



Founder Shri V.L. ETHIRAJ



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

Chennai - 600 008

College with Potential for Excellence

Affiliated to the University of Madras

Re-accredited with 'A' Grade by NAAC

PROSPECTUS

(AIDED)

2017-2018

No. 70, Ethiraj Salai, Egmore, Chennai - 600 008

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VISION MISSION

To achieve economic and social equity for women and through them strengthen the Nation to usher in an egalitarian society.

To become a globally recognised Women's University.

To Sensitize young women to their rights and place in society through advancement and application of relevant knowledge.

PROFILE OF THE COLLEGE



"To strive, to seek, to find and not to yield"

Ethiraj College for Women founded in 1948 by Late Shri V.L. Ethiraj, a legal luminary, has completed 68 years of glorious existence, making impressive strides in the realm of higher education for women. In a rapidly evolving and highly competitive global environment, the College offers diverse programmes which train the students to succeed in life. The overwhelming demand for admission into several courses led to the establishment of Self-Supporting Stream in the year 1981. The College enjoys Autonomous status and follows semester pattern. With its major thrust on quality sustenance and enhancement, as reflected in splendid achievement in various fields, the College has been recognized by the University Grants Commission as a "College with Potential for Excellence" and has been Re-accredited with 'A' Grade by NAAC in 2013. Institution of Excellence in Higher Education Award, 2015 in recognition of the Institution's contribution in Higher Education in India by VIT University and the recent "Award for Educational

Excellence" by Indus Foundation at the Indo-American Education Summit, 2016 remain value addition to the Institution whose endeavors are inspired by its motto – "To Strive, to Seek, to Find and not to Yield".

At the National level Ethiraj College was ranked overall 16th, and 2nd in perception by the Ministry of Human Resources and Development, New Delhi.

Faculty

Ethiraj College has well - qualified, experienced and dedicated faculty who act as facilitators for the holistic development of the students. They focus on bringing in fresh perspective and new ideas and share a passion for continuous improvement in all facets of education.

Pedagogy

The curriculum and pedagogy emphasize the development of students' skills and abilities to apply theories and concepts to real life situations. The teaching methods include lectures, case studies, group discussions, role plays, seminars, projects, quiz, assignments, debates, workshops and field trips.

It is a matter of pride that the autonomy status of the institution has been extended by UGC till the year 2018-2019. In the academic year 2015-2016 the curricula of all the departments have been restructured in accordance to the needs of the current environment.

Under the Autonomous system, the UG and PG students are evaluated through continuous assessment which accounts for 40% of the grand total to marks earned in a given subject and the remaining 60% through an end-semester examination. A passing minimum of 40% for UG and 50% for PG has to be secured in the end-semester examination, as well as in the overall marks obtained (continuous and end semester).



Choice-Based Credit System (CBCS)

All Undergraduate and post graduate courses operate with a Choice Based Credit System.

At the undergraduate level, credits are awarded for

Part-1 - Languages-Tamil/Hindi/Sanskrit/French

Part - 11 - English

Part -111 – Major and Allied

Part1V – Basic Tamil, Advanced Tamil, Non-Major Electives, Soft Skill papers, Environmental Studies and Value Education

Part – V – Extension Activities

UG students have to compulsorily earn a minimum of 1 credit by enrolling and participating in any one of the extension activities - NCC, NSS, CSS, Sports, YRC, RRC or Rotaract to be eligible for a degree.

Minimum credits to secure a UG degree is 140.



UG students may also earn additional credits by enrolling and participating in Entrepreneurship Cell, ENACTUS (Entrepreneurial Action Us) and Consumer Club activities.

Minimum credits to secure a PG degree is 90.

Additional Courses

The College conducts Career – Oriented Add – On Courses funded by the UGC besides Certificate courses offered by various departments.



