



# **PERIYAR UNIVERSITY**

**PERIYAR PALKALAI NAGAR,**

**SALEM- 636011**

**DEGREE OF BACHELOR OF ARTS**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus for**

**B.A PUBLIC ADMINISTRATION**

**(SEMESTER PATTERN)**

**(For Candidates admitted in the Colleges affiliated to**

**Periyar University from 2021-2022 onwards)**

## MEMBERS OF THE BOARD

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# **REGULATIONS**

## **OBJECTIVES OF THE PROGRAMME**

- To educate students in both the administrative view and humanistic perspective through the study of public administration and human relations.
- To make students aware of the Government structure, functions, policy and welfare programmes.
- To provide students with the critical faculties necessary in an academic environment, on the job, and in an increasingly complex, interdependent world.
- The syllabus of this program is aimed at preparing the students with the latest developments and put them on the right track to fulfill the present requirements.

## **VISION AND MISSION OF THE PROGRAMME**

- The syllabus of this course is offered to create awareness among the rural youth and as well stockholders.
- This course aim is to creating equality in education by providing opportunities to the rural people whom has higher education is unreachable.
- The syllabi is helpful to students get jobs in government, private sectors and as well in self employment and NGO's.

## **COMMENCEMENT OF THIS REGULATION**

This regulation shall take effect from the academic year 2021-2022, i.e, for the students who are admitted to the first year of the course during the academic year 2021-2022 and thereafter.

## **ELIGIBILITY**

Refer this office circular No: PU/R/AD-1/UG/PG/Programmes Eligibility/2019

Dated: 16-04-2019.

## DEFINITIONS

**Programme:** Programme means a course of study leading to the award of the degree in a discipline.

**Course :** Course refers to the subject offered under the degree programme.

## SYLLABUS

The syllabus of the UG degree has been divided into the following five categories:

- Part I : Tamil / Other Languages.
- Part II : English Language.
- Part III : Core Courses, Elective Courses and Allied Courses.
- Part IV : Skill Based Elective Courses, Non-Major Course,

## ENVIRONMENTAL STUDIES AND VALUE EDUCATION.

Part V : Extension Activity.

- **Elective Course:** There are 3 Elective Courses offered for B.A Public Administration students.
- **Skill Based Elective Course :** This course aims to impart advanced and recent developments in the concerned discipline.
- **Non-Major Course:** Irrespective of the discipline the student can select papers that are offered by other disciplines as non-major course.
- **Extension Activity:** Participation in NSS / NCC / YRC / RRC / Sports or other co- circular activities are considered for Extension activity.

## CREDITS

The Weightage given to each course of study is termed as credit.

## CREDIT SYSTEM

The weight age of credits are spread over to different semesters during the period of study and the cumulative credit point average shall be awarded based on the credits earned by the students. A total of 140 credits are prescribed for the under graduate programme.

## **DURATION OF THE COURSE**

The candidates shall complete all the courses of the programme within 3 years from the date of admission. The programme of study shall consist of six semesters and a total period of three years with 140 credits. The programme of study will comprise the course according to the syllabus.

## **EXAMINATIONS**

The course of study shall be based on semester pattern with Internal Assessment under Choice Based Credit System. The Examinations shall be 3 hours to each paper at the end of each last semester. The examination consists of internal assessment (IA) Semester Examinations (SE).

### **INTERNAL MARKS FOR THEORY PAPER**

<b>Attendance</b>	-	<b>5 Marks</b>
<b>Test</b>	-	<b>10 Marks</b>
<b>Seminar</b>	-	<b>5 Marks</b>
<b>Assignment</b>	-	<b>5 Marks</b>
<b>Total</b>	=	<b>25 Marks.</b>

### **EXTERNAL MARKS FOR THEORY PAPER**

<b>Part A</b>	-	<b>15 Marks</b>
<b>Part B</b>	-	<b>10 Marks</b>
<b>Part C</b>	-	<b>50 Marks</b>
<b>Total</b>	=	<b>75 Marks.</b>

## COURSE OF STUDY AND SCHEME OF EXAMINATIONS

P. No	Paper Code	Title of the Course	Credits	Theory Hours	CIA internal	ESC Exam	Total
<b>SEMESTER - I</b>							
01	Language	Tamil - I	3	6	25	75	100
02	Language	English - I	3	6	25	75	100
03	Core I	Principles of Public Administration	4	4	25	75	100
04	Core II	Modern Administrative System	4	4	25	75	100
05	Allied-I	Allied-I History of India from 1858 A.D to 1947 A.D	4	4	25	75	100
06	VEC	Yoga – Value Education	-	2	25	75	100
07	Professional English	Professional English for Arts & Science – I	4	4	25	75	100
<b>SEMESTER - II</b>							
08	Language	Tamil-II	3	6	25	75	100
09	Language	English-II	3	6	25	75	100
10	Core III	Organization Theory	4	4	25	75	100
11	Core IV	Indian Administration	4	4	25	75	100
12	Allied-II	Allied-II History of India from 1947 A.D to 2000 A.D	4	4	25	75	100
13	EVS	Environmental Studies	-	2	25	75	100
14	Professional English	Professional English for Arts & Science – II	4	4	25	75	100
<b>SEMESTER – III</b>							
15	Language	Tamil – III	3	6	25	75	100
16	Language	English – III	3	6	25	75	100
17	Core V	Principles of Management	5	5	25	75	100
18	Core VI	Local Governance in India	4	4	25	75	100
19	Allied-III	Allied-III Indian Economy – Problems and Policies - I	4	4	25	75	100
20	SBEC - I	GK for Competitive Exams	3	3	25	75	100

21	NMEC - I	Salai Pathukappu Vithigal[Tamil Dept]	<b>2</b>	2	25	75	100
<b>SEMESTER - IV</b>							
22	Language	Tamil - IV	<b>3</b>	6	25	75	100
23	Language	English - IV	<b>3</b>	6	25	75	100
24	Core VII	Public Personnel Administration	<b>5</b>	5	25	75	100
25	Core VIII	Indian Constitution and Administration	<b>4</b>	4	25	75	100
26	Allied - IV	Allied IV Indian Economy -Problems and Policies - II	<b>4</b>	4	25	75	100
27	NMEC - II	Vilambarakkalai[Tamil dept]	<b>2</b>	2	25	75	100
28	SBEC - II	Social Problems in India	<b>3</b>	3	25	75	100
	Add on course	Industrial Visit	-	-	-	-	-
<b>SEMESTER - V</b>							
29	Core IX	Government and Administration of Tamil Nadu	<b>4</b>	5	25	75	100
30	Core X	Social Welfare Administration	<b>4</b>	5	25	75	100
31	Core XI	E-Governance in India	<b>4</b>	5	25	75	100
32	Core XII	Administration of Public Grievance	<b>4</b>	5	25	75	100
33	Elective - I	Political Theory	<b>4</b>	5	25	75	100
34	SBEC - III	Human Rights Administration	<b>4</b>	5	25	75	100
<b>SEMESTER - VI</b>							
35	Core XIII	Administrative Thought	<b>4</b>	5	25	75	100
36	Core XIV	Development Administration	<b>4</b>	5	25	75	100
37	Core XV	Financial Administration in India	<b>4</b>	5	25	75	100
38	Core XVI	International Organisations & Management	<b>4</b>	5	25	75	100
39	Elective - II	Political Parties in India	<b>4</b>	5	25	75	100
40	SBEC - IV	Indian Political Thinkers	<b>4</b>	5	25	75	100

	Common	Extension Activity	-	-	-	-	-
		<b>TOTAL CREDITS</b>	<b>140</b>	<b>180</b>			

**\*\*\* No Examination – Participation in NCC / NSS / RRC / YRC / Others if any**

### **UNIFORMITY IN THE NUMBER OF UNITS IN EACH PAPER**

Each theory paper shall consist of five units. The Question paper shall consist of questions uniformly distributed among the entire unit.

### **CREDIT SCORE FOR NMEC, ELECTIVE & SBEC**

**1. NON MAJOR ELECTIVE COURSE = 2 + 2 = 4 Credits**

**2. ELECTIVE PAPERS = 4 + 4 = 8 Credits**

- Political Theory
- Political Parties in India

**3. SKILL BASED ELECTIVE COURSE = 3 + 3 + 4 + 4 = 14 Credits**

- GK for Competitive Exams
- Social Problems in India
- Human Rights Administration
- Indian Political Thinkers



**Part – A: (15x1=15 Marks)**

**Answer all questions, Objective questions with 4 answers**

Questions 1 and 3 - From Unit -I

Questions 4 and 6 - From Unit - II

Questions 7 and 9 - From Unit - III

Questions 10 and 12 - From Unit – IV

Questions 13 and 15 - From - Unit -V

**Part – B: (2x5= 10)**

**Answer the following Answer any TWO Questions in about 100 words each:**

Question 16 From Unit- I

Question 17 From Unit- II

Question 18 From Unit- III

Question 19 From Unit -IV

Question 20 From Unit- V

**Part – C: (5x10=50) Marks)**

**Answer ALL of the following questions in about 800 words each:**

Question 21 From Unit – I with Internal choice - (Either or)

Question 22 From Unit – II with Internal choice - (Either or)

Question 23 From Unit – III with Internal choice - (Either or)

Question 24 From Unit – IV with Internal choice - (Either or)

Question 25 From Unit – V with Internal choice - (Either or)

## **PASSING MINIMUM**

- i) The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Theory Exam mark) with minimum of 30 marks in the Theory Exam conducted by the University.
- ii) The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Practical Exam) with minimum of 30marks in the practical Exam conducted by the University.

