



Dr. G.R. DAMODARAN COLLEGE OF SCIENCE

(Autonomous)

**(Autonomous, affiliated to the Bharathiar University
and recognized by the University Grants Commission)**

**Accredited at the 'A+' Grade level by the
National Assessment and Accreditation Council**

An ISO 9001: 2015 Certified Institution

PROSPECTUS FOR THE UNDERGRADUATE PROGRAMMES

- B.B.A. (Business Administration) B.B.A. (Retail Management)
B.Com. B.Com. (Computer Applications) B.Com. (E-Commerce)
B.Com. (Corporate Secretaryship) B.Com. (International Business)
B.Com. (Actuarial Management) B.Com. (Information Technology)
B.Com. (Professional Accounting) B.Com. (Accounting & Finance)
B.Com. (Capital Markets) B.Sc. (Visual Communication)
B.Sc. (Computer Science) B.C.A. (Computer Applications)
B.Sc. (Information Technology) B.Sc. (Computer Technology)
B.Sc. (Biotechnology) B.Sc. (Psychology)

“The goal of mankind is knowledge. It is inherent in man. No knowledge comes from outside; it is all inside. What we say a man “knows”, should, in strict psychological language, be what he “discovers” or “unveils”; what man “learns” is really what he discovers by taking the cover off his own soul, which is a mine of infinite knowledge”.

- Swami Vivekananda

"Education deals with the human growth in mind, spirit, character and effective behaviour. The habits and attitudes he acquires, the interests he cultivates, the ideals he learns to practise - all these become basic for his further growth".

- Prof. G.R. Damodaran

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous)

**(Autonomous, affiliated to the Bharathiar University
and recognized by the UGC**

Accredited at the 'A+' Grade level by the NAAC)

An ISO 9001: 2015 Certified Institution

**CIVIL AERODROME POST ☐ AVINASHI ROAD
COIMBATORE - 641 014 ☐ TAMILNADU ☐ INDIA**

Managing Trustee / Correspondent

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Joint Managing Trustee / Secretary

Smt. GEETHA PADMANABAN

Principal

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Dr. K.K. RAMACHANDRAN

M.Com., MFT, M.Phil, MBA, PGDFT, Ph.D (Commerce), Ph.D (Mgmt.), Post-Doc.

A unit of

THE GRD TRUST

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Dr. G.R. DAMODARAN COLLEGE OF SCIENCE (Autonomous) UNDERGRADUATE PROGRAMMES

Established by **The GRD Trust**, in **1988**, **Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous)** has emerged as a fitting memorial for **Prof. Dr. G.R. Damodaran**, one of the great educational visionaries and Institution builders of our Country. He dedicated himself to the cause of education especially in the fields of **Science, Engineering, Technology and Management** and made unparalleled contributions to the educational development both qualitatively and quantitatively while nurturing the **PSG Group** of Institutions as outstanding centers of educational excellence in the Country. He made pioneering efforts for reorganizing and developing **Technical and Management Education** at the all India level as the **Chairman of several Committees and Boards constituted** by the **Government of India** and at the regional level as **Chairman** of the **Southern Regional Committee** of the **All India Council for Technical Education**.

During his tenure of the **membership** of the **Lok Sabha** and the **Tamilnadu Legislative Council** spanning over **two decades** and during his **Vice-Chancellorship** of the composite **University of Madras**, **Prof. G.R. Damodaran** served the cause of educational development at all levels with rare dedication, commitment and outstanding creativity. Stimulated by **Prof. Dr. G R Damodaran's** intellectual inspiration, motivation, encouragement and support, **Dr. D. Padmanaban**, Chairman and Correspondent, **GRD Institutions** and **Smt. Geetha Padmanaban**, Secretary, **GRD Institutions** established the **Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous)** as a monumental tribute to the dedication and commitment of **Prof. G R Damodaran**. **Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, (Autonomous)** perceives education as a multi dimensional continuum with several interrelated yet distinct goals, concerns, functions and activities.

Dr. D. Padmanaban, one of the Founders who is a doctorate in Management, is a distinguished Educationist - Entrepreneur of Coimbatore.

