

**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 DEFENCE AND STRATEGIC STUDIES**

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

**Mode of Non-Major Elective Chosen**

**2020 - 2023**

  
**HOD**

  
**IQAC**

  
**PRINCIPAL**

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

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

# ANNEXURE I



## Annai College of Arts & Science

Quality Education for Today & Tomorrow  
Kovilacheri, Kumbakonam, 612 503. Ph: 0435 2453007

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Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: acasgmn@gmail.com

### DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

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	21	02
2.	Banking Practices	II	IV	21	02
Only for other Language Except Tamil					
3	Basic Tamil	II	III	21	02
4	Special Tamil	II	IV	=	02

  
HOD

  
IQAC

  
PRINCIPAL

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

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



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Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: [acasdnn@gmail.com](mailto:acasdnn@gmail.com)

## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

### 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.

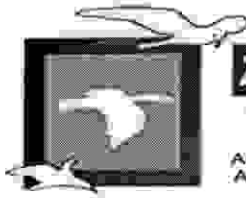
  
HOD

  
IQAC

  
PRINCIPAL

**IQAC Co-ordinator.**  
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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

Date: 18.06.2021.

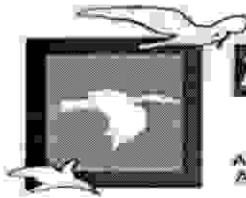
### CIRCULAR

This is to inform you that our Department is planned to conduct meeting on 21.06.2021. 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. 304.

  
**HOD**

#### COPY TO :

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



## Annai College of Arts & Science

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### DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

#### MINUTES OF MEETING

Date: 21.06.2021.

#### 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 21.06.2021.

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 paper.
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  
Kovilacheri, Kumbakonam-612 50.

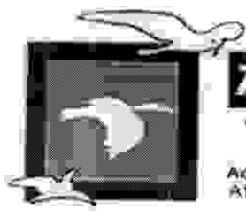
## NON MAJOR ELECTIVES (ARTS)

(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

# ANNEXURE II





# Annai College of Arts & Science

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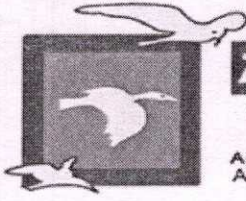
## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

BATCH 2020-2023

### NON-MAJOR ELECTIVE PAPER

S. No	Name	Reg.No	List of Department In Our College											Signature			
			TAMIL	ENGLISH	BBA	B.COM	CS	RCA	VIS.COM	BT	MB	RC	BHM		PHYSICS	CHEMISTRY	
1	Adhitharan.S	CB20A260027															S. Adhitharan
2	Allbin.R	CB20A260028															D. Allbin
3	Divyaganesh.S	CB20A260029															S. Divyaganesh
4	Haritharan.R	CB20A260030															R. Haritharan
5	Indhuja.V	CB20A260031															V. Indhuja
6	Logeshwari.V.S.	CB20A260032															V.S. Logeshwari
7	Manimaran.S	CB20A260033															S. Manimaran
8	Mathavan.M	CB20A260034															M. Mathavan
9	Naveenraj.R	CB20A260035															R. Naveenraj
10	Sakthiptem.R	CB20A260036															R. Sakthiptem
11	Samsan jayaraj.S	CB20A260037															S. Samsan jayaraj
12	Saraswathi.M	CB20A260038															M. Saraswathi
13	Sathish.R	CB20A260039															R. Sathish
14	Shivadharshini.M	CB20A260040															M. Shivadharshini





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## **DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

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

**Mode of Elective Papers Chosen**

**BATCH: 2019 - 2022**

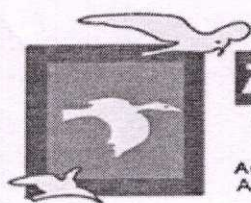
  
**HOD**

  
**IQAC**

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

  
**PRINCIPAL**

**Principal**  
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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

Choice Based Credit System (CBCS)-File

Mode of Non-Major Elective Chosen

2019 - 2022

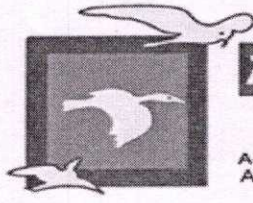
  
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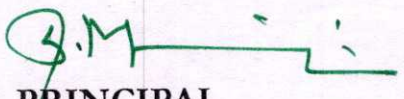
**DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