Certificate Courses

Department	Name of the Course
Tamil	Performing Arts
Economics	1. Tally and Taxation 2. Statistical Package for Social Sciences (SPSS)
History	1. Foreign Language - Fundamentals of German Language 2. Foreign Language - Basics of Spanish Language 3. Foreign Language - Basis of Japanese Language
PB/PB	Diagnostic Lab Techniques
Physics	Maintenance of Modern equipments
Mathematics	Higher Level Mathematics for Competitive Examinations

Centre for Women's Studies

Centre for Women's Studies The Centre for Women's Studies was started in 2009 with funding from the UGC. It has been established with an objective to create a centralized database on women in various sectors, to conduct awareness programmes and to sensitize the society about gender divides and discrimination. The Centre offers a UGC funded Certificate Course in Gender Studies to students across the disciplines and years.

Internal Quality Assurance Cell (IQAC):

The IQAC acts as a nodal unit of the institution for augmenting quality related academic and administrative activities.

Infrastructure

Well furnished classrooms and laboratories.

Wi-Fi Facility

CCTV



An Instrumentation Centre, three Language Labs, six Computer Centres with intra and internet facilities.

Well-equipped conference halls and auditoriums.

Playgrounds, basketball court, tennis court, volleyball court, gymnasium etc.

Facilities

A Book Store

Two photocopying Centres

Two Canteens

Two PCOs

Indian Overseas Bank (Women Entrepreneur Branch) with ATM facility within the campus.

Online payment of fees from II semester onwards.

Transport – A fleet of 3 College buses ply to various destinations. Students can also avail MTC and Railway concessions.



Medical and Counselling Facility

A full time physician and a counselor are available for consultation.

Memorandum of Understanding (MoU)

The College has signed MoUs with

Concordia College, New York

*Association of Certified Chartered Accountant (ACCA),
United Kingdom*

The Centre for Indian Knowledge systems (CIKS) Chennai

TVS Training and services

Department of Archeology, Govt. of Tamil Nadu

*Indian Council of Medical Research (ICMR) - Tuberculosis
Research Centre (TRC)*

A formal association with Jindal Global University, India.

BPP University, UK (in progress)

Certified Management Accountants, USA in progress

Mentor System

Each Student is assigned a mentor who guides the student in all aspects of a student life.



Library

The college houses a eclectic collection 107000 Books of academic texts, reference books, national and international journals, magazines and newspapers. The library has a conference hall, reading rooms, photocopying facility and Internet Browsing Centre. It also provides access to research database EBSCO and 'Inflibnet' e-journals-2900; Brailley Books, Print journals-42 that help the students in their study and research activities.

Resource Centre for the Visually Challenged

A Resource Centre for the Visually Challenged has been started by the Centre for Women's Studies with necessary software to enable students to access, download and store academic material.

Scholarships

As a testimony to the institution's commitment to inclusive education, scholarships are provided from the estate of the founder Late Thiru. V.L. Ethiraj. Central Government, State Government and other private scholarships are also available.



Parent Teacher Association (PIA)

The PIA started in 1998, provides an active forum for interaction amongst management, faculty and parents.

Alumnae Association

Ethibandam of Ethiraj College is held every year. Alumnae from all walks of life gather in large numbers to relive the nostalgic memories of their college life.

Student League

The conglomeration of students was inaugurated in 2016 comprising of 8 students leagues with the motto "Impress, Influence and Inspire".

The various leagues are Alumnae Connect, Campus Innovations, Disaster Mitigation, Green Enviro, Holistic-Wellbeing, Social Works, Swachh Ethiraj and Website.

Hostel

The College hostel has three blocks to house 540 students. Application for the College hostel should be submitted separately at the time of admission. Admission to hostel is on "first-come, first - served" basis.

Extension Activities

The extension activities such as 'NCC, CSS, NSS, Youth Red Cross, Rotraact, Red Ribbon Club, Entrepreneurship Cell, ENACTUS & Consumer Club, lay emphasis on the holistic development of the students and provide a platform to inculcate social sensitivity in them.



Art Club - Shades, Literary and Debating Society, Film Appreciation Club - Ethirwood, Theatre Club-Theatro, Dance Club, MUN Club, Quiz Club, Book Club, Environment Club, Wildlife & Adventure Club and Heritage Club of our College kindle the social and cultural consciousness and creative spirit of the students and also provide a forum for them to learn from their peers.

