

**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**

**(Corporate Secretaryship)**

**Choice Based Credit System (CBCS)-File**

**Mode of Elective Papers Chosen**

**BATCH: 2020- 2023**

  
**HOD**

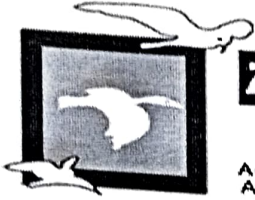
  
**IQAC**

**IQAC Co-ordinator,**

**Annai College of Arts & Science  
Kovilacheri, Kumbakonam-612 503**

  
**PRINCIPAL  
Principal**

**Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503**



**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**  
**(Corporate Secretaryship)**

**Choice Based Credit System (CBCS)-File**

**Mode of Non-Major Elective Chosen**

**2020 - 2023**

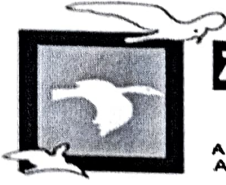
  
**HOD**

  
**IQAC**

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

  
**PRINCIPAL**  
Principal

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



## 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 (Corporate Secretaryship)

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	04	02
2.	Banking Practices	II	IV	04	02
Only for other Language Except Tamil					
3	Basic Tamil	II	III	NIL	02
4	Special Tamil	II	IV	NIL	02

  
HOD

  
IQAC

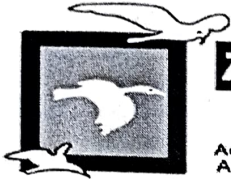
  
PRINCIPAL

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

**Principal**  
Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503

## 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



## **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 (Corporate Secretaryship)**

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. 204 without fail.

  
HOD

#### **COPY TO:**

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



## DEPARTMENT OF COMMERCE (Corporate Secretaryship)

### 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

  
HOD

  
IQAC

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

  
PRINCIPAL

**Principal**  
Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503

# ANNEXURE I

## NON MAJOR ELECTIVES (ARTS)

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

Sl. 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

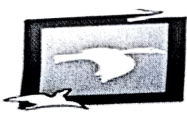


## NON MAJOR ELECTIVES (SCIENCE)

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

Sl. 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 (Corporate Secretaryship)**  
**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	MB	BC	BHM	Physics	Chemistry			
1	KAVIYA S	CB20C 84110			✓													Kavitha S
2	KAVYA S	CB20C 84111			✓													Kavya S
3	SARAN A	CB20C 84112			✓													SARAN A
4	SATHIYANARAYANAN M	CB20C 84113			✓													Sathiyarayan

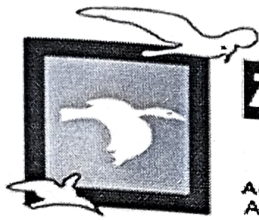
  
HOD

  
IQAC

  
PRINCIPAL

Principal  
Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503

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



**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

## 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.

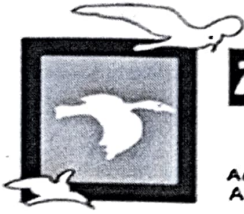
  
**HOD**

  
**IQAC**

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

  
**PRINCIPAL**  
Principal

Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503



**Annai College of Arts & Science**

**Quality Education for Today & Tomorrow**

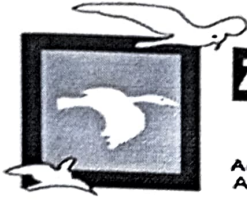
**Kovilacheri, Kumbakonam. 612 503. Ph: 0435 2453007**

**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**

**Choice Based Credit System (CBCS)-File**  
**Mode of Skill Based Elective Papers Chosen**

**BATCH: 2020 - 2023**



## **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 (Corporate Secretaryship)**

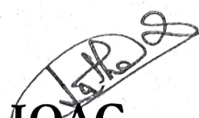
**Academic Year: 2021-2022**


**Skill Based Elective Papers prescribed by the university**

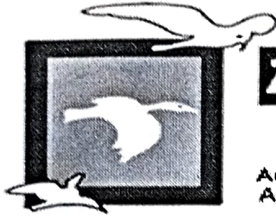
**(SBE)**

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	04	02
2	Sales Management	III	V	04	02
3	Retail Management	III	V	04	02

  
**HOD**

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

  
**PRINCIPAL**  
**Principal**  
Annai College of Arts & Science  
Kovilachery, Kumbakonam-612 503



## **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 (Corporate Secretaryship)**

Date: 06.12.2021

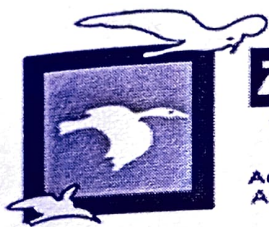
#### **CIRCULAR**

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. 204 without fail.

  
**HOD**

#### **COPY TO :**

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



## **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 (Corporate Secretaryship)**

#### **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.

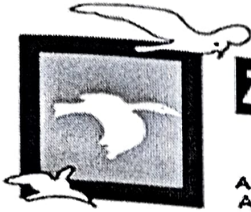
  
**HOD**

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

  
**PRINCIPAL**

**Principal**  
Annai College of Arts & Science  
Kovilacheri, Kumbakonam-612 503





**Anna 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:scasdmn@gmail.com

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



**Department of Commerce (Corporate Secretaryship)**  
**Batch: 2020 - 2023**

S.NO	Name	Reg.No	List of Skill Baesd Elective														Signature				
			Clinical MB	Computer Application	CRM	Desktop publishing	Herbal Medicine	Journalism & public Relations	Office Mgt	Stats and Marketing Management	Tourism a& Travel Management	Yoga & Stress Mgt	Atchu Udagankal	Chemistry	Biotech	Electronics		HM&CS	MB	Zoology	
1	KAVIYA S	CB20C 84110																			
2	KAVYA S	CB20C 84111																			Kaviya.S
3	SARAN A	CB20C 84112																			Kavya.S
4	SATHIYANARAYANAN M	CB20C 84113																			Saran.A

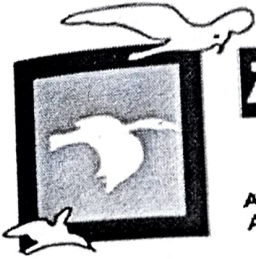
*[Signature]*  
**HOD**

*[Signature]*  
**IQAC**

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

*[Signature]*  
**PRINCIPAL**

**Principal**  
 Annai College of Arts & Science  
 Kovilachery, Kumbakonam-612 503



# 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

## 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.

  
HOD

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

  
PRINCIPAL  
Principal  
Annai College of Arts & Science  
Kovilacheri, Kumbakonam-612 503