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Kalippatti (PO) - 637 501, Namakkal (DT)

BIO-FERTILIZER PRODUCTION

Objectives:

To understand the scope, importance and types of bio-fertilizers

To impart the hands on training on the skills associated with bio-fertilizer producing organism's isolation, production and their application.

To learn low cost media preparation and ecofriendly agricultural inputs in bio-fertilizer production.

UNIT - I

Bio-fertilizers: Introduction, history, concept, scope and importance of Bio fertilizers, Classification of Bio fertilizers.

UNIT – II

Structure and characteristic features of bacterial Bio fertilizers- Azospirillum, Azotobacter, Bacillus, Pseudomonas, Rhizobium and Frankia; Cynobacterial bio-fertilizers- Anabaena, Nostoc, Hapalosiphon and fungal bio fertilizers- AM mycorrhiza and ectomycorrhiza.

UNIT – III

Production technology: Strain selection, sterilization, growth and fermentation, equipment, mass production of carrier based and liquid bio-fertilizers. FCO specifications and quality control of bio fertilizers.

UNIT – IV

Application technology for seeds, seedlings, tubers, sets etc. Bio-fertilizers – Packaging, Storage, shelf life, quality control and marketing. Factors influencing the efficacy of bio fertilizers.

UNIT – V

Quality standard and control methods of bio-fertilizers. Strategies of mass multiplication, packing, marketing and registration of bio-fertilizers.


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PRACTICAL: BIO-FERTILIZER PRODUCTION

1. Laboratory Equipment's-. Autoclave, BOD incubator, Laminar air flow, Colony counter, Hot air oven, Spectrophotometer and Bioreactor.
2. Isolation of *Rhizobium* from root nodules.
3. Isolation of *Pseudomonas fluorescens*.
4. Isolation of *Azospirillum* from plant roots.
Mass production of bio-fertilizers-Rhizobium.
5. Methods of evaluation of bio-fertilizers.

Reference Books:

1. Motsora, M.R., P. Bhattacharya and Beena Srivastava.1995. Bio-fertilizer Technology, Marketing and Usage-A Source Bookcum-Glossary (FDCO, New Delhi).
2. Subbarao, N.S. 1993. Biofertilizers in Agriculture and Forestry (Oxford and IBH Pub. Co., New Delhi).
3. NIIR Board. 2012. The Complete Technology Book on Bio-fertilizer and Organic Farming (2nd Revised Edition). NIIR Project Consultancy Services.
4. Mahendra Rai. 2008. Handbook of Microbial Biofertilizers. Routledge Taylor and Francis group.
5. Eiri, B. 2009. Hand Book of Biofertilizers & Vermiculture. Engineers India Research Institute. New Delhi.
6. Kannaiyan, S. K. Kumar and K. Govindarajan. 2010. Biofertilizers Technology. Scientific Publishers, New Delhi.
7. Ajar Nath Yadav, 2021. A Laboratory Manual for Production Technology for Bioagents and Biofertilizers.


HEAD OF THE DEPARTMENT
Department of Biotechnology,
Mahendra Arts & Science College (Autonomous),
Kalippatti (Po) - 637 501. Tiruchengode (Tk),
Namakkal (Dt). Tamil Nadu. India.


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MAHENDRA ARTS & SCIENCE COLLEGE

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ENTERPRENEURSHIP IN CHEMISTRY

Academic Year – 2020-2021

(A Value-Added Course Offered by the Department of Chemistry)

Total hours: 30

This course in chemistry is intended to make the students to get knowledge about the utilization of various Chemical components required to prepare cosmetic items, incense sticks and candles. In addition to learning they will also be made aware of the various methods of preparation techniques and its applications in day to day life. At the completion of the course they are also envisioned regarding the procedure to prepare them practically also about further processes like packing and marketing techniques.

AIM & OBJECTIVES:

The course is mainly inculcate to students who wanted to work in the beauty and fragrance sector with the aim to learn, develop and practice required by the market.