He is the **Director of the Centre for Research in Social Sciences, Technology & Culture of the Trust, Chief Editor of the Trust's scientific monthlies, WIDE SPECTRUM and KALAIKATHIR** and Correspondent of the Educational Institutions of the Trust. **Dr. D. Padmanaban** was a member of several national-level committees including the **National Advisory Committee, Science & Technology Entrepreneur's Parks (STEP) of the DST, Govt. of India, Planning Board of the Indira Gandhi National Open University (IGNOU) (Visitor's Nominee), Faculty Selection Committee of the North-Eastern Hill University, Shillong (NEHU), (Visitor's Nominee), Syndicate of the Bharathiar University, Coimbatore (Chancellor's Nominee), Research Council of the IGNOU, Executive Council, Pondicherry Central University (Visitor's Nominee), Task Force on Biotechnology based programmes for the Rural Population of the DBT, Govt. of India, etc.**

In the **thirty six years** since its commencement, the **Dr. GRD COLLEGE OF SCIENCE, (Autonomous)** has grown from 27 students in two **UG** courses to over **4000 Students** in numerous **Under Graduate, Post Graduate and Research (M.Phil / Ph.D)** programmes in many of the modern and emerging **Professional and Scientific** disciplines. In **November 2001**, the **College** was **accredited** by the **NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)** of the **UGC** at the **FIVE STAR level** becoming one among the only **25 Such Institutions** in the **Country** at that time and the **first** in the **Unaided Sector**. The **College** was again **re-accredited** by the **NAAC** at the **'A' Grade level**. The **College** has obtained the **ISO 9001:2015** certification testifying to the outstanding quality focus built into all its systems and processes. The **College** has been granted **Autonomy** by the **UGC** and **Bharathiar University** from **2004 - 2005** which enables it to frame its own innovative and relevant curriculum and evaluation systems. The degrees are awarded by the **Bharathiar University**.

The College has been ranked in the top 100 rank band at the All India level, released by the National Institutional Ranking Framework (NIRF), National Board of Accreditation (NBA), under the Ministry of Education, Govt. of India, for the year 2023.

The **alumni** of the College occupy positions of great responsibility in different Companies in India and abroad. The Faculty has been successful in mobilizing highly competitive research and extension project grants from the **national funding agencies** like the **DST, DBT, UGC, MHRD**, etc. A large number of eminent personalities visit the **College** every year and deliver lectures. The College regularly organizes **National Level Seminars, Conferences and Workshops** to update the Students about the recent developments in the respective fields of study. **Four Major Research Projects and four Minor Research Projects** have been sanctioned by the **UGC**. Students thus, gain experience in research methodology by assisting the Principal Investigators of the research projects.

VISION AND MISSION

- Maintenance of a progressive and a futuristic outlook in the development of the Country's economy, by making choices favouring emerging areas of high growth potential and expanding opportunities.
- Design of the Courses, instructional methodologies and experiential learning to equip the Students with creativity and problem solving skills, to prepare them for rewarding careers and professions and to face challenges in a rapidly changing world.
- Creation of facilities and programmes of Advanced Studies, research and development in appropriate emerging areas of national importance and global significance.
- Involvement with the community around through outreach programmes including non-formal and continuing education, consultancy and extension, dissemination and transfer of technology, scientific projects of social significance, and other interactions with industry, business and other groups.

- **Continual growth in the quality and a wide range of offerings and activities through the innovative augmentation, updation and modernization of the curriculum, faculty and infrastructural facilities.**

GOALS AND APPROACHES

Following the footsteps of Prof. G.R. Damodaran, the College designs its own innovative curricula, teaching methods and a Student centered active learning environment so as to:

- **Develop a comprehensive understanding, creativity and professional competence among the Student community.**
- **Supplement the regular Course work with exceptional inputs like providing need based training and other extra curricular activities, to enhance the employability of our Students, as well as to promote adaptability to inculcate confidence, leadership and social skills.**
- **Inculcate a wide spectrum of knowledge so that our Students will be thoroughly prepared for Careers in modern and emerging areas of opportunity and to develop an inherent potential for continual growth and achievement.**

INFRASTRUCTURE AND STUDENTS' FACILITIES

The College has set up extensive and well designed physical facilities including well furnished and spacious Class rooms, well equipped Bioscience Laboratories, Plant Tissue Culture facility, Computer Centres with internet facility, Wifi facility in the campus, Language Labs, Canteen, Digital Printing and Photostat facility, stationery, Air-Conditioned Conference Halls, Charles Babbage Conference Hall, Peter Drucker Conference Hall, SCIB Conference Hall, Sankaradas Swamigal Auditorium, Placement Halls, Board Rooms, the Rukmini Damodaran Auditorium, Kailash Indoor Stadium, Audio Visual Halls and well stocked and staffed Libraries with 48,950 books and 130 periodicals / journals.