### **CONVERSION OF MARKS TO GRADE POINTS AND LETTER GRADE (Performance in a Course/Paper)**

<b>RANGE OF MARKS</b>	<b>GRADE POINTS</b>	<b>LETTER GRADE</b>	<b>DESCRIPTION</b>
90 - 100	9.0 - 10.	O	Outstanding
80 - 89	8.0 - 8.	D+	Excellent
75 - 79	7.5 - 7.9	D	Distinction
70 - 74	7.0 - 7.4	A+	Very Good
60 - 69	6.0 - 6.9	A	Good
50 - 59	5.0 - 5.9	B	Average
40 - 49	4.0 - 4.9	C	Satisfactory
00 - 39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

**Calculation of Grade Point Average (CGPA) (for the entire programme):**

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part wise computed final grades based on the range of CGPA.

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum n \sum i C_{ni} G_{ni}}{\sum n \sum i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme under each part

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme under each part}}{\text{Sum of the credits of the courses of the entire programme under each part}}$$

<b>CGPA</b>	<b>GRADE</b>
9.5 -10.0	O+
9.0 and above but below 9.5	O
8.5 and above but below 9.0	D++
8.0 and above but below 8.5	D+
7.5 and above but below 8.0	D
7.0 and above but below 7.5	A++
6.5 and above but below 7.0	A+
6.0 and above but below 6.5	A
5.5 and above but below 6.0	B+
5.0 and above but below 5.5	B
4.5 and above but below 5.0	C+
4.0 and above but below 4.5	C
0.0 and above but below 4.0	U

## **CLASSIFICATION OF SUCCESSFUL CANDIDATES**

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows for Part I or Part II or Part III:

<b>CGPA</b>	<b>GRADE</b>	<b>CLASSIFICATION OF FINAL RESULT</b>	
9.5 -10.0	O +	First Class - Exemplary *	
9.0 and above but below 9.5	O	First Class with Distinction*	
8.5 and above but below 9.0	D + +	First Class	
8.0 and above but below 8.5	D+		
7.5 and above but below 8.0	D		
7.0 and above but below 7.5	A + +		
6.5 and above but below 7.0	A+		
6.0 and above but below 6.5	A		
5.5 and above but below 6.0	B+		Second Class
5.0 and above but below 5.5	B		
4.5 and above but below 5.0	C+	Third Class	
4.0 and above but below 4.5	C		

## **CONFERMENT OF THE DEGREE**

No candidate shall be eligible for conferment of the Degree unless he / she

1. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefore.
2. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
3. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

## **RANKING**

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures.

I or II class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - I**

### **PRINCIPLES OF PUBLIC ADMINISTRATION**

#### **COURSE OBJECTIVES:**

##### **While studying students shall be able**

- *To get knowledge about the Meaning, Nature, Scope and Importance of Public Administration*
- *To reveal the Public Administration and its Relationship with other Social Sciences*
- *To understand the Bases of organization : Hierarchy, Span of Control , Unity of Command, Delegation and Centralization*

#### **COURSE OUTCOMES:**

##### **After completion the course students will be able**

- *To receive the meaning of Chief Executive, Types of Chief Executive, Line Agency , Staff Agency , Auxiliary Agency*
- *To acquiring knowledge about Meaning, Nature and Scope of Management and Planning ,Decision making, Communication*
- *To analyse the Control over Public Administration on Legislative control, Executive Control , Judicial Control*

#### **UNIT – I: INTRODUCTION**

Meaning, Nature, Scope and Importance of Public Administration – Public Administration and Private Administration – Public Administration and its Relationship with other Social Sciences.

## **UNIT II ORGANIZATION STRUCTURE**

Organization – Bases of organization – Hierarchy - Span of Control - Unity of Command - Delegation – Centralization

## **UNIT III EXECUTIVE SYSTEM**

Chief Executive – Types of Chief Executive – Line Agency , Staff Agency , Auxiliary Agency– Department –Public Corporation – IRC – Head Quarters and Field Relationship.

## **UNIT IV MANAGEMENT SYSTEM**

Meaning, Nature and Scope of Management - Planning - Decision making – Communication – Supervision – Leadership – Public Relations.

## **UNIT V CONTROL SYSTEM**

Control over Public Administration - Legislative control - Executive Control - Judicial Control

### **Books for Reference:**

1. B.L.Fadia and KuldeepFadia, Public Administration, SBP Publication, 2009
2. Arora and Goyal, Indian Public Administration, Sage Publications 2020
3. RadhabinodAribam, (IAS), Public Administration, Nano Publication, 2020
4. Nicholos Henry, Public Administration and Affairs, KBC Publication, 2019
5. New Horizons of Public Administration, Jawahar Publishers and Distributors, 2018.

# **B.A PUBLIC ADMINISTRATION**

## **MODERN ADMINISTRATIVE SYSTEM**

### **COURSE OBJECTIVES:**

#### **While studying students shall be able**

- *To explain the Meaning, nature and scope of Comparative Public Administrative System*
- *To understand the Need for comparative study, Significance of comparative study in Public Administration*
- *To describe the Salient Features of U.K. Constitution with legislature , Executive, Judiciary system*

### **COURSE OUTCOMES:**

#### **After completion the course students will be able**

- *To assess the Salient Features of U.S.A Constitution with legislature , Executive, Judiciary system*
- *To point out the powers and functions of president of the Republic of France*
- *To estimate the Salient Features of Swiss and the term referendum, recall*

### **UNIT I INTRODUCTION**

Meaning, nature and scope of Comparative Public Administrative System – Need for comparative study – Significance of comparative study

### **UNIT II ADMINISTRATIVE SYSTEM OF U.K.**

U.K. Constitution – Salient Features – legislature – Executive –Judiciary



### **UNIT III ADMINISTRATIVE SYSTEM OF U.S.A**

USA Constitution - Salient Features – legislature – Executive –Judiciary

### **UNIT IV ADMINISTRATIVE SYSTEM OF FRANCE**

France Constitution - Salient Features – legislature – Executive –Judiciary

### **UNIT V ADMINISTRATIVE SYSTEM OF SWITZERLAND**

Switzerland Constitution - Salient Features – Legislature – Executive –Judiciary

#### **Books for Reference:**

1. Jennifer Davis, Modern System of Administration, O Reilly Media Inc. publishers, 2020
2. Alan & R.Ball, Modern Politics and Government, Palgrave publishers, 2005
3. Harold J.Laski, An Introduction to Politics, Ruba & Co., 2010
4. Anup Chand Kapur & K.K.Mishra, Select Constitution, S.Chand Publishers, 2010
5. Vishnoo Bhagawan, Vidya Bhushan, Vandana Mohla, World Constitution and Comparative Study, Sterling Publication Pvt., Ltd., 2020

**ALLIED FOR B.A., PUBLIC ADMINISTRATION**

**ALLIED PAPER – I**

**HISTORY OF INDIA FROM 1858 A.D. TO 1947 A.D**

**Objectives:**

1. To Know caused for the rise of nationalism in India
2. To study the various phases of nationalism
3. To understand the works of various leaders in the struggle

**UNIT – I**

Queen's proclamation Act of 1858 – Viceroys – Lord Canning to Lord Curzon

**UNIT- II**

Formation of Indian National Congress – National Movement – Pre – Gandian Era – Gokhale and Thilak – Gandian Era – Muslim league – Non Co- operation Movement – Simon Commission

**UNIT- III**

Constitutional Development from 1909 to 1935 – Minto Morley reforms of 1909 – Montague Chemsford Reform of 1919 – Government of India Act, 1935

**UNIT - IV**

Civil Disobedient Movement – Individual Sathyagraha

**UNIT – V**

Quit India Movement – Indian National Army – Partition of India – Indian Independence Act, 1947 – Role of Tamil Nadu in the Freedom Struggle.

**Books for Reference :**

1. R.C.Agarwal and Mahes bhatnagar, Constitutional Development and National Movement of India, S.Chand & Company Ltd., New Delhi, 2006
2. Dharma Chand Gupta, Indian National Movement and Constitutional Development, Vikas publishing House Pvt., Ltd. Noida, 1983
3. Bipin Chandra et,al, India's Struggle for Independence, Penguin India, Delhi, 2000
4. Sekar Bandyopadhyay, From Plassey to Partition: A History of Modern Indian, Orient Blackswan, Hyderabad, 2004.

**B.A PUBLIC ADMINISTRATION**  
**PROFESSIONAL ENGLISH FOR ARTS &**  
**SOCIAL SCIENCES - I**

**COURSE OBJECTIVES:**

**While studying students shall be able**

- *To develop the language skills of students by offering adequate practice in professional contexts.*
- *To focus on developing students' knowledge that will help in efficient communication*
- *To sharpen students' critical thinking skills and make students culturally aware of the target situation.*

**UNIT I : COMMUNICATION**

**Listening:** Listening to audio text and answering questions - Listening to Instructions - **Reading:** Comprehension passages –Differentiate between facts and opinion - **Writing:** Developing a story with pictures.