1. Develop Professional attitude and knowledge of hair, skincare, cleaning agents, incense sticks and candles preparation techniques and methods.
2. Produce a capable and skillful workforce as required by prevailing market demands.
3. Equip students with skills and knowledge to ensure adherence on importance of studying the course.

OFFERED TO: Students of all streams

COURSE OUTCOMES:

1. Students have basic knowledge about chemical compounds their structure and formulation.
2. Gains synthetic awareness about chemicals used in day to day life.
3. The students interpretation skills are improved by the course content and it also serve as a basic platform to impact them in self employment.

SEMESTER OFFERING & MOE OF TEACHING – EVEN & OFFLINE

COURSE CO-ORDINATOR: Dr. N. KALAIARASI, Assistant Professor of Chemistry.


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VALUE-ADDED	BA/ B.Sc./B.Com./BCA/BBA	2019 - 2020
CHVAC01	ENTREPRENEURSHIP IN CHEMISTRY	

Objectives

On the successful completion of the course student will be able to apply career and market-oriented skill that have utility for job, self-employment and empowerment.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of preparation of cleaning agents.	K2
CO2	Illustrate different composition and classification of cosmetic products.	K4
CO3	Learn the preparation of perfumes and deodorants.	K2
CO4	Infer basic concepts, synthetic techniques and applications of sanitizing agent.	K1
CO5	Study about making of candles and incense stick.	K2

UNIT-1: CLEANING AGENTS: SOAPS, DETERGENTS AND SHAMPOO

THEORY

Introduction to cleaning agents: Chemistry of cleaning agents - soaps, detergents and shampoo. Structure of soap molecules - cleansing action of soaps and detergents. Difference between soaps and detergents. Raw materials used for the preparation of soaps, detergents and shampoo.

PRACTICAL

- ❖ Hands on training for the preparation of soaps.
- ❖ Hands on training for the preparation of detergent.
- ❖ Hands on training for the preparation of shampoo.

UNIT-2: COSMETICS: FACE CREAM, FACE POWDER, LIPSTICK, HAIR DYES

THEORY

Introduction to cosmetics: Composition and their preparation. *Face cream* and face powder - types and composition. Lipstick - composition, Hair dyes - classification-chemical and herbal dyes. Raw materials used for their preparation of face cream, face powder, lipstick and hair dyes.

PRACTICAL

- ❖ Hands on training for the preparation of face cream.
- ❖ Hands on training for making face powder.
- ❖ Hands on training for making Lipstick.
- ❖ Hands on training for making of herbal hair dyes.

UNIT-3: PERFUMES AND DEODORANTS

THEORY

Introduction to perfumes and deodorants: History of perfumes. Fragrance in perfumes -Difference between perfumes and deodorants. Materials used for making perfumes and deodorants. Preparation of perfumes and deodorants.

PRACTICAL

- ❖ Extraction of fragrance oil from the fragrance materials.
- ❖ Hands on training for making perfumes.
- ❖ Hands on training for making of deodorants.

UNIT-4: SANITIZING AGENTS: HAND SANITIZERS AND HAND WASH LIQUIDS

THEORY

Introduction to sanitation and sanitizing agents: Definition and types of sanitizers. Theory behind the formulation of sanitizing agents. Differences between hand wash and sanitizers. Materials needed for the manufacture of hand wash and hand sanitizers.

PRACTICAL

- ❖ Hands on training for the formulation of hand sanitizer.
- ❖ Hands on training for making liquid hand wash using grated soaps and water.]

UNIT-5: CANDLES AND INCENSE STICKS

THEORY

Incense stick: Basic theory, Origin, Requirements, Preparation Techniques – By-products, Types and uses.

Candles: Introduction, Raw material, Manufacturing process – Preparation of wick, wax base, moulding and extrusion. Types of candles and their application.

PRACTICAL

- ❖ Hands on training for making Incense stick.
- ❖ Preparation of wax and wick.
- ❖ Moulding of candles in different shapes.