The separate Hostels and messes for the Men and Women in the campus possess the capacity to house 365 boys and 365 girls besides

all the modern amenities including **recreation halls, games rooms, internet and gymnasium facilities**. All facilities for a hygienic and a comfortable living, relaxation and entertainment and for undisturbed study are provided. The College can help make available some accommodation in its off Campus Hostels. Strict rules and procedures are followed to maintain discipline and ensure security and wellbeing of the **Hostel inmates**. The messes work on the dividing system. The spacious campus has playgrounds and facilities for **Basketball, Cricket, Table tennis, Chess, Carrom, Volleyball and Athletics**. The **Hostel Mess cost is quite nominal**.

An active **Placement Cell** has been functioning at the **College** with considerable success. A good number of **Students** have been placed in Companies like **WIPRO, STANCHART, INFOSYS, TCS, COGNIZANT, FORD, ACCENTURE, LUCID IMAGING, STANDARD CHARTERED BANK, HDFC, CITI BANK, E&Y, TATA, HCL, BOSCH, KOTAK BANK, FEDERAL BANK, AMAZON, etc.** To ensure the safety of the **Women Students** in the campus, the **College** has constituted the **Grievances Redressal Cell, to which the Students can approach for any kind of assistance**. The **College** also runs a **Student Dialogue Centre** to help the **Students** to tide over difficult situations. To ensure a ragging free campus, the **College** has set up the **Ragging Prevention Committee and Students are free to contact the members round the clock**. To fulfill the **Students'** requirements, a **grievance box** is available in the main block in which the **Students** can drop their complaints, queries or suggestions by furnishing their identity.

Service associations like the **National Service Scheme, College Social Service League, Youth Red Cross, Red Ribbon Club,** and the **Entrepreneurship Development Cell** are fully functional in the campus.

Postgraduate Courses, M. Phil. and Ph. D. programmes are available in the **College** in all the areas of study covered by the **Undergraduate Courses**, and any **Student** can pursue Higher Studies and research if he / she so wishes at the **College** itself.

These facilities provide the most conducive ambience for the

Student learning, extra curricular activities, **residential** and **cultural** and **personality development** pursuits. **Students** like the calm campus with all the amenities so close to the City, situated right on the arterial four lane road (NH - 544). **Our Students enjoy the action packed life brimming with activities and meets. The College also leads all the rest in Tamilnadu.**

The **College** has continually **updated** the **curriculum** to suit the **State of the Art** needs of the industry and business. For example the introduction of **Air & Sea Navigation Systems for the PG Computer Science Students, Digital Marketing, Media Data Bases and UI and UX Design for Visual Communication Students** besides **Non Linear Editing and Direction. Advanced Micro Controllers** are also available for the **UG Computer Science Students as an optional.** Bioinformatics practices have also been included in the Biotechnology syllabus. **Underwater Networking and Computing, Telescope and Space Science, Quantum Computing, Robotics, Artificial Intelligence and Machine Learning** are the recent additions to the Syllabi.

INSTITUTIONAL CALENDAR AND WORKING TIMINGS :

The **College** works on the **Semester pattern** with the **odd Semester** generally falling between the **first week of June** and the **end of October** and the **even Semester** between **early December** and **Mid-April**. A total of **92 working days** per **Semester** are the minimum required and **Students** shall compulsorily put in **75%** attendance. The period between the end of a **Semester** and the beginning of the next, accommodates the **Semester** examinations and the vacation.

UG classes are scheduled from **9.30 a.m. to 3.50 p.m.** with a lunch break between **1.00 p.m. and 2.00 p.m.** on the **six days-a-week** format. **Faculty members** are normally available upto **4.10 p.m.** Remedial classes for **Under Graduate Students** are often arranged on holidays also. The **College** office is open from **9.05 a.m. to 5.00 p.m.**

The Library is open from **9.05 a.m. to 4.30 p.m. on all days** except **Sundays** on which it is open until **1.00 p.m.** The **Computer Centres** are likewise open between **9.05 a.m. and 4.30 p.m.** **Internet facility is available in the evening for the non-class room use of the Students.** Around **300 new generation Computers** are available including the **APPLE iMac COMPUTERS** along with the **State of the Art Software** for use by the **Students.**

ADMISSIONS

Admissions to the Undergraduate Courses are made on the basis of merit (**+1/+2 marks**). The **College** is keen that **Students** should apply themselves with seriousness and commitment to their **Studies** and related activities so that they derive the maximum benefit and bring credit to the **College.** To this end, applicants are urged to read carefully the section on **'Courses'** in this brochure and select the **Courses** according to their requirements.