**ACADEMIC YEAR : 2020-2021 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	1	02
2.	Banking Practices	II	IV	1	02
Only for other Language Except Tamil					
3	Basic Tamil	II	III	1	02
4	Special Tamil	II	IV	-	02

  
HOD

  
IQAC

  
PRINCIPAL

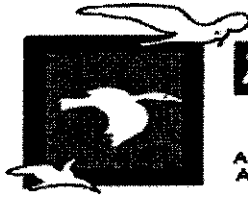
**IQAC Co-ordinator.**  
Annai College of Arts & Science  
Kovilacheri, Kumbakonam-612 503

**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

# ANNEXURE I



**Annai College of Arts & Science**

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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

Date: 19.06.2020

### CIRCULAR

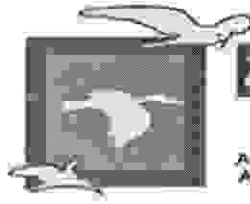
This is to inform you that our Department is planned to conduct meeting on ~~22~~ 19.06.2020 regarding the selection of Non-Major Elective Papers(NME) only for second year students (Batch: 2019-2022). The students are instructed to attend the meeting at 10.00 A.M in the Hall No. 304 without fail.

  
HOD

### COPY TO :

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





**Annai College of Arts & Science**

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## **DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

### **MINUTES OF MEETING**

Date: 22.06.2020

### **AGENDA**

The selection of Non-Major Elective Papers only for second year students (Batch: 2019-2022), HOD has arranged a meeting for class representatives through a circular dated on 22.06.2020.

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 paper.
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

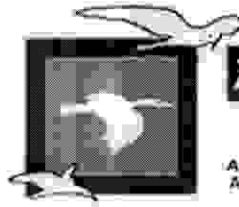
**HOD**

**IQAC**

**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 DEFENCE AND STRATEGIC STUDIES

BATCH 2019-2022

NON - MAJOR ELECTIVE.

S.No	Name	Reg.No	List Of Department In Our College											Signature				
			TAMIL	ENGLIS	BBA	B.COM	CS	BCA	VIS.CO	M	BT	MB	BC		BHM	PHYSIC	S	CHEMIS
1	Surya.S	CB19A260002			✓													S. Surya

  
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

### 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



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**DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

**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 Policies, Banking Practices and also they will know the utilities of Banking.

  
HOD

  
IQAC

  
PRINCIPAL

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## **ANNEXURE II**



**Annai College of Arts & Science**

**Quality Education for Today & Tomorrow**

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**DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

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

**Mode of Skill Based Elective Papers Chosen**

**BATCH: 2019 - 2022**

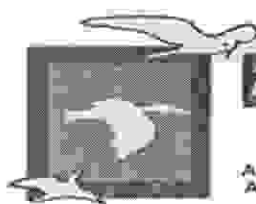
  
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Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: aacsadm@gmail.com

**Department of Defence and strategic studies**

**Academic Year : 2020-2021**


**Skill Based Elective Papers taken from**

**Desk Top Publishing (SBE)**

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

  
HOD

  
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PRINCIPAL  
Principal  
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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

Date: 07.12.2020.

### CIRCULAR

This is to inform you that our Department is planned to conduct meeting on 08.12.2020. regarding the selection of Skill Based Elective Papers(SBE) only for second year students (Batch: 2019-2022). The students are instructed to attend the meeting at 10.00 A.M in the Hall No. 304 .

  
HOD

#### COPY TO :

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





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Affiliated to Bharathidasan University, Tirumangalpet, Tamil Nadu, India. [www.annaicollege.ac.in](http://www.annaicollege.ac.in)

## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

### MINUTES OF MEETING

Date: 08.12.2020

### AGENDA

The selection of Skill Based Elective Papers only for second year students (Batch: 2019-2022), HOD has arranged a meeting for class representatives through a circular dated on 08.12.2020.

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

  
PRINCIPAL

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

**Principal**  
Annai College of Arts & Sci  
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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

BATCH 2019-2022

### SKILL BASED ELECTIVE

S.No	Name	Reg.No	List Of Department In Our College											Signature			
			TAMIL	ENGLIS	BBA	B.COM	CS	BCA	VIS.CO	M	BT	MB	BC		BHM	PHYSIC S	CHEMIS TRY
1	Surya.S	CB19A260002				✓											S. Surya

  
HOD

  
IQAC

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

  
PRINCIPAL

**Principal**  
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Kovilachery, Kumbakonam-612 503



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Affiliated to Bharathidasan University, Tiruchinappalli. E-Mail: [annai@annai.ac.in](mailto:annai@annai.ac.in)

## **DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**

### **Justification on Skill Based Elective Selection**

#### **Introduction to Marketing Management**

Aimed at graduates from a general business or management –related discipline, the programme aims to produce critical, reflective marketers and emphasises the integration of theory and practice with the skills and knowledge required by employers.