REFERENCE BOOKS

S. No.	Name of the Book	Author	Publisher	Year of Publication
1	Industrial Chemistry	B.K. Sharma	Goel Publishing, House, Meerut. (First Edition)	2014
2	Engineering chemistry fundamentals & Applications	Shikha & Agarwal	Cambridge University Press	2016
3	Perfumes, Cosmetics and Soaps	Poucher	Springer (Tenth Edition)	2000
4	Manufacture of Perfumes Fragrances Scents Essences and Incense Sticks Agarbatti.	EIRI	EIRI Publisher	2016
5	The Complete Book of Candle Making	Webster, William E & Claire McMullen	Bibliohound, Carlsbad, CA, U.S.A.	1973

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	M	S	S	S	M
CO3	S	M	S	M	S
CO4	M	M	S	M	M
CO5	M	S	M	S	M

S – Strong; M - Medium


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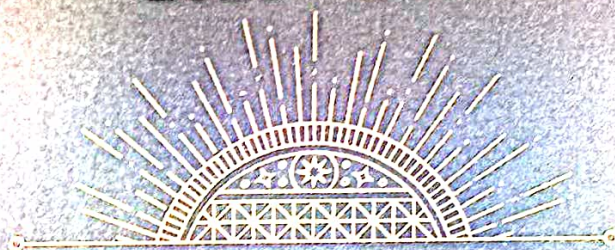
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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Value-Added Course 2020 – 2021



MASS MEDIA

Course Features

- Utilize resources and tools in their chosen career path
- Develop effective communication
- Engagement towards life-long learning from graduate
- Contribution towards the development and betterment of industry and society
- Involvement in professional and other service activities
- Take part in ethical leadership and contribute to their organization and community

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**For Further Enquires : A.Thahar Basha
(Assistant Professor)**

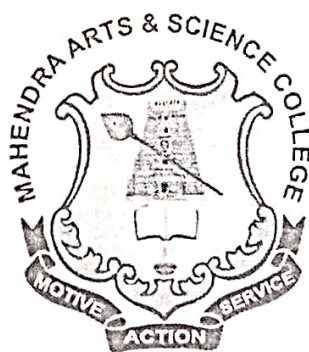
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SYLLABUS FOR Value-Added Course MASS MEDIA

OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM

From the Academic Year

2019 - 2020 ONWARDS


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MAHENDRA ARTS & SCIENCE COLLEGE
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Department of Journalism and Mass Communication

Value-Added Course Syllabus

Mass Media

I. Programme Educational Objective:

- Create Interest and bring talents among Students to create knowledge across their respective disciplinary lines.
- Efficient and effective balance breadth with depth in knowledge in undergraduate education prepares students for the global workforce.
- Be an entrepreneur due to innovation and discovery in their identified focus areas
- Incorporate research and innovation into the learning experience of both undergraduate and graduate students.

II. Programs outcomes:

- ❖ Utilize resources and tools in their chosen career path.
- ❖ Develop effective communication
- ❖ Work in multidisciplinary professional teams.
- ❖ Engagement towards life-long learning from graduate.
- ❖ Contribution towards the development and betterment of industry and society
- ❖ Involvement in professional and other service activities
- ❖ Take part in ethical leadership and contribute to their organization and community.

VALUE-ADDED	Common for All Majors	2018 - 2019
Code: JMVAC01	Mass Media	
Credits: 1		

Unit – I (Basics of Mass Media)

Communication-Definition, Nature, Purpose and Scope of communication, SMCR Model, Shannon and weaver model, Bullet theory, Structure of News, Concept of News, Reporter – functions and qualities of reporter, Types of News.

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Unit – II (Technical view of Media)

Basics of television studio structure, Light & Lighting instrument, History of Photography, Functions of Camera, Types of Light, Aperture, Shutter Speed, ISO, Origin of Cinema, and Basics feature of a video camera, Framing and Composition.