Applications for admission should be submitted in the **prescribed forms** available at the **College office** from the **first week of April** on payment of **Rs. 300/-** for **UG Courses**, **Rs. 450/-** for **PG Courses** (and **Rs. 500/-** for **MCA** and **MBA**) thro' **Cash** or a **D.D.** favouring the **Principal, Dr. G.R. Damodaran College of Science, (Autonomous)** payable at **Coimbatore.** Postal requests for application forms should be accompanied with a stamped (**Rs. 25/-**) self-addressed envelope of size **25 cms x 15 cms.** (Otherwise, **Rs. 25/-** may be added to the application form remittance).

A **single application** may be used for all the **Courses** within **each of the following groups** indicating the order of preference of the **Courses within the group.** Separate applications are needed if one wishes to apply for the **Courses** in different groups.

| | |
|--------------------|--|
| Group (i) | B.B.A. (Business Administration) / B.B.A. (Retail Management) B.Com. / B.Com. (Computer Applications) / B.Com. (E-Commerce) / B.Com. (Corporate Secretaryship) / B.Com. (International Business)/B.Com. (Actuarial Management) / B.Com. (Information Technology), / B.Com. (Capital Markets), / B.Com. (Professional Accounting) / B.Com. (Accounting & Finance). |
| Group (ii) | B.C.A. (Computer Applications) - II Batches / B.Sc. (Computer Science) / B.Sc. (Information Technology) / B.Sc. (Computer Technology). |
| Group (iii) | B.Sc. (Visual Communication) - II Batches. |
| Group (iv) | B.Sc. (Biotechnology). |
| Group (v) | B.Sc. (Psychology) |

The duration of the above mentioned courses is 3 (three) years (6 semesters).

The list of Courses with their eligibility requirements and the scope for Employment / Higher Study is furnished later in this booklet.

Note : One Value Added / Career Oriented Course will be offered to each Student on the basis of the choice and appropriateness. These courses are supplementary and run over a period of 3 years in three stages : I year - Certificate; II year - Diploma and III year - Advanced Diploma. The subject areas of these courses are such as to prepare a Student for a well defined career / employment opportunity and the methodology will comprise class room lectures with parts handled by Practising Experts, Visiting Professionals / Practicals / Hands on work / Assignments and Internship / Project reports for about a month.

LAST DATE FOR APPLICATIONS :

Filled in applications will be accepted until 10 days after the publication of the Tamilnadu +2 Results. However, prospective applicants are advised to apply early with available details; final examination marks may be submitted later quoting the Course and the application number without fail for reference. In this way, Students with good records could be afforded preference during the provisional selection.

Instructions to the applicants

1. A self addressed post card should be enclosed along with the application if acknowledgment of its receipt is desired.

True copies of the mark sheets of each appearance in all the examinations passed (including +1) should be attached. If the final examination Marks Sheet is not available, it may be forwarded later indicating the Course and the application number.

The reference number imprinted on the right hand top corner of the application form should be quoted in all the correspondence.

2. **Provisionally selected candidates will be called to produce their original certificates. In person visits and enquiries at the College are also welcome during the working hours.**

Students / Parents are also invited to go round the College, Labs and Libraries during the working hours to gain first hand knowledge of the facilities available.

A call letter for interview does not confer any right of admission. Applicants for admission must produce the original and a photostat copy of each of the following at the time of admission :

3. **S.S.L.C. Book / Certificate in proof of age.**
- Transfer Certificate from the Institution last attended.**
- Migration Certificate from the Institution last attended.**
- Conduct Certificate from the Head of the Institution last attended.**
- Statement of Marks of all the examinations passed so far (10th standard, 12th standard and 11th standard).**
- Other Certificates, if any.**
- Community Certificate - Xerox copy**
- Aadhar Card - Xerox copy**
- Equivalence Certificate (in the case of candidates from other States Boards). (This can be accomplished without any difficulty).**
- Recent passport size photographs (3) of the Students and Parents.**
- Address proof and ID proof of the Students and the**

Parents. (Aadhar Card- Xerox Copy)

❑ Foreign Nationals should, in addition, submit :

i) Copies of the Visa and Passport

ii) Staying Visa

iii) Address Proof (Local)

iv) Police Verification (Local)

v) Equivalence Certificate from the Association of Indian Universities, Govt. of India, New Delhi.

vi) Age relaxation as per the rules of our University.