#### **Sales Management**


Students will develop a sales presentation. Students will read and analyze a sales ethical scenario and answer questions regarding information given and make suggestions on how to solve the ethical dilemma. All students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

#### **Retail Management**

Differentiate between macro environment and considerations in strategic planning. Discuss the role information systems have played in the changing retail industry.

  
**HOD**

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

**SKILL BASED ELECTIVE PAPERS**  
(2016 onwards)

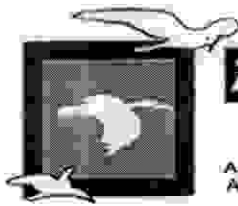
Updated on 15.02.2019

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

13.	Office Management	I	IV	Introduction to Office Management
		II	V	Office Management Tools
		III	V	Communication & Interpersonal Skills
14.	Sales and Marketing Management	I	IV	Introduction to Marketing Management
		II	V	Sales Management
		III	V	Retail Management
15.	Travel and Tourism Management	I	IV	Tourism and Travel Agency
		II	V	Cultural Tourism in India
		III	V	Tourism Product – 3
16.	Yoga and Stress Management	I	IV	Fundamentals of Yogic Practices
		II	V	Stress Management Through Yoga
		III	V	Asanas and Pranayamas – Practical
17.	<b>Zoology</b>	I	IV	Apiculture
				Aquaculture
		II	V	Sericulture
				Poultry Farming
		III	V	Vermiculture
Dairy farming				

# ANNEXURE III



**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:acadm@annaicollege.ac.in

## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

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

**Mode of Major Based Elective Papers Chosen**

**Batch : 2019-2022**

  
HOD

  
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Kovilacheri, Kumbakonam-612 503

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**Annai College of Arts & Science**

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Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: acadmn@gmail.com

## Department of Defence And Strategic Studies


### Major Based Elective Papers

Academic Year : 2021-2022

No	Name of the Major Based Elective	Year II / III	Semester Odd/Even	No. of Students	Credit Hours
1	Fundamentals of Journalism	III	V	1	05
2	Limited Wars	III	VI	1	05
3	Defence Management	III	VI	1	05

  
HOD

  
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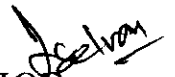
**Annai College of Arts & Science**  
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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

Date: 17.06.2021.

### CIRCULAR

This is to inform you that our Department is planned to conduct meeting on 18.06.2021. regarding the selection of Major Based Elective Papers(MBE) only for third year students (Batch: 2019-2022). The students are instructed to attend the meeting at 10.00 A.M in the Hall No. 304 without fail.

  
HOD

### COPY TO :

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



**Annai College of Arts & Science**

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## DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES

### MINUTES OF MEETING

Date: 18.06.2021.

### AGENDA


The selection of Major Based Elective Papers only for third year students (Batch: 2019-2022), HOD has arranged a meeting for class representatives through a circular dated on 18.06.2021.

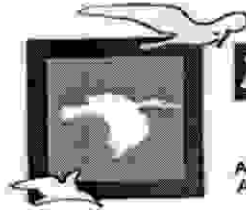
The following points were discussed in the meeting.

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

  
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**DEPARTMENT OF DEFENCE AND STRATEGIC STUDIES**  
**BATCH 2019-2022**  
**MAJOR- BASED ELECTIVE PAPER**

S.No	Name	Reg.No	List Of Department In Our College											Signature				
			TAMIL	ENGLISH	RRA	B.COM	DEFENCE	BCA	VIS.COM	BT	MB	BC	BHM		PHYSICS	CHEMISTRY		
1	Surya.s	CB19A260002					✓											

HOD

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Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: [scsdmn@gmail.com](mailto:scsdmn@gmail.com)

## Justification on Major Based Elective Selection

### Fundamentals of Journalism

Students will be able to make effective oral presentations on a variety of topics in public settings. They can able to apply basic and advanced human communication theories and models to academic and professional situations.