Unit – III (Script for Media)

Script for Radio

Script for Television

Unit – IV (Effective Photography)

Still life Photography

Product Photography

Key light

Fill light

Flora and Fauna Photography

Unit – V (Art of Videography)

Extreme Close up

Close up

Mid Close up

Medium Shot

Cow Boy Shot

Long Shot

Extreme Long Shot

Reference Book:

1. Mass Communication in India, Keval J.Kumar, PHI publisher, 2007
2. A Text book of Editing and Reporting , M.K.Joseph, Wisdom free Publisher, 2010
3. Basic Photography, John Hedge Coe, London : Collins & Brown, 1993


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COURSE OBJECTIVES

- The goal of the course is to increase knowledge and requisite skills of participants on the use of SPSS and to enable them make the most of this powerful software package while allowing them to work independently with SPSS on their own data and provide a solid foundation for advanced data analysis work.

COURSE OUTCOME

After studying this course, Student should be able to:

- Understand how to start SPSS
- Define a variety of statistical variables
- Enter basic data into SPSS
- Carry out a statistical analysis that can test hypotheses.

COURSE COORDINATOR

Miss.C.Rajalakshmi
Assistant Professor in Statistics,
Department of Statistics,
Mahendra arts & Science College
(Autonomous).

7530023220



maschodstat@gmail.com

NOTE:

Interested candiadtes are requested to give your name in respective course coordinator.

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DEPARTMENT OF
STATISTICS
Offered

Value Added Course

STATISTICAL
SOFTWARE PACKAGES
FOR SOCIAL SCIENCES
2020 - 2021

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SYLLABUS FOR VALUE-ADDED COURSE

OUTCOME BASED SYSTEM - CHOICE BASED CREDIT SYSTEM

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2020 - 2021 ONWARDS**

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MAHENDRA ARTS & SCIENCE COLLEGE
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Department of Statistics

COURSE OBJECTIVES:

The goal of the course is to increase knowledge and requisite skills of participants on the use of SPSS and to enable them make the most of this powerful software package while allowing them to work independently with SPSS on their own data and provide a solid foundation for advanced data analysis work.

COURSE OUTCOMES:

- After studying this course, Student should be able to:
- Understand how to start SPSS
 - Define a variety of statistical variables
 - Enter basic data into SPSS
 - Carry out a statistical analysis that can test hypotheses.

VALUE-ADDED	Common for All Majors	2020 - 2021
Code: STVAC01	STATISTICAL SOFTWARE PACKAGES FOR SOCIAL SCIENCES	
Credits: 1		

UNIT – 1

Introduction: Samples and the Population, Scale of Measurement, Independent and Dependent Variables.

UNIT – 2

Frequency Tables, Graphical Representation and Diagrammatic Representation

UNIT -3

Descriptive Statistics: Mean Median, Mode, Geometric Mean, and Harmonic Mean - Measures of Dispersion: Range, Quartile Deviation, and Standard Deviation.

UNIT – 4

Correlation and Regression Analysis (Bivariate), Analysis of Variance: One Way & Two way.

UNIT – 5

Test of Attributes: Chi square test – Small Sample test: t test, F test – Large Sample Test: Z test.



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Kalippatti - 637501, Namakkal, Tamilnadu, India.

Department of Commerce with Computer Applications

VALUE - ADDED COURSE ON E-MARKETING

2020-2021

KEY FEATURES OF THE COURSE

- Students can form a team and identify Internet Properties & its Marketing Implication
- Students can choose a Website for analysis based on its content, design, usability, attractiveness and other website properties
- Students can conduct a survey on Consumer who use internet marketing to identify the pros and cons of e-marketing.
- Students can do a project on branding strategies using internet marketing.
- Students can write a report on Google advertising strategies
- Students can discuss about traditional offline business in the online world.

FOR FURTHER ENQUIRIES & DETAILS CONTACT

**Mr.K.BALAKRISHNAN
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE CA.**

ALL ARE INVITED


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Paper Code	Value Added Course	2020-2021
M19CAVAC01	E-Marketing.	

E-Marketing Course: CAVAC01

SYLLABUS

Unit-1

Introduction to E-Marketing- Landscape – Past – Today – Future – Internet
MarketingParadigm

Unit-2

E-Marketing Plan & The E-Marketing Environment- Overview of the E-Marketing Planning
Process.