(Any of the certificates yet to be obtained may be produced as soon as they are received) (but before the 30th of July).

- 4. The decision of the Management regarding admissions shall be final and binding. However, the University's eligibility norms will be strictly followed.**
- 5. If selected, applicants should be prepared to deposit their original Certificates*, remit the fee determined and join immediately. No extension of time for joining the programmes will ordinarily be granted. Fee and advances once remitted will not be refunded under any circumstances. Transfer within the College from one course to another may be considered, if seats are available.**

****Applicants are advised to make and keep with them***

sufficient number of attested copies of all their Certificates before submitting the original Certificates. Certificates submitted to the College cannot be returned except at the time of the Student's leaving the College, clearing all his/her dues and after producing the "No dues" Certificate.

6. Admissions should be ordinarily completed before the 31st of July and all the original documents in support of the qualifications and eligibility must be produced before that date. Applicants failing to do so cannot get their admissions confirmed and will have to leave, foregoing the amounts remitted by them.
7. The College has to comply with the rules and regulations of the Bharathiar University governing admissions; therefore all admissions are provisional, subject to the approval of the University. While the College takes every care to ensure the eligibility of the candidates, it will not be responsible for any hardships that may arise in rare cases due to the University detecting any invalidity / ineligibility or discrepancy and refusing approval for admission.

Applicants (particularly those with qualifications from abroad or other states) are advised to independently ascertain the salient features of the relevant regulations regarding the eligibility

for admission from the Bharathiar University in their own interest.

- 8. Students are admitted on the understanding that they will strictly abide by the rules and regulations of the College and meticulously follow the instructions issued by the authorities from time to time. In particular, the College insists on a high level of attendance, diligence in Course work and good behaviour in the campus and outside. Students who fall short of these expectations may be asked to leave, in which case they will not be eligible for any refund of the fees remitted by them.**
- 9. Fee and advances once remitted will not be refunded on any account. This will cover the cases of Students who discontinue on their own or due to the invalidity of the admissions under clauses 5 and 6 above and those who have to leave under clause 7 above.**
- 10. It is expected that admissions to the Under Graduate Courses would close within thirty days from the date of the publication of the +2 results and hence prospective applicants are advised to contact the College quite early for obtaining the applications.**
- 11. Remittance of advances in piecemeal by the**

applicants will not be permissible (Ex : Rs. 5,000/- , etc.).

- 12. Students who are identified to be detrimental to the discipline of the College will be summarily dismissed from the College / Hostels after informing the Parents / Guardians. Those indulging in violence will be dealt with according to the provisions of the law. Students found using drugs will be punished under the Indian Penal Code / other laws.**
- 13. Disciplinary action will be initiated against the Students visiting the other College Campuses without the permission of the authorities.**
- 14. Action will be initiated against the other College Students if found entering the GRD Campuses without the permission of their Management in writing.**

LIST OF THE UG COURSES

Eligibility, Contents and the Scope

| Course | Eligibility | Brief Contents | Prospects |
|--|---|--|--|
| 3 Year BBA (Previously BBM) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Business and Management functions, Principles, basic concepts, techniques. | <p><u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc., M.Com., MIB, Master of Journalism and Mass Communication (MJMC)</p> <p><u>Employment :</u> Multi National Companies, Retailing outlets, Entrepreneurship.</p> |
| 3 Year BBA (Retail Management) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Business and Management functions, Principles, Retailing operations, basic concepts, techniques. | <p><u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc., M.Com., MIB, Master of Journalism and Mass Communication (MJMC)</p> <p><u>Employment :</u> Multi National Companies, Retailing outlets, Entrepreneurship.</p> |