### Limited Wars

A limited war is one in which the belligerents do not expend all of the resources at their disposal, whether human, industrial, agricultural, military, natural, technological, or otherwise in a specific conflict. This may be to preserve those resources for other purposes, or because it might be more difficult for the participants to use all of an area's resources rather than part of them.

### Defence Management

Defence management is important as it strives towards effectiveness and efficiency of the defence forces, ensuring they fulfill their duty of providing public security and defence against external threats in the best possible way. By ensuring resources are spent responsibly and strategically, in a manner that is consistent with the wider national security policy, defence management contributes good governance.

  
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## MAJOR BASED ELECTIVE – I :FUNDAMENTALS OF JOURNALISM

### Objectives:-

Defence journalism, though very much a part of modern day journalism, has practically very little literature for reference. There is an urgent need to understand essential information, facts, sources, and the qualities required to become a successful defence journalist. Also, provide knowledge how to be responsible Defence Journalist. Depending on branch of service and specific Military Occupational Specialty, military journalists learn to do a surprising variety of jobs.

**Unit I Introduction** (a) Journalism: Meaning, relevance and scope (b) News Organization Structure and functioning (c) Media: concept, kind and characteristics.

**Unit II Defence News:** (a) Purpose and meaning (b) Kinds and sources (c) Theories of news selection.

**Unit III Reporting Defence Stories:** (a) Format, Language and Grammar (b) Kinds: Eye Witness, Computer assisted Features (c) Concepts of Graphics and animation (d) Interviewing skills.

**Unit IV Editing:** (a) Abbreviations and definition of military terms (b) Proof – reading symbols (c) Caption writing and picture editing.

**Unit V Hurdles in Defence writing:** (a) Media Ethics (b) Media Laws (c) Military vs. Media debate (d) News Photography.

### References: -

- 1) Menon, P.K., Practical Journalism, Jaipur :Aavishkar Publishers & Distributors, 2005.
- 2) Dhara,R., Journalism, Calcutta : Industry Publishers,1945.
- 3) Basu, R.N., Handbook of Journalism, Jaipur: Pointer Publishers, 2005.
- 4) Kamath,M.V., The Journalist's Handbook, New Delhi : Vikas,1980.
- 5) Professional Journalism, New Delhi: Vikas, 1983.

### Web Sites

1. <http://en.wikipedia.org/wiki/Journalism>
2. [http://en.wikipedia.org/wiki/Mass\\_media](http://en.wikipedia.org/wiki/Mass_media)
3. <http://www.poynter.org/how-tos/journalism-education/190429/in-defense-of-journalismeducation-the-3-essentials-it-teaches/>
4. <http://www.w3.org/TR/CSS21/media.html>

**Outcomes:** Students will be able to make effective oral presentations on a variety of topics in public settings. They can able to apply basic and advanced human communication theories and models to academic and professional situations.



**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024**

**B.A., Defence and Strategic Studies PROGRAMME Syllabus UNDER CBCS**  
(Applicable to the candidates admitted from the academic year 2019-20 onwards)

Sem	Part	Course	Ins. Hours	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
I	I	Language Course – I (LC) Tamil*/Other Language+#	6	3	3	25	75	100
	II	English Language Course – I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) Strategic Study of India	6	5	3	25	75	100
		Core Course – II (CC) Fundamentals of War and Peace	6	5	3	25	75	100
		Allied Course – I (AC) An Introduction to Political Science-I	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	<b>Total</b>			<b>30</b>	<b>21</b>			
II	I	Language Course – II (LC) Tamil*/Other Language+#	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III (CC) Art of Warfare in India (up to 1947)	6	5	3	25	75	100
		Core Course – IV (CC) World Military History	6	5	3	25	75	100
		Allied Course – II (AC) An Introduction to Political Science- II	4	3	3	25	75	100
	IV	Environmental Sciences	2	2	3	25	75	100
	<b>Total</b>			<b>30</b>	<b>21</b>			
III	I	Language Course – III (LC) Tamil*/Other Language+#	6	3	3	25	75	100
	II	English Language Course – III (ELC)	6	3	3	25	75	100
	III	Core Course – V Fundamentals of National Security	6	5	3	25	75	100
		Core Course – VI (CC) International Relations and Organizations	6	5	3	25	75	100
		Allied Course – III (AC) Principles of Economics - I	4	3	3	25	75	100
	IV	Non Major Elective I – For those who studies Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 <sup>th</sup> , +2 but opt for other languages in degree programme c) Organization and Management of Indian defence forces (OR) Peace Studies	2	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>21</b>				<b>600</b>