**UNIT II: DESCRIPTION**

**Listening:** Listening to process description.-Drawing a flow chart - **Speaking:** Role play (formal context) - **Reading:** Skimming/Scanning- Reading passages on products, equipment and gadgets. - **Writing:** Process Description –Compare and Contrast - Paragraph-Sentence Definition and Extended definition - Free Writing -**Vocabulary:** Register specific -Incorporated into the LSRW tasks.

**UNIT III: NEGOTIATION STRATEGIES**

**Listening:** Listening to interviews of specialists / Inventors in fields (Subject specific) - **Speaking:** Brainstorming. (Mind mapping) - Small group discussions (Subject- Specific) - **Reading:** Longer Reading text - **Writing:** Essay Writing (250 words) - **Vocabulary:** Register specific - Incorporated into the LSRW tasks.

#### **UNIT IV: PRESENTATION SKILLS**

**Listening:** Listening to lectures - **Speaking:** Short talks. **Reading:** Reading Comprehension passages - **Writing:** Writing Recommendations Interpreting Visuals inputs - **Vocabulary:** Register specific - Incorporated into the LSRW tasks.

#### **UNIT V: CRITICAL THINKING SKILLS**

**Listening:** Listening comprehension- Listening for information - **Speaking:** Making presentations (with PPT- practice) - **Reading:** Comprehension passages – Note making - Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills) - **Writing:** Problem and Solution essay– Creative writing –Summary writing - **Vocabulary:** Register specific - Incorporated into the LSRW tasks.

#### **Books for Reference:**

1. V.Sasikumar, Spoken English A Self: Learning guide to conversation practice, SAG Publications, 2010
2. J.K.Gangal, A Practice Course in spoken English, Vikas Publications, 20012
3. Robert Caret, Spoken English, Robbin Publishers, 2005
4. Norman Lewis, Word Power Made Easy, Pear Publications, 2015
5. O'Dell and Michael Mccart, English Collation in Use, paradise Publications, 2005

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - II**

### **ORGANIZATION THEORY**

#### **COURSE OBJECTIVES:**

##### **While studying students shall be able**

- *To identify the Meaning, Nature and Scope of Organization and Types of Organization*
- *To define the various theories of organization including classical, scientific and human relations theory*
- *To discuss the importance of organizational behavior and to motivate the employees*

#### **COURSE OUTCOMES:**

##### **After completion the course students will be able**

- *To received the knowledge on principles of organisations and approaches to study about the organisation*
- *To aware the trends in organisation, leadership techniques are important for organisational development*
- *To capable to know the powers and functions of ministries, departments and boards*

#### **UNIT I INTRODUCTION**

Meaning, Nature and Scope of Organization – Types of Organization – Principles – Approaches.

#### **UNIT II THEORIES OF ORGANIZATION**

Theories of Organization: Classical Theory – Scientific Management Theory – Bureaucratic Theory– Human Relations Theory.

### **UNIT III TYPES OF ORGANIZATIONS**

Types of Organizations – Ministries and Departments –Corporations – Boards and Commissions.

### **UNIT IV TRENDS IN ORGANIZATIONS**

Organization Change – Organisational Development – Organizational Leadership - Control – OD and Intervention Techniques.

### **UNIT V ORGANIZATIONAL BEHAVIOUR**

Organizational Behaviour – Organizational Conflict – Organizational Effectiveness – Organization and Society - Redressal Mechanism.

#### **Books for Reference:**

1. Bhattacharyya, sangamithra, Introduction to organisation theory, Universities Press, 2009
2. Robinns and Mathew, Organisation Theory: Structure, Design and Application, Neil Publications, 2009
3. B.P.Singh, T.N.Chhabra, Organisation theory and Behaviour, Dhanpaj Raj and Co., 2008
4. StepenP.Rabbin and Nelli Barnwell, Organisation theory: Concept and Cases, SNN Publications, 2004
5. Gupta.N.S., Organisation theory and Behaviour, Himalaya Publications, 2004

# **B.A PUBLIC ADMINISTRATION**

## **INDIAN ADMINISTRATION**

### **COURSE OBJECTIVES:**

**While studying students shall be able**

- *To define the Evolution of Indian Administration and Kautilya's Views on Administration*
- *To explain the basic key concepts in central and state administration with their structure and functions in state*
- *To study the constitutional authorities and its role and responsibilities in Indian administration*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To examine about the important ministries and their powers and functions in central government*
- *To aware on Prime Minister duties and president power in Indian administration*
- *To analyze the various issues involving in Indian administration*

### **UNIT I INTRODUCTION**

Evolution of Indian Administration - Kautilya's Views on Administration - the British Legacies of Indian Administration - Features of the Moghal Administration.

### **UNIT II AUTHORITIES IN ADMINISTRATION**

The President - Election , Powers , Position - The Prime Minister and Council of Minister - Appointment , Powers and Functions – Central Secretariat and Cabinet Secretariat - The Prime Minister's Office.



### **UNIT III MINISTRIES IN INDIA**

Ministries - Structure , Functions - Home Ministry - Finance Ministry - Defence Ministry - Ministry of External Affairs.

### **UNIT IV CONSTITUTIONAL BODIES**

The Election Commission - Role, Function - The Comptroller and Auditor General of India - Powers, Duties – Finance Commission - Structure, Functions.

### **UNIT V ISSUES IN INDIAN ADMINISTRATION**

Issues in Indian Administration - Generalist & Specialist - Minister & Secretary Relationship - Corruption - Criminalization of Politics.

#### **Books for Reference:**

1. Avasthi and Avasthi, Indian Administration, Laxmi Narain Agarwal publication, 2020
2. B.L.Fadia and Kuldeep Fadia, Indian Administration, SBP Publication, 2017
3. Ramesh K.Arora, Ranjith Goyal, Indian Public Administration Institution and Issues, New Age Publications, 2012
4. Dr.SanjaySen, Lakhi Debnarh, Indian Administration, Mahaveer Publications, 2015
5. K.Chopra, Indian Administration, (UPSC/State Level Service Main Examination), Unique Educational Publishers, 2020

**ALLIED FOR B.A., PUBLIC ADMINISTRATION**

**ALLIED PAPER –II**

**HISTORY OF INDIA FROM 1947 A.D. TO 2000 A.D**

**Objectives:**

1. To know the consequences of partition
2. To study policies of various governments
3. To understand the impacts of new economic policies

**UNIT – I**

Integration and Reorganization of Indian States – Role of Sardar Vallabhai Patel – Republican constitution 1950 – First General Elections, 1952.

**UNIT – II**

Nehru Era – Five Year Plans – Agricultural Development – Industrial Development – Nehru and Indian's Foreign Policy – Kamaraj Plan.

**UNIT – III**

Lal Bahadur Sastri – Indira Gandhi – Proclamation of Emergency (MISA) — Jaya Prakash Narayan –Moraji Desai – Charan Singh.

**UNIT – IV**

Re-emergency of Indira Gandhi – Punjab crisis - Blue Star Operation - Rajiv Gandhi

**UNIT - V**

V.P.Singh – Mandal Commission Report – Narasimha Rao – ManMohan Singh.

**Book for Reference:**

1. Yuvaraj Morgha, History of Contemporary India (1947 CE-2000 CE), Nirali Prakashan publication, 2019.
2. Indian History, Mag Book, Ahrihant Publishers, 2020.
3. A History of South India , Sastri K. A. Nilakanta, OUP India, 2007.
4. Kuldip Nayar, India After Nehru, New Delhi, Vikas Publishing House, New Delhi, 2000.

# **B.A PUBLIC ADMINISTRATION**

## **PROFESSIONAL ENGLISH FOR ARTS & SCIENCES - II**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges*
- *Develop their competence in the use of English competitiveness and thereby improve their employability skills.*
- *Help students with a research bent of mind develop their skills in writing reports and research proposals.*

### **UNIT I- COMMUNICATIVE COMPETENCE**

**Listening** – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

**Speaking:** Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

**Reading:** Two subject-based reading texts followed by comprehension activities/exercises

### **UNIT II - PERSUASIVE COMMUNICATION**

**Listening:** listening to a product launch- sensitizing learners to the nuances of persuasive communication-**Speaking:** debates – Just-A Minute Activities -

**Reading:** reading texts on advertisements - **Writing:** dialogue writing- writing an argumentative /persuasive

### **UNIT III- DIGITAL COMPETENCE**

Listening to interviews (subject related)

**Speaking:** Interviews with subject specialists (using video conferencing skills)

Creating Blogs - **Reading:** Selected sample of Web Page (subject area) -**Writing:**

Creating Web Pages - **Reading Comprehension:** Essay on Digital Competence for Academic and Professional Life.

### **UNIT IV - CREATIVITY AND IMAGINATION**

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other

**MOOC videos on Indian academic sites - E.g.**

**<https://www.youtube.com/watch?v=tpvicScuDy0>) - Speaking:** Making oral

presentations through short films – subject based - **Reading:** Essay on Creativity

and Imagination (subject based) - **Writing** – Basic Script Writing for short films

(subject based) - Creating web pages, blogs, flyers and brochures (subject based)

### **UNIT V- WORKPLACE COMMUNICATION & BASICS OF ACADEMIC WRITING**

**Listening** - Short academic presentation using PowerPoint - Reading & Writing:

Product Profiles, Circulars, Minutes of Meeting -Writing an introduction,

paraphrasing and Punctuation.