| Course | Eligibility | Brief Contents | Prospects |
|---|--|--|--|
| 3 Year B.Com. (Regular) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Commerce, Accountancy, Business Management and Organisation, finance operations, basic Principles and Procedures, Laws and Regulations. | <p><u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc. (IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC)</p> <p><u>Employment :</u> Multi National Companies, Banking, IT and Insurance Sectors, Entrepreneurship.</p> |
| 3 Year B.Com. (Corporate Secretaryship) | HSc, passed wherever the Students have not studied Accountancy and Commerce Knowledge be imparted through Residential/ Bridge Course | Corporates (Limited Companies) which are governed by the Company Law regulations in regard to their organisation, administration, Financial Management, Decision Making and responsibilities to the Shareholders. Company Secretaries ensuring all these Regulations | <p><u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) MCS - Exempted in some Papers of the Institute of Company Secretaries Exams</p> <p><u>Employment :</u> Multi National Companies, Banking, IT and Insurance Sectors, Entrepreneurship.</p> |

| Course | Eligibility | Brief Contents | Prospects |
|---|---|--|--|
| 3 Year B.Com. (Computer Applications) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Computer Principles and applications relevant to the office, Business, Banking, etc. | <u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Computerised Accounts, Software Development and Programming in Business / Commerce (with some further Training), Multi National Companies, Banking, IT and Insurance Sectors, Entrepreneurship. |
| 3 Year B.Com. (e – Commerce) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Stresses upon the use of internet in Commercial operations and the related organisational, Technical, Procedural and Security aspects. | <u>Higher Study :</u> MBA, MCA, CA, ICWA, ACCA, ACS, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Agencies and Companies engaged in networked or on-line Commercial operations and Services, Multi National Companies, Banking, IT and Insurance Sectors, Entrepreneurship. |

| Course | Eligibility | Brief Contents | Prospects |
|--|--|--|--|
| 3 Year B.Com. (Actuarial Management) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University. | Elements of Commerce, Accountancy and Management with Special reference to the Insurance Business and the basics of Determination of Risks and Premia by Insurance Companies | <u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> As assistants in actuarial and under-writing departments of the Insurance Companies climbing up to the Executive Positions. |
| 3 Year B.Com. (Information Technology) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | B.Com., with an orientation to the I.T. related to Business / Commerce Verticals | <u>Higher Study :</u> ACCA, CA, ICWA, ACS, MBA, MCA, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Accounts side of the IT Industry / Business |

| Course | Eligibility | Brief Contents | Prospects |
|---|---|---|--|
| 3 Year B.Com. (International Business) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Commerce, Accountancy, Principles of Management, organizational behaviour, Finance, Logistics, Supply Chain Management Export Import Procedures, International Banking and Law, Forex regulations | <u>Higher Study :</u> MBA, MCA, CA, ICWA, ACS, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Shipping Companies, Forex Companies, Export Import Business, Multi National Companies, Banking, IT and Insurance Sectors, Entrepreneurship. |
| 3 Year B.Com. (Professional Accounting) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | B.Com., with a focus on Global Accounting Standards and Procedures | <u>Higher Study :</u> ACCA, CA, ICWA, ACS, MIB, MBA, MCA, M.Sc.(IT). |

| Course | Eligibility | Brief Contents | Prospects |
|--|---|---|---|
| 3 Year B.Com. (Accounting & Finance) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | All organizations need professionals who understand finance, talented people who can make the business a success. Professional Accountants play a vital role in a wider society. They provide real value by affording business and individuals the confidence to invest, which in turn allows Countries, organizations and most importantly, people, the opportunity to realize their potential. | <u>Higher Study :</u> ACCA, CPA, CA, ICWA, MIB, MBA, MCA, M.Sc.(IT). |
| 3 Year B.Com. (Capital Markets) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Stocks trading, Mutual Funds, Members of the Stock Exchanges, Company Executives. | <u>Higher Study :</u> MCA, CPA, CA, ICWA, MIB, MBA, MJMC, ACCA, M.Sc.(IT). |
| | | | |

| Course | Eligibility | Brief Contents | Prospects |
|--|---|--|---|
| 3 Year B.Sc. (Computer Science) | HSc, passed with Mathematics and wherever the Students have not studied Mathematics, Knowledge must be imparted through Residential / Bridge Courses. | Principles of Computer hardware and Software; Programming Fundamentals | <u>Higher Study :</u> MBA, MCA, M.Sc., (IT), MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Computer Operations, Maintenance, Sales, Programming, Software Engineering (with further Training), Jobs in the IT field. |
| 3 Year BCA (Computer Applications) | HSc, passed with Mathematics wherever the students have not studied Mathematics, Knowledge be imparted through Residential / Bridge Course. | Computer basics, languages, applications, Software Usage, Programming and Software Design Fundamentals | <u>Higher Study :</u> MBA, MCA, M.Sc., (IT), MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Operatives / programmes, System Analysts, (with further Training) Jobs in the IT field. |