Unit-3

E-Marketing Research- Data Drive Strategy – Marketing Knowledge Management –
Monitoring Social Media.

Unit-4

E-Marketing Management- Product – Products on Internet – Creating Customer Value Online–
Product Benefits – E-Marketing Enhanced Product Development.

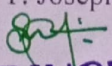
Unit-5

Customer Acquisition and Retention- Profile of Consumers – Browsing Behaviour Model –
Elements of Social Media – Social Media Strategies.

REFERENCE BOOKS

1.Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, JaicoPublishing
House, 2011.

2. E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013.


PRINCIPAL
MAHENDRA ARTS & SCIENCE COLLEGE
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Kalippatti (PO) - 637 501, Namakkal (Dt)



MAHENDRA ARTS & SCIENCE COLLEGE(Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956

Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.

**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
E-MARKETING- CAVAC01**

Academic Year
2020-2021

I. PROGRAMME EDUCATIONAL OBJECTIVES:

- This course introduces students to the world of online consumer behaviour, e-marketing and the conduct of business operations in the virtual world.
- Topics include adapting consumer and business conduct to the online world, the use of marketing techniques for online engagement, transactions and consumer to consumer experiences.
- The course will also explore new technology adoption, shifting consumer attitudes to online experiences, and how to evaluate technologies for workplace, business and personal consumption through a marketing lens.

II. PROGRAMME OUTCOMES:

- Identify factors at both micro and macro levels that impact e-marketing and its objectives
- Describe the influential marketing decision making processes for the adoption of online technologies for consumers and organisations
- Integrate marketing knowledge into online experiences for businesses and consumers
- Recommend appropriate online tools for achieving personal, business and organisational outcomes
- Critically evaluate opportunities and challenges faced by internet mediated business practices in uncertain market conditions

I. REGULATIONS:

These regulations shall take effect from the academic year 2019-2020, i.e., for students who are to be admitted to the first year of the course during the academic year 2019-2020 and thereafter.


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II. OBJECTIVES OF THE COURSE:

- Students can write a report on Google advertising strategies
- Students can discuss about traditional offline business in the online world.

III. DURATION OF THE COURSE:

The candidates can choose any one add-on course from a list of courses and complete the same within one academic year. The course of study shall consist of two semesters with a minimum of 2 credits.

IV. EXAMINATIONS:

The course of study shall be based on Non-Semester pattern and the examinations shall be conducted at the end of the academic year.

V. STRUCTURE OF THE PROGRAMME:

Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
			L	P		Int.	Ext.	Total
	E-Marketing	M19CAVOC01	1	2	2	100	-	100

VI- SCHEME OF EXAMINATION:

1. Question Paper Pattern for Theory Papers:

Time: Two Hours

Maximum Marks : 50

Part – A

Answer all the Questions 10 * 1 = 10

Marks (Objective Type)

Part – B

Answer all the Questions 10 * 2 = 20 Marks

Part – C

Answer any Four out of Seven Questions 4 * 5 = 20 Marks

2. Question Paper Pattern for Practical Papers:

Time : Three Hours

Maximum Marks : 50

3. Passing Minimum:

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total with minimum of 20 marks in the theory examinations and 20 marks in the practical examinations.

IV – ISSUE OF CERTIFICATES:

Certificate will be issued to students once they pass the examination, meeting all the requirements detailed above.


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DEPARTMENT OF BUSINESS ADMINISTRATION

Value-Added Course

2020-2021

ENTREPRENEURSKILLS

Key Features

- * Provide the knowledge, skills and attitudes in entrepreneurship skill
- * Develop positive attitude towards self employment
- * Guide the funding offered by government


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FOR FURTHER ENQUIRES

Dr.B.JAYALAKSHMI
ASSISTANT PROFESSOR



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VALUE ADDED COURSES

(For UG Programmes)

Academic Year 2020 – 2021

I. PROGRAMME EDUCATIONAL OBJECTIVES:

- Create interests and bring talents among students to create knowledge across their respective disciplinary lines.
- Efficient and Effective balance breadth with depth in knowledge in undergraduate education prepare students for the global workforce.
- Be an entrepreneur due to innovation and discovery in their identified focus areas.
- Incorporate research and innovation into the learning experience of both undergraduate and graduate students.
- Recognize their level of knowledge and to transfer to industry, laboratories and governments.