#### **Books for Reference:**

1. Jean Yates, Practice Makes Perfect English conversation, premium Publications, 2011
2. Jeyeeshree Balan, Spoken English, McGrawHills, 2008
3. Michael Swan, Practical English Usage, Oxford University Press, 2017
4. Sreevalsan, Spoken English: A Hands on guide to English conversation practice, Vikas Publishing House, 2002
5. J.P.Harrison and Bansa, Spoken English, Orient Longman Limited,2010.

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - III**

### **PRINCIPLES OF MANAGEMENT**

#### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Identify the Definition, nature, scope and significance of Management*
- *Listen the Importance of Management, Evolution of Management Thought*
- *Learn the Modern Management Technique, Levels of Management and Management Techniques in Government.*

#### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To explain the leadership styles in an organisation*
- *To analyse management process of planning, coordination, delegation and communication*
- *To describe the functions and issues in management*

#### **UNIT I INTRODUCTION**

Definition, nature, scope and significance of Management – difference between Management and Administration – Importance of Management, Evolution of Management Thought.

#### **UNIT II MANAGEMENT SYSTEM**

Modern Management Techniques – Levels of Management – Management Techniques in Government.

#### **UNIT III LEADERSHIP STYLES**

Planning – Decision making – Supervision - Coordination – Communication – Leadership – Training.

## **UNIT IV MANAGEMENT TECHNIQUES**

Management by Objective (MBO) – Management Information System – Total Quality of Management.

## **UNIT V MODERN MANAGEMENT**

Participative Management – Self Management – Quality Circle

### **Books for Reference:**

1. Meenakshi and Gupta – Principles of Management, prentice Hall India Learning, 2009
2. S.K.Sarangi, Principles of Management: Theory and Practice, Asian Book Pvt., 2010.
3. David.s and Bright, Principles of Management, ASP Publications, 2019
4. Dr.S.Radha, Dr.P. Padndian, G.Gnanasekaran Principles of Management, Charulatha Publications 2019,
5. R.C.Bhatia, Principles of Management, Sterling Publishers, 2013

# **B.A PUBLIC ADMINISTRATION**

## **LOCAL GOVERNANCE IN INDIA**

### **COURSE OBJECTIVES:**

**While studying students shall be able**

- *To describe the Nature, Scope and Importance of Local Administration*
- *To Learn the Balwant Ray Mehta and Ashok Mehta Committee Reports and its implementation status*
- *To Identify the Rural local Government Structure and Functions and term Village Panchayat*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To explain the Evolution of Local Government in Independent India*
- *To analyse the Rural and Urban Development Programmes*
- *To estimate the Role of District Collector in Local Government Administration*

### **UNIT I INTRODUCTION**

Nature, Scope and Importance of Local Administration - Evolution of Local Government in Independent India – Community Development Programme- Balwant Ray Mehta and Ashok Mehta Committee Reports.

### **UNIT II RURAL LOCAL GOVERNMENT**

Rural local Government - Structure and Functions - Village Panchayat - Panchayat - Samithi – Zilla Parizad - Local Finance - 73rd Amendment Act.

### **UNIT III URBAN LOCAL GOVERNMENT**

Urban Local Government - Structure and Functions - Municipal Corporation - Municipality - Town Panchayat - Township - Cantonment - Notified Area- 74th Amendment Act.



## **UNIT IV DEVELOPMENT PROGRAMMES**

Rural and Urban Development Programmes - Community Development Programmes - Employment and Poverty Alleviation Programmes - Urban Development Schemes - Housing, Water supply and Sanitation Schemes.

## **UNIT V DISTRICT ADMINISTRATION**

Role of District Collector in Local Government Administration - Role of DRDA - Control over Supervision Local Bodies.

### **Books for Reference:**

1. Pradeep Sachdeva, Local Government in India, Person Education India, 2011
2. Bidjutchakrabarty and Rajendra Kumar Pandey, Local Government in India, Sage publication, 2018
3. Neena.Ms., Local Government and Administration, Alfa Publication, 2008
4. Gajana.R.P.,Sharama.A, Public Administration and Local Government Administration, Crescent Publish Corportation.
5. S.R.Maheswari, Local Government in India, LaxmiNarain Agarwal publication, 2009.

**ALLIED FOR B.A., PUBLIC ADMINISTRATION**  
**ALLIED PAPER – III**  
**INDIAN ECONOMY - PROBLEMS AND POLICIES – I**

**OBJECTIVES:**

1. Students learn the features of under developed and developing economics of India.
2. To understand impact of population explosion on economic growth.
3. The course provides knowledge on Indian agriculture and its role in growth of Indian economy.

**UNIT – I**

Features of Less developed and developing Economics – The Determinates of Economic development - Economic and Non – Economic factors – concepts of Economic Growth and Development.

**UNIT – II**

Capital Formation - Human and Physical savings and Investment Pattern during the plans – National Income – Methods – Trends – Limitations – National Income Accounts – Recent Trends in National Income.

**UNIT – III**

Human Resources – Population Growth as a Retarding Factor – Population Explosion - Population Policy.

**UNIT – IV**

Agriculture – its place and Role in the National Economy – Crop Pattern – Causes for Low Productivity – land Reforms Need and Scope – Appraisal of Land Reform measures.

## **UNIT – V**

Food problem – Methods of solving it – Food security - concept – Food – self sufficiency – Public Distribution system – Tenth plan and Food Security – Green Revolution – National Agricultural Policy, 2000.

### **REFERENCE BOOKS**

1. Sundaram, K.P.M. Fundamentals of Economics.
2. Uma Kapila., Indian Economy Performance and Policies 21st Edition 2020.
3. Indian Economy: Developmental Problems And Policies, 2020

# **B.A PUBLIC ADMINISTRATION**

## **GK FOR COMPETITIVE EXAMS**

### **COURSE OBJECTIVES:**

**While studying students shall be able**

- *To get knowledge Indus Valley Civilization, Culture and Heritage of Tamil people*
- *To reveal the emergence of national leaders and Role of Tamil Nadu leaders in freedom struggle Rajaji, VOC, Barathi*
- *To understand the status of natural resources of India*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To received the knowledge on concept of India as a secular state*
- *To acquiring knowledge about structure and functions of central vigilance commission, NHRC and CAG*
- *To analyse the various Political Social Issues in India, who are all in Eminent personalities in Sports, Games and their Award*

### **UNIT I INTRODUCTION**

Indus Valley Civilization – Guptas, Delhi Sultans, Mughals and Marathas – Age of Vijayanagaram and the bahamanis - Culture and Heritage of Tamil people

### **UNIT II EMERGENCE OF NATIONAL LEADERS**

Emergence of National Leaders – Gandhi – role of Tamil Nadu in freedom struggle Periyar, Kamaraj, Barathi.

### **UNIT III AGENCIES FOR GOOD GOVERNANCE**

National Human Rights Commission – State Human Rights Commission – Central Information Commission – State Information Commission.

## **UNIT IV RESOURCES IN INDIA**

Water Resources – Rivers in India – Soil – Minerals and Natural Resources – Natural Calamities - Disaster Management.

## **UNIT V CURRENT AFFAIRS**

Current Affairs - Awards and Honours – Social Issues in India – welfare oriented government schemes.

### **Books for Reference:**

1. R.Gupta, General Knowledge and Current Affairs, Sage Publishers, 2021
2. Edgar Thorpe and Showick Thorpe, General Knowledge, Manual SBE Publishers, 2017
3. Arihant, General Knowledge – Experts 2020, CLAT, (Common Law Admission Test), Arihant Publishers, 2020
4. Arihant, General Knowledge, Arihant Publishers, 2020,
5. Mammen Mathew, Manorama Year Book – 2021, MalayalaManorama Press, 2020

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - IV**

### **PUBLIC PERSONNEL ADMINISTRATION**

#### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Define the Meaning, Nature and scope of Public Personnel Administration*
- *Express the Bureaucratic, Democratic Personnel Systems and their merits and demerits*
- *Know the term Recruitment, Problems of recruitment, Methods of recruitment , Direct Recruitment, Appointment and Probation*

#### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To explain the objectives of Tenure System, Merit System and Spoil System*
- *To analyse the importance of Training for public services in India*
- *To describe the recent trends and issues in personnel administration*

#### **UNIT I INTRODUCTION**

Meaning, Nature and scope of Public Personnel Administration – Bureaucratic – Democratic Personnel Systems and their merits and demerits.

#### **UNIT II PUBLIC SERVICES**

Public Service – Tenure System – Merit System – Spoil System – Merit and Demerits – Position classification.

#### **UNIT III RECRUITMENT**

Recruitment – Problems of Recruitment – Methods of Recruitment – Direct Recruitment– Appointment and Probation.

#### **UNIT IV TRAINING METHODS**

Training – Objectives of Training – Types of Training – Training for Public Services in India – Promotion – Transfer - Retirement Benefits.