| Course | Eligibility | Brief Contents | Prospects |
|---|---|--|---|
| 3 Year B.Sc. (Information Technology) | HSc, passed with Mathematics and wherever the Students have not studied Mathematics, knowledge be imparted through Residential / Bridge Course. | Principles of Computer Hardware and Software; Programming in CT and ITES Processes | <u>Higher Study :</u> ACCA, CA, ICWA, ACS, MBA, MCA, M.Sc.(IT), M.Com., MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Accounts side of the IT Industry / Business |
| 3 Year B.Sc. (Computer Technology) | HSc, passed with Mathematics and wherever the Students have not studied Mathematics, knowledge be imparted through Residential / Bridge Course. | Principles of Computer Hardware and Software; Programming in CT and ITES Processes | <u>Higher Study :</u> MBA, MCA, M.Sc(IT), MIB, Master of Journalism and Mass Communication (MJMC) <u>Employment :</u> Computer Operations, Maintenance, Sales, Programming, Software Engineering (with further Training), Jobs in the IT field |

| Course | Eligibility | Brief Contents | Prospects |
|---|---|--|---|
| 3 Year B.Sc. (Visual Communication) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Writing for Media, Photography, Multimedia, 2D and 3D Animation, Web Design, Digital Marketing, UI and UX Design, Direction, Advertising and Marketing, Television Production, Audio Production, Shortfilm and Documentary making. | <p><u>Higher Study :</u> Master of Journalism and Mass Communication Specialisation Courses on</p> <ul style="list-style-type: none"> ❖ Film Making ❖ Sound Engineering ❖ Broadcast Media ❖ MBA in Media Management ❖ Public Relations <p><u>Employment :</u> Print and Broadcast Journalism, Advertising, Film Industry :</p> Director, Cinematographer, Editor, Sound Engineer, VFX. Digital Marketing, Multimedia and Animation, Photography: Product, Fashion, Wildlife, Industrial, Travel etc. Event Management, Entrepreneur. |
| 3 Year B.Sc. (Psychology) | HSc, HSE (CBSE) passed or an equivalent approved by the Bharathiar University | Basic facts and concepts, Psychological theories, concepts and methods, Psychological Principles, Personality Development | <p><u>Higher Study :</u> M.Sc. Psychology, MJMC, MBA, M.Phil., or Ph.D.</p> <p><u>Employment :</u></p> Teaching, Psychologists, Counseling, Forensic Psychologists, Clinical Psychologists, Psychological Wellbeing Practitioners, Sports and Exercise Psychologists, Psychotherapists, Media experts, Hospitals. |

| Course | Eligibility | Brief Contents | Prospects |
|---|--|---|--|
| 3 Year B.Sc. (Bio-technology) | <p>HSc, Pass</p> <ul style="list-style-type: none"> ❖ Physics, Chemistry, Biology, Home Science ❖ Physics, Chemistry, Biology, Mathematics ❖ Physics, Chemistry, Computer Science, Mathematics ❖ Physics, Chemistry, Biology, Computer Science ❖ Physics, Chemistry, Botany, Zoology ❖ Physics, Chemistry with Biotechnology (or) Biochemistry (or) Microbiology ❖ +2 Vocational Group (under the State Board of School Examinations, Tamilnadu) along with the Subjects (Tamil, English, Biology, Agricultural Practices; Theory, Practical - I and Practical - II). | <p>Basics of the application of Biological Principles and the Processes in the Various Fields of Human benefit : Agriculture, Plant and Tissue Culture, Genetics, Breeding, Virology, Immunology, Genomics, Companies involved in R & D in Biotechnology.</p> | <p><u>Higher Study :</u> M.Sc. Biotechnology, M.Sc. Mircobiology, M.Sc. Biochemistry, M.Phil or Ph.D. research, MBA, MIB.</p> <p><u>Employment :</u> Industries engaged in Processing and developing Agricultural and Biological products, Food Industries, Bioprocess Industries, Pharmaceuticals and Chemical Industries, Industries related to Health Care Products, Textiles, Cosmetics, Tissue Culture labs, Medical labs, Medical Transcription, BPO, KPO, Entrepreneurship, Coconut Products.</p> |