II. PROGRAMME OUTCOMES:

- Utilize resources and tools in their chosen career paths.
- Develop effective communication.
- Work in multidisciplinary professional teams.
- Engagement towards life-long learning for graduates.
- Contribution towards the development and betterment of industry and society.
- Involvement in professional and other service activities.
- Take part in ethical leadership and contribute to their organization and community.

III. REGULATIONS:

These regulations shall take effect from the academic year 2020-2021, i.e., for students who are to be admitted to the first year of the course during the academic year 2020-2021 and thereafter.

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1. Objectives of the Course:

The objective of the course is to introduce career and market-oriented, skill enhancing add-on courses that have utility for job, self-employment and empowerment of the students.

- Ability to apply knowledge in Mathematics, Physics, Chemistry, Biotechnology, Computer science, Management etc.,
- Ability to design, analyze and conduct experiments
- Ability to meet desire needs of industry, society and governments
- Ability to understand professional and ethical responsibility.
- Ability to engage in lifelong learning
- Ability in a knowledge of contemporary issues

2. Duration of the Course:

The candidates can choose any one add-on course from a list of courses and complete the same within one academic year. The course of study shall consist of two semesters with a minimum of 2 credits.

3. Examinations:

The course of study shall be based on Non-Semester pattern and the examination shall be conducted at the end of the academic year.

4. Structure of the Programme:

Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
			L	P		Int.	E x t.	Total
	ENTREPRENEUR SKILLS	BAVAC01	2	-	2	100		100


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IV – SCHEME OF EXAMINATION:

1. Question Paper Pattern for Theory Papers:

Time: Two Hours

Maximum Marks : 50

Part – A Answer all the Questions

10 * 1 = 10 Marks

(Objective Type)

Part – B Answer all the Questions

10 * 2 = 20 Marks

Part – C Answer any Four out of Seven Questions 4 * 5 = 20 Marks

2. Passing Minimum:

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total with minimum of 20 marks in the theory examinations and 20 marks in the practical examinations.

V – ISSUE OF CERTIFICATES:

Certificate will be issued to students once they pass the examination, meeting all the requirements detailed above.



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VALUE - ADDED COURSE SYLLABUS

Course Code	Value - Added Course	2019 - 2020
BAVAC01	ENTREPRENEUR SKILLS	Credit: 2

Course Objectives

- To Learn the nature and scope of the entrepreneurship
- To Study the function of the entrepreneur in the successful, commercial application of innovations confirm an entrepreneurial business idea
- Identify personal attributes that enable best use of entrepreneurial opportunities
- Explore entrepreneurial leadership and management style.

Unit I

Introduction-Entrepreneur- Meaning- Definition –objectives of Entrepreneur – types of Entrepreneur – functions of Entrepreneur -qualities of entrepreneurs

Unit II

Entrepreneurial Development Programme [EDP]- Meaning -Phases of EDP - Training and development of entrepreneurs

Unit III

Entrepreneurial Motivational Theory- Maslow's theory, Herzberg factors theory, McGregor's theory, and McClelland Needs theory

Unit IV

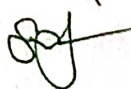
Legal legislation for Entrepreneur- Industrial development Act 1951- Factories Act 1948- The industrial Employment (Standing Orders) Act -1946, Sale of goods Act 1950, Environment (protection) Act 1986.

Unit V

Institutions and development of entrepreneurs - Role of DIC, SISI, SIDCO, TCO

Reference Book:

Entrepreneurial Development	S.S Khanka	Sultan Chand and Sons	3rd edition 2013
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