#### **UNIT V TRENDS IN PERSONNEL ADMINISTRATION**

Conduct and Discipline – Morale – Employer – Employee Relations – Employee Associations.

#### **Books for Reference:**

1. Edward Kellough, Lloyd G.Nigro, The New Public Personnel Administration, Wadsworth publishing Co.in, 2013
2. Sharma.M.K., Personnel Administration, Anmol Publishers 2007
3. Palekar .S.K., Public Personnel Administration, ABD Publishers, 2005
4. Norma, M.Riccucci, Public Personnel Management, Routledge Publishers, 2017
5. Liorens, Kilinger, Johan Nalbandian, Public Personnel Management, 2017

# **B.A PUBLIC ADMINISTRATION**

## **INDIAN CONSTITUTION AND ADMINISTRATION**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Define the concept Constitution, Types of Constitution, Characteristics of Constitution and Importance of Constitution*
- *Assess the Salient features of Constitution : Directive Principles of State Policy, Fundamental Rights, Fundamental Duties*
- *Express the Union government structure, powers and functions of the president and Prime Minister*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To know the basic principles of central secretariat administration in the state*
- *To identify the state government structure, powers and functions of the chief Minister and council of minister*
- *To describe the concept of district administration and role of collector to strengthen the village panchayat administration*

### **UNIT I INTRODUCTION**

Constitution – Types of Constitution – Characteristics of Constitution – Importance of Constitution

### **UNIT II FEATURES OF INDIAN CONSTITUTION**

Preamble - Salient Features - Directive Principles of State Policy - Fundamental Rights - Fundamental Duties - Federal and Unitary Features of the Indian Constitution.



### **UNIT III UNION ADMINISTRATION**

Union Administration – President - Prime Minister - Cabinet Secretariat.

### **UNIT IV STATE ADMINISTRATION**

State Administration – Governor - Chief Minister - State Secretariat.

### **UNIT V LOCAL ADMINISTRATION**

District Administration - Local Self Government – Village President- VAO.

#### **Books for Reference:**

1. Mahendra pal Singh, Constitution of India, SKL Publications, 2017
2. Khanna.H.R. Making of India's Constitution, Eastern Book Company, 2015
3. Sujatha R. Manohar (Justice), Constitutional Law of India, Eastern book Company, 2010
4. Latika Sekar, Indian Constitution and Administration, Gyan Geeta Prakashan Publishers, 2018
5. D.D.Basu, Introduction to the Constitution of India, Lexis and Nexis Publishers, 2019.

## **ALLIED FOR B.A., PUBLIC ADMINISTRATION**

### **ALLIED PAPER – IV**

## **INDIAN ECONOMY - PROBLEMS AND POLICIES – II**

### **OBJECTIVES:**

1. The course provides knowledge on various industrial policies and the industrial growth from 1948 to 1991.
2. Students learn the importance of infrastructural development and its role in Indian Economy.
3. Pupils learn the Export and Import policy, India's Foreign Trade and Balance of Payments.

### **UNIT – I**

Role of industries in Economic development – cottage, small scale and large scale industries (Cotton, Iron and Steel, Jute, Sugar and Tea) – Industrial Policies: 1948,1964,1977,1980 and 1991.

### **UNIT – II**

Industrial Labour – Features – organization – industrial relations – social security schemes – unemployment and employment policy - Evolution of Governments Policy.

### **UNIT – III**

Transport - Importance of Transport (Road, Railway, Shipping and Civil Aviation) – Evolution of Governmental Policy.

### **UNIT – IV**

Planning in India – A Brief resume of India's Five Year Plans – The Tenth Five Year Plan 2002 -07: Objectives and Targets - Plan outlay – Sectoral Development programme – poverty in India – Poverty Eradication programme – Regional Development Disparities.

## **UNIT – V**

Indian's Foreign Trade and Balance of Payments – Export and import policy – GATT, WTO and India's Foreign Trade.

### **REFERENCE BOOKS**

1. Srinivasan.T.N., Indian Economy: Current Problems and Future Prospects, 2003
2. Nageswaran.V. A., Long-Term *Economic Challenges*, 2019

# **B.A PUBLIC ADMINISTRATION**

## **SOCIAL PROBLEMS IN INDIA**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Listen the Social Structure in India particularly in Ancient, Medieval and Modern Society*
- *Know the term Civil issues : Population Growth, Illiteracy , Unemployment and Poverty*
- *Understand the Gender issues like Child Labour, Child Abuse , Violence against Women in India*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To explain the nature, significance and types of social problems*
- *To evaluate the term religious, find out the reasons behind the problem*
- *To analyse the social issues in India and how it will affect the development of the nation*

### **UNIT I INTRODUCTION**

Social Structure in India – Ancient, Medieval and Modern Society – Reforms and Modern Society

### **UNIT II CIVIC ISSUES**

Population Growth – Illiteracy – Unemployment – Poverty – Issue of Social Inclusion and Exclusion– Civil Society and NGOs

### **UNIT III GENDER ISSUES**

Child Labour – Child Abuse – Violence against Women – Domestic Violence

#### **UNIT IV RELIGIOUS ISSUES**

Castism – Communalism –Regional Unrest – Minorities and Reservation -  
Lingustism

#### **UNIT V SOCIAL ISSUES**

Alcoholism – Drug Abuse – Digital Divide - Cyber Crime – Social Media and  
Awareness

#### **Books for Reference:**

1. Ahuja Ram, Social Problems in India, Rawat Publishers, 2014
2. NadeenHasnain, Indian Society: Themes and Social Issues, McGrawHill Publishers, 2019
3. Kumar Dhrub – Economic and Social Issues, Remesh Publishing House, 2018
4. M.N.Srinivasan, Social Change in Modern India, Orient Black Swan Publishers, 2005
5. NadeenHasnain, Indian Society and Culture: Continuity and Change, McGrawHill Publishers, 2011

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - V**

### **GOVERNMENT AND ADMINISTRATION OF TAMILNADU**

#### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Know about the Nature of Administrative System in Tamil Nadu: Ancient and British Period*
- *Learn the Salient Features and scope of Tamil Nadu Administration*
- *Study about the Important Department and Organisations functions in Tamil Nadu*

#### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To explain the State Administration: Secretariat, Chief Secretary, Chief Minister's Special Cell*
- *To analyse the activities of State Finance Commission, State Planning Commission, Development Authority (CMDA)*
- *To examine the process of State Recruiting Agencies: Tamil Nadu Public Service Commission and Teachers Recruitment Board*

#### **UNIT I INTRODUCTION**

Nature of Administrative System in Tamil Nadu: Ancient and British Period –  
Salient Features of Tamil Nadu Administration

#### **UNIT II STATE ADMINISTRATION**

State Administration: Secretariat – Chief Secretary – Chief Minister's Special Cell  
– Collectorate Service in District – Taluk Administration – Village Administration

### **UNIT III DEPARTMENTS**

Important Department and Organisations: State Finance Commission –State Planning Commission – Development Authority (CMDA) – Department of Town and Country Planning (DTCP) – District Development Council

### **UNIT IV SPECIALIZED DEPARTMENT**

ELCOT – TANSIDCO – THADCO – TASMAL – Arasu E Sevai Maiyam

### **UNIT V RECRUITING AGENCIES**

State Recruiting Agencies: Tamil Nadu Public Service Commission – Teachers Recruitment Board – USRB.

#### **Books for Reference:**

1. ChithraMadhavan, History and Culture of Tamil Nadu, D.K.Print World Ltd., 2005
2. Rajayyan.K., Tamil Nadu – The Real history, EthirVeliyed Publishers, 2015
3. Sriram. G, Tamil Nadu Ninaivagam, Chennai, Sakthi Publishing House, 2016
4. Venkatesan.K, Tamil Government Administration and Governance, VarathamanaPathippagam, 2016
5. [www.tngove.in](http://www.tngove.in)

# **B.A PUBLIC ADMINISTRATION**

## **SOCIAL WELFARE ADMINISTRATION**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Learn the meaning, nature and scope of Social Welfare Administration*
- *Read the history and growth of Social Welfare Administration in India*
- *Identify the Role of United Nations organizations in Social Welfare Administration*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To examine the characteristics of Social Welfare agencies at state Level and functions of state Social Welfare Board*
- *To acquiring knowledge about the various social welfare programmes*
- *To evaluate the implementation of status of special social welfare programmes*

### **UNIT I INTRODUCTION**

Social Welfare Administration - Evolution of Social Welfare in India – Social Welfare Administration as a discipline and as a Profession.

### **UNIT II AGENCIES FOR SOCIAL WELFARE**

Role of UN in Social Welfare Administration - Social Welfare Agencies at Union Level – Central Social Welfare Board

### **UNIT III STATE LEVEL AGENCIES**

Social Welfare agencies at state Level – state Social Welfare Board – Voluntary Organization in Social Welfare.



#### **UNIT IV SOCIAL WELFARE PROGRAMMES**

Welfare Programmes - Family welfare – Women welfare, Transgender welfare, Child welfare - Youth welfare.

#### **UNIT – V SPECIAL WELFARE PROGRAMMES**

Special Welfare Programmes - Aged –Disabled –Drug Addicts –Ex-Service Man

#### **Books for Reference:**

1. Anil Patak - Social Welfare Administration, Centrm Press publication, 2014
2. Dr.D.R.Schdeva, Social Welfare Administration in India, KitabMahal Publication 2018
3. M.K.Singh, Social Welfare Administration and Social Policy, vagu Education of India Publisers, 2021
4. Dr.Birender Prasad Varma - Social Welfare Administration, and Social Development GyanGeetaPrakashan, 2020
5. S.Rengasamy – Social Welfare Administration, Madurai Institute of Social sciences, 2010

# **B.A PUBLIC ADMINISTRATION**

## **E – GOVERNANCE IN INDIA**

### **COURSE OBJECTIVES:**

#### **While studying students shall be able**

- *To explain the meaning, nature, importance and strategies of E – Governance*
- *To understand the various concepts and types of E – Governance*
- *To express the idea of citizen centric governance*

### **COURSE OUTCOMES:**

#### **After completion the course students will be able**

- *To know information technology and challenges of E – Governance*
- *To detailed about E – Governance projects at centre and state level*
- *To ability to think and identify the issues in E – Governance*

### **UNIT I INTRODUCTION**

Meaning, Nature and Importance of E- Governance – SMART Governance – Evolution of E- Governance

### **UNIT II MODELS OF E – GOVERNANCE**

Models of E – Governance - Public and Private partnership (PPP) in E-Governance – Difference between government and Governance – Implementation of E - Governance

### **UNIT III DATA & E – GOVERNANCE**

Data Warehouse – Government Web Services – State Data Centre - Government Database management

## **UNIT IV E – GOVERNANCE IN TN**

Digitalization of State and District Administration – E – Governance Projects – E – Seva Centres – E – Services.

## **UNIT V TRENDS IN E – GOVERNANCE**

Cyber Law – Legal Status for Digital Transactions – Information Technology on Government Services.

### **Books for Reference:**

1. Satyanarayanan.J: e-Government – the science of the possible; Prentice hall of India (PVT), New Delhi.
2. Kenneth Kennison and Deepak Kumar (Eds): IT Experience in India; Bridging the Digital Divide, Sage Publication, New Delhi, 2004.
3. IT Act, Government of India, [www.mit.gov](http://www.mit.gov)
4. Gupta .D.N, E – Governance – A Comprehensive Framework, Institute of social Science, 2008
5. Editors: Urmani Kaushal, Puneet Kumar, Rajesh Sharma, E-Governance in India: Problems, Prototypes and Prospects, Nova Science Publishers Inc Publishers, 201

# **B.A PUBLIC ADMINISTRATION**

## **ADMINISTRATION OF PUBLIC GRIEVANCES**

### **COURSE OBJECTIVES:**

#### **While studying students shall be able**

- *To define the Need for Political Education, Citizen Obligation under Indian Constitution*
- *To explain the Approaching Government Agencies for various welfare Programmes.*
- *To procedure for Applying for Ration Card, Voter Registration, Voter Identity Card and PAN Card*

### **COURSE OUTCOMES:**

#### **After completion the course students will be able**

- *To awareness on Make use of Right to information Act 2005*
- *To way to see the Central and State Job Notifications, Qualifications for Exams*
- *To clarify the Meaning, Significance, Organization and Functions of NGO*

### **UNIT I INTRODUCTION**

Need for Political Education – Citizen Obligation under Indian Constitution – Citizenship Training – Political Culture.

### **UNIT II WELFARE PROGRAMMES**

Approaching Government Agencies for various Welfare Programmes – Applying for Ration Card – Voter Registration – Voter Identity Card – PAN Card

### **UNIT III ENROLLING MEMBERSHIP**

Enrolling Membership for Central and State Government Programme – Employment Registration – Make use of Right to information Act 2005.

### **UNIT IV COMPETITIVE EXAMS**

Central and State Job Notifications – Qualifications for Exams: UPSC - TNPSC - SSC – RRB - Online Application fill up methods in various Exams

### **UNIT V NGO'S ROLE**

NGO - Meaning, Significance – Organization and Functions of NGO – Sources of Finances of NGOs – Expenditure, Account and Audit of NGOs.

#### **Books for Reference:**

1. Dennis Wilcox and Glen T. Cameron, Public Relation: Strategies and Tactics, Pearson Educational Publishers, 2009
2. Bruce Rocheleau, Public Management Information System, IGI Publishing, 2006
3. Isaiah Mahaolani Mahlangu, Public Participation, LAP Lambert Academic Publishing, 2011
4. Dr. Mamta Rao, Public Interest Litigations, Central Law Agencies, 2008
5. Dr. Ashok, Dhamija, Prevention of Corruption Act, Lexis –Nexis Publishers, 2009

# **B.A PUBLIC ADMINISTRATION**

## **POLITICAL THEORY**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Understand the Meaning, nature and scope of Political Science*
- *Estimate the importance of Political Science, term Sovereignty and concept of Citizenship*
- *Know the Origin of State, elements of State, nature of Governments and what are the organs of Governments*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To evaluate the Theories of state: Divine Theory, Force Theory, Social Contract Theory and Evolutionary Theory*
- *To describe the Peoples Rights: Liberty, Equality, Justice and Democratic Participation in government*
- *To discuss the term Liberalism, Marxism, Fascism and Gandhism*

### **UNIT I INTRODUCTION**

Meaning, nature and scope of Political Science – Importance of Political Science – Sovereignty – Citizenship

### **UNIT II STATE AND GOVERNMENTS**

Origin of State – Elements of State – Governments – organs of Governments

### **UNIT III POLITICAL THEORIES**

Theories of state: Divine Theory – Force Theory – Social Contract Theory- Evolutionary Theory

## **UNIT IV POLITICAL IDEAS**

Rights – Liberty – Equality – Justice – Democratic Participation

## **UNIT V POLITICAL IDEOLOGIES**

Liberalism – Marxism – Fascism – Gandhism

### **Books for Reference:**

1. Eddy Asirwatham, Political Theory, New Delhi, 2007
2. Agarwal R.C, Political Theory, New Delhi, S.Chand & Co Publications, 2008
3. Aakash Singh Rathore, Indian Political Theory, Routledge Publishers 2019
4. Andrew Shorten, Contemporary Political Theory, Macmillan Education UK, 2018
5. Andrew Heywood, Political Theory , Palgrave Macmillan, 2004

# **B.A PUBLIC ADMINISTRATION**

## **HUMAN RIGHTS ADMINISTRATION**

### **COURSE OBJECTIVES:**

While studying students shall be able

- *To define the origin, nature and scope of human rights education*
- *To explain the civil, political, economical and cultural rights of citizen in India*
- *To discuss about the national human rights act, national commissions for minorities*

### **COURSE OUTCOMES:**

**After completion the course students will be able to**

- *Learn about the various theories on human rights, types of rights*
- *Importance of legal mechanisms like United Nations Human Rights Commission, National Human Rights Commission and SHRC*
- *Clarification on causes of religious violations, caste issues, women and child issues in India*

### **UNIT I INTRODUCTION**

Origin of the Human rights – Nature and Scope of Human Rights – Human Rights and Duties

### **UNIT II CONSTITUTIONAL REMEDIES**

Constitutional Remedies – Human Rights Violation against Men – Women – Children

### **UNIT III UNIVERSAL DECLARATION OF HUMAN RIGHTS**

Universal Declaration of Human Rights – Human Rights Court



## **UNIT IV VIOLENCE IN INDIA**

Communal Violence in India – Female Infanticide – Refugees - Bonded Labourer – Prisoners

## **UNIT V MEDIA IN HUMAN RIGHTS**

Human Rights and Media – Human rights and Voluntary Organisations – Human Rights in New Era

### **Books for Reference:**

1. M.Girija, K.Pushpavalli, P.Subashree – Human Rights: An Overview, A Chand & Co, 2016
2. Manoj Kumar Singh, Implementation of Basic Human Rights, Lexis and Nexis Publications, 2013
3. Dr.H.D.Agarwal, Human Rights, Central Law Publications, 2020
4. Sarita cargos, Human Rights and Education,
5. K,.K.Ghai, Indian constitution and Human Rights

# **B.A PUBLIC ADMINISTRATION**

## **SEMESTER - VI**

### **ADMINISTRATIVE THOUGHT**

#### **COURSE OBJECTIVES:**

##### **While studying students shall be able**

- *To find out the Politics and Dichotomy theory and Wilson contribution to developed the subject Public Administration*
- *To get knowledge Webbers theory on authority and Simon decision making theory on leadership in an organisation*
- *To understand the concept of motivational theories with thoughts of Maslow, Herzberg and McGregor*

#### **COURSE OUTCOMES:**

##### **After completion the course students will be able**

- *To analyse the origin, growth of public administration from political science*
- *To think about the characteristics and importance of scientific management theory and Taylor's contribution to the industry*
- *To assess the Thiruvalluvar views on Administration and Ambedkar's role on Indian Administration*

#### **UNIT –I INTRODUCTION**

Kautilya – Thiruvalluvar - Woodrow Wilson

#### **UNIT II CLASSICAL THEORY**

Henry Fayol - Gulick – Urwick

#### **UNIT III STRUCTURAL THEORY**

Max Webber - F.W. Taylor

## **UNIT IV NEO CLASSICAL & BEHAVIOURAL THEORY**

Elto Mayo - C.I. Barnad – Herbert A. Simon.

## **UNIT V MOTIVATION THEORY**

Abraham Maslow – Herzberg

### **Books for Reference:**

1. Anupama Puri Mahjan – Administrative Thinkers, SAGE Publications, 2020
2. Gugulothasrinu, Administrative Thought, ReadWorth, 2020
3. Sapru, R.K – Administrative theories and Management thought, Prentice Hall India, 2008
4. Anil Kumar - Administrative Theories and Thought, Neha Publishers, 2011
5. Rakeshhooja and Ramesh K,Arora, Administrative Theories: Approaches, Concepts and Thinkers in Public Administration, 2007

# **B.A PUBLIC ADMINISTRATION**

## **DEVELOPMENT ADMINISTRATION**

### **COURSE OBJECTIVES:**

While studying students shall be able

- *To define the Meaning, nature and scope of Development Administration and approaches to Development Administration*
- *To discuss the Bureaucracy and Development Administration, Development planning*
- *To analyse the Developmental Programme in Agricultural, Educational and Role of NGO's in Development Administration*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To know about the peoples participation in Development Administration*
- *To understanding the concept of District Administration, role of collector in district level*
- *To discuss the role of NGO's and United Nations Organisation in Development Administration*

### **UNIT I INTRODUCTION**

Meaning, Nature, Scope and Importance of Development Administration – Evolution of Development Administration

### **UNIT II TRADITIONAL ADMINISTRATION**

Traditional Administration – Bureaucracy and Development Administration – Hierarchy in Administration – Red Tapism

### **UNIT III DEVELOPMENT PLANNING**

Development Planning in India – District Collector – DRDA – Field Level Agencies- Peoples Participation in Development Administration

### **UNIT IV URBAN & RURAL DEVELOPMENT PROGRAMMES**

Urban Development Programmes: Urban Self Employment Programme – JNNURM - Rural Development Programmes: Agricultural Programme – MGNREGA.

### **UNIT V NGO'S & DEVELOPMENT ADMINISTRATION**

NGO's and Development Administration – Citizen Grievances and Redressal Mechanism

#### **Books for Reference:**

1. Anupama Puri Mahjan - Development Administration in India, Sage India Publications, 2019
2. R.K. Sapru - Development Administration in India Sterling Publications, 2015
3. Neetu Sharma – Development Administration in India, Gullybab Publications, 2012
4. Palekar S.A - Development Administration in India, Printice hall India, 2012
5. Ratnakar Gaikwad - Development Administration in India, Yashadha Publications, 2007

# **B.A PUBLIC ADMINISTRATION**

## **FINANCIAL ADMINISTRATION IN INDIA**

### **COURSE OBJECTIVES:**

#### **While studying students shall be able**

- *To listen the Nature, Scope and significance of Public Finance Administration and able to know Budget its Principles*
- *To identify the financial administrative system following by various countries like U.K,U.S.A*
- *To explain the nature Indian budgetary system , role of finance ministry and finance commission in India*

### **COURSE OUTCOMES:**

#### **After completion the course students will be able**

- *To understand the concept of budget, process of budget and types of budget*
- *To describe the budget making procedure and control over public expenditure in U.K & U.S.A*
- *To evaluate the central state financial relations, tax administration and sources of local revenue*

### **UNIT I INTRODUCTION**

Nature, Scope and Significance of Public Financial Administration – Meaning and Principles of Budget – Modern techniques of Public Financial Administration.

### **UNIT II INDIAN BUDGETARY SYSTEM**

Aspects of Indian Budgetary system – Preparation and Enactment of Budget – Execution of Budget – Finance Ministry.

### **UNIT III COMMITTEES ON FINANCE**

Public Accounts Committee – Estimate committee – Committee on Public Undertakings – Committee on Subordinate Legislation.

### **UNIT IV CAG IN INDIA**

Meaning of Audit – Audit in India – Comptroller and Auditor General of India – Separation of Accounts from Audit.

### **UNIT V RESOURCE MOBILIZATION**

Finance Commission – Resource Mobilization – Tax Administration in India – State Finance Commission.

#### **Books for Reference:**

1. Toshilhiro - Principles of Public Finance, Springer publishers, 2016
2. Jonathan Gruber, Public Financial Administration, Worth Publishers 2007
3. Khan.M.Y. – Indian Financial System, McgrawHills Publishers, 2019
4. Prasanna Chandra, Financial Management: Theory and Practice, McgrawHills Publishers, 2019
5. Pathak bharti, Dr.S.S.Verma – Indian Financial System, Pearson Publication, 2018

# **B.A PUBLIC ADMINISTRATION**

## **INTERNATIONAL ORGANIZATIONS AND MANAGEMENT**

### **COURSE OBJECTIVES:**

#### **While studying students shall be able**

- *To define the formation United Nations Organisation: Purpose and Structure*
- *To describe the United Nations reforms in Post cold war era in the world*
- *To know about the specialised agencies in UNO and its role to develop the world*

### **COURSE OUTCOMES:**

#### **After completion the course students will be able**

- *To analyse the origin and growth of international Organisations*
- *To solve the labour and child and women issues by the UNO*
- *To evaluate the necessity of formation of regional agreements with neighbouring countries*

### **UNIT I INTRODUCTION**

UNO - General Assembly - Secretary - International Court of Justice - The Secretariat

### **UNIT II CULTURAL AND WELFARE AGENCIES**

UNESCO - UNICEF - FAO

### **UNIT III ECONOMIC AGENCIES**

UNDP - IMF - IBRD (World Bank)



## **UNIT IV LABOUR AND HEALTH AGENCIES**

ILO – WHO – UNHRC

## **UNIT V PEACE AND CO - OPERATION BODIES**

NATO –NAM – EU – SAARC

### **Books for Reference:**

1. Michael Davies, Richard Woodward, International Organisation: A Companion, Coventry University UK, 2014
2. Nick van Dam, Jos Marcus, Organisation and Management, Routledge Publishers, 2007
3. Spectrum Editorial Team, International Organisation: Conference and Treaties, Spectrum Publications, 2019
4. Pavneet Singh, International Relations for General Studies, McGrawHills, 2020
5. V.N.Khanna, Leslie Kumar, International Relations, Vikas Publishers, 2020

# **B.A PUBLIC ADMINISTRATION**

## **POLITICAL PARTIES IN INDIA**

### **COURSE OBJECTIVES:**

**While studying students shall be able to**

- *Learn about the Meaning, nature and importance of Political Parties*
- *Classify the types of Political Parties and its principles to propaganda*
- *Point out the Role of Political Parties in policy making and developing the state*

### **COURSE OUTCOMES:**

**After completion the course students will be able to**

- *Explain the emergence of national parties in India and find their eligibility to become a national party*
- *Describe the regional parties, state political parties alliance with national parties*
- *Understand the term election manifesto, types and techniques of propaganda in election*

### **UNIT I INTRODUCTION**

Meaning, Nature and Importance of Political Parties – Types of Political Parties-  
Role of Political Parties in Policy Making

### **UNIT II NATIONAL PARTIES**

Congress – Bharathiya Janatha Party – Communist Party – Marxist Communist  
Party

### **UNIT III REGIONAL PARTIES**

AAP – BSP- Trinamool Congress- Siva Sena – YSR Congress

#### **UNIT IV TAMIL NADU PARTIES**

DMK – ADMK – DMDK – PMK – MDMK – Nam Tamilar Party

#### **UNIT V ISSUES AND TRENDS**

Political Alliance – Election Manifesto – Election Campaign – Party Switching

#### **Books for Reference:**

1. Roy M.P.Singh - Indian Political Parties, Manak Publishers 2005
2. Desarathi Bhuyan - Role of Regional Political Parties in India, Mittal publication, 2007
3. Hasan Zoya - Parties and Party Politics in India, Oxford University Press, 2004
4. Sharat Kumar - Political Parties and Administrative Reforms in India
5. M.P.Singh - Himansuroy Indian Political System

# **B.A PUBLIC ADMINISTRATION**

## **INDIAN POLITICAL THINKERS**

### **COURSE OBJECTIVES:**

**While studying students shall be able**

- *To know about the eminent political thinkers in India and their ideologies on politics*
- *To understand about the Mahabharatham and its evidence of dharma and Manu in Hindu religion*
- *To receive knowledge on social reformers and their ideology on society*

### **COURSE OUTCOMES:**

**After completion the course students will be able**

- *To clearly get thoughts of Indian political philosophers*
- *To assess the role of Nehru and Indira Gandhi on Indian Political Administration*
- *To estimate the contribution of social political thinkers in Tamil Nadu*

### **UNIT-I – INTRODUCTION**

Vedic Period - Ethics Period: Mahabharatham – Kautilya – Manu and Dharma

### **UNIT-II - SOCIAL REFORM THINKERS**

Raja Ram Mohan Ray – Swamy Dayananda Saraswathi – Swamy Vivekananda

### **UNIT-III - INDIAN POLITICAL THINKERS**

Bal Gangadhar Tilak – Gopala Krishna Gokhale – Mohandas Karamchand Gandhi

### **UNIT-IV - POLITICAL ADMINISTRATIVE THINKERS**

Jawaharlal Nehru – Indhira Gandhi – Vallabai Patel - B.R.Ambedkar

### **UNIT-V - SOCIAL & POLITICAL THINKERS IN TAMILNADU**

Rajaji – Sathyamoorthy - Periyar E.V. Ramasamy - Kamarajar

#### **Books for Reference:**

1. Himanshu Raj & M.P. Singh, Indian Political Thought: Themes and Thinkers, Pearson Education in India. 2011
2. Himanshu Raj & M.P. Singh, Indian Political Thought, Pearson Education in India. 2007
3. Urmila Sharma, S.K.Sharma, Indian Political Thought, A brilliant Book House Publications, 2010
4. Prem Arora, Indian Political Thought, Bookhieves Publications, New Delhi, 2010
5. V.R.Mehta, Foundation of Indian Political Thought, Manohar Publishers and Distributors, 2010

**MODEL QUESTION PAPER**  
**FOR CORE AND ELECTIVE PAPERS**

*From 2021 – 2022 Admitted Students*

**Time : 3hours**

**Marks -75**

**Part – A: (15x1=15 Marks)**

**Answer all questions, Objective questions with 4 answers**

Questions 1 and 3 - From Unit -I

Questions 4 and 6 - From Unit - II

Questions 7 and 9 - From Unit - III

Questions 10 and 12 - From Unit - IV

Questions 13 and 15 - From - Unit -V

**Part – B: (2x5= 10)**

**Answer the following Answer any TWO Questions in about 100 words each:**

Questions 16 From Unit- I

Questions 17 From Unit- II

Questions 18 From Unit- III

Questions 19 From Unit -IV

Questions 20 From Unit- V

**Part – C: (5x10=50) Marks)**

**Answer ALL of the following questions in about 800 words each:**

Questions 21 From Unit – I with Internal choice - (Either or)

Questions 22 From Unit – II with Internal choice - (Either or)

Questions 23 From Unit – III with Internal choice - (Either or)

Questions 24 From Unit – IV with Internal choice - (Either or)

Questions 25 From Unit – V with Internal choice - (Either or)

**துறைசாரா விருப்பப் பாடம்-தாள் 1**  
**(Non Major Elective courses)**  
**சாலை பாதுகாப்பு விதிகள்**

**பாடநோக்கம்:**

சாலை விதிகளை அறிந்து கடைப்பிடிக்க மாணவர்களுக்கு அறிவுறுத்தல்.

**பயன்கள்:**

1. நடைபாதை விதிமுறைகள் குறித்து அறிதல்.
2. வாகன ஓட்டிகளுக்குத் தேவையான விதிமுறைகளை அறிதல்.
3. பாதுகாப்பாக வாகனம் ஓட்டுவதன் அவசியத்தை உணர்தல்.
4. சாலை பாதுகாப்பு விதிகளைக் கடைப்பிடித்து ஒழுக்குதல்.

**அலகு-1**

பாதசாரிகளுக்கான பாதுகாப்பு விதிமுறைகள் - மிதிவண்டி ஓட்டுவோருக்கான விதிகள் - பொதுவான விதிமுறைகள்.

**அலகு-2**

இருசக்கர வாகன ஓட்டிகள் - கார் மற்றும் கனரக வாகன ஓட்டிகள் கவனத்திற்கு - வழக்குதலின் வகைகள் - சைகைகள்.

**அலகு-3**

வாகன ஓட்டுநரின் தவறான பழக்க வழக்கங்கள் - அனுபவமின்மை - கவனக்குறைவு - அதிவேகம்.

**அலகு-4**

தவறாக முந்துதல் - தவறாகத் திருப்புதல் - இடைவெளியின்றிப் பின்தொடரல் - வாகனங்களைத் தவறாக நிறுத்துதல்.

**அலகு-5**

வாகனத்தைத் தவறாகப் பின்னோக்கிச் செலுத்துதல் - தவறாகச் சந்திப்பைக் கடத்தல் - அதிக சுமையேற்றல் - மலைப் பகுதியில் தவறாகச் செலுத்துதல் - சாலை விதிகளை மீறுதல்.

**பாட நூல்கள்:**

1. கலவை முபாராக்அலி – ‘சாலை விதிகளும் பாதுகாப்பும்’  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்.  
41-பி, சிட்கோ இண்டஸ்டிரியல்,  
சென்னை-600 098.
2. ச.அய்யாத்துரை – ‘வாகன விபத்துக்களைத் தவிர்ப்பது எப்படி’  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,  
41-பி, சிட்கோ இண்டஸ்டிரியல்,  
சென்னை-600 098.

**பார்வை நூல்:**

1. பி.டி.அலி – ‘விபத்தைத் தடுப்போம் உயிரைக் காப்போம்’  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்.  
41-பி, சிட்கோ இண்டஸ்டிரியல்,  
சென்னை-600 098.



## துறைசாரா விருப்பப் பாடம் – தாள் 2

### (Non Major Elective Course)

#### விளம்பரக்கலை

#### பாட நோக்கம்:

மாணவர்களுக்கு விளம்பரத்துறையைப் பற்றி அறிந்து கொள்ளச் செய்தல்.

#### பயன்கள்:

1. விளம்பரங்கள் குறித்து அறிதல்.
2. விளம்பரங்களின் வகைகளைத் தெரிதல்.
3. விளம்பரத்திற்கான விதிமுறைகள் குறித்து உணர்தல்.
4. விளம்பரங்களால் ஏற்படும் நன்மை, தீமை குறித்து ஆய்தல்.
5. விளம்பரம் தயாரிக்கும் பணியில் ஈடுபடுதல்.

#### அலகு-1

விளம்பரங்களின் தன்மையும் நோக்கமும் – விளக்கங்கள் – விளம்பரத்தின் இயல்புகள் – அறிவிப்பும் விளம்பரமும் – விளம்பரத்தின் தன்மைகள் – விளம்பர எல்லை – விளம்பர நோக்கங்கள் – விளம்பர வரலாறு – குறிக்கோள்.

#### அலகு-2

விளம்பரங்களின் வகைகள் – நேரடி விளம்பரம் – மறைமுக விளம்பரம் – அடிப்படை விளம்பரம் – விற்பனை நோக்கமுடைய விளம்பரங்கள் – தயாரிப்புப் பொருள் பற்றிய விளம்பரம் – இணங்குவிக்கும் விளம்பரம் – அறிவுறுத்தும் விளம்பரம் – தயாரிப்பு நிறுவனம் பற்றிய விளம்பரம் – நிதி தொடர்பான விளம்பரம் – தொழில்துறை விளம்பரம் – அரசு விளம்பரங்கள் – சமூக விளம்பரங்கள் – வணிக விளம்பரங்கள் – செய்தித்தாள் விளம்பரங்கள் – வானொலி விளம்பரங்கள் – தொலைக்காட்சி விளம்பரங்கள் – திரைப்பட விளம்பரங்கள் – விளம்பரத்தின் கூறுகள்.

#### அலகு-3

விளம்பரத்தின் நன்மை தீமைகள் – விளம்பரத்தின் குறைபாடுகள் – விளம்பர ஒழுக்க நெறிகள் – தடை – செய்யப்பட்ட விளம்பரங்கள் – விளம்பரத்திற்கான சில விதிமுறைகள் – விளம்பரத் தயாரிப்பில் இதர அம்சங்கள் – நுகர்வோர் பற்றிய முக்கிய விவரங்கள்.

#### அலகு-4

விளம்பரத்தின் பணிகள் – விளம்பர நிறுவனத்தின் தகுதிகள் – விளம்பர நிறுவன விருதுகள் – நுகர்வோரின் வழிகாட்டி – விளம்பர நகலின் அமைப்பு – விளம்பரத்தில் மனோதத்துவம் – விளம்பர நிறுவனங்கள் – விளம்பர அறங்கள் – விளம்பர நிறுவனங்களுக்குரிய ஒழுக்க நெறிகள்.

## அலகு-5

விளம்பரத்தின் தாக்கம்- விற்பனைப் பெருக்கம்- தொலைக்காட்சி விளம்பரங்களில் தவறான போதனைகள்- விளம்பரங்களில் குழந்தைகள்- பண்பாட்டுக் கலப்பு- விளம்பரங்களின் மொழிநிலை- விளம்பர உத்திகள்- உத்திமுறைகளின் நன்மைகள்- உத்தி முறைகளின் தீமைகள்- விளம்பரம் தொடர்பான சட்டங்கள்.

### பாடநூல்:

முனைவர் ச.ஈஸ்வரன் - 'விளம்பரக்கலை'  
முனைவர் இரா.சபாபதி - பாவை பப்ளிகேஷன்ஸ்  
142, ஜானி ஜான்கான் சாலை,  
இராயப்பேட்டை, சென்னை-600 014.

### பார்வை நூல்கள்:

1. அ.விநாகமூர்த்தி - 'விளம்பரக்கலை'  
பாலமுருகன் பதிப்பகம்,  
ஜெய்ஹிந்த்புரம், மதுரை-11.
2. விமல்நாத் - 'விளம்பர யுத்திகள்'  
கண்ணதாசன் பதிப்பகம்,  
தியாகராயநகர், சென்னை-17.
3. எஸ்.ரவிராஜ் - 'விளம்பரம் செய்வது எப்படி ?'  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்  
சென்னை-58.