Department of Physical Education

The Sports department plays an important role in ensuring physical fitness among the students. The department provides training in a variety of sports and games such as basketball, volley ball, cricket, hockey, tennis, kabaddi, ball batminton, shuttle, throwball, swimming, rowing, shooting, athletics etc. Special concessions are given to the students who excel in sports in the form of scholarships, sports kits etc.



Placement Cell

The Placement Cell is very active in helping the students to get placed in reputed organizations. Two days career fair "Bhavishya" is conducted, during which the invited guests from various sectors enlighten the students on career opportunities. Skill Enhancement Training is provided to the students of the second and third years in areas of Resume Writing, Interview Skills, Extempore, Group Discussion Techniques and Competitive Examinations. Special efforts are taken to provide training and placement to socially and economically backward students.

College Website :

www.ethirajcollege.in



Important Information

Working Hours :

Aided Stream - 8.00 a.m. - 1.30 p.m. (Lunch Break - 11.00 am to 11.30 am)

Self Supporting Stream - 11.30 a.m. - 5.00 p.m. (Lunch Break - 1.30 pm to 2.00 pm)

75% attendance in every subject is mandatory requirement for a student to be eligible for appearing in semester examinations.

Decent dress and courteous behaviour are mandatory.

Use of mobile phones is strictly prohibited inside the college campus. Violations will be severely dealt with.

Ragging is strictly prohibited and punishable as per the Prohibition of Ragging Act, 1996.

Students who discontinue after joining the College will be given Transfer Certificate issued by the College only and their school Transfer Certificate will not be returned. Transfer Certificate will be issued only a week after applying, on the return of ID card if already issued by the College.

Economics

Ethiraj College for Women was founded in the year 1948 with the Department of Economics. The department is a full-fledged research centre since 1979.

The UG Programme focuses on providing practical quantitative and analytical skills in the formulation of economic policies and decision making. It specializes in core economic subjects along with Mathematical Economics, Marketing, Environmental Economics, Econometrics and Financial Accounting.

The PG programmes cover core areas of Economic and Business Economics with elective subjects in the fields of Economic Research, Economic for Business Analyst, Econometrics, Marketing and Socio-Economic projects.

A career oriented certificate course on Tally and Taxation and Training for Competitive Examinations conducted for students of Economics and all other disciplines.

Courses Offered:

B.A. Economics (Aided)

B.A. Business Economics (Self-Supporting)

M.A. Economics (Aided)

M.A. Business Economics (Aided)

M.Phil

Ph.D.

Eligibility for B.A. Economics :

+2 passed candidates with humanities / business studies / science, preferably English Medium.

Eligibility for M.A. Economics :

Graduates in Economics, Business Economics and Corporate Economics.

Eligibility for M.A. Business Economics :

Graduates in Economics, Business Economics, Commerce, Corporate Secretaryship, BBM, BBA, B.Sc. Mathematics and B.Sc. Statistics.

Scope :

The UG and PG programmes equip students with skills necessary for business decision making and formulations of economic policies. The curriculum is designed to enable students to appear for All India Civil Services including Indian Economic Service (IES) Examinations and also to become field officers in Economic Survey and Economic Analysis. It also caters to the needs of the society and helps students complete in the job market in the Government and Corporate sectors. The research programmes (M.Phil and Ph.D) equips students to become qualified college teachers, health management personnel and research analysis.

Placement opportunities exist in institutions like Banking Industry, Census Departments, Academic Institutions, Secretarial Services and Research Institutions. Placement opportunities also exist in International institutions like world Bank SAARC and IMF

ECONOMICS

English

The Post Graduate and Research Department of English, established in the year 1948, holds a unique place in Ethiraj College for Women as one of the oldest departments. The undergraduate English programme was started in 1962 and the postgraduate programme in 1971. The English Department has evolved into a full-fledged research department offering M.Phil and Ph.D. programmes.

The UG course is designed with a view to providing the students with an in-depth knowledge of literatures of India, UK, USA and other parts of the World. It also includes allied subjects like the History of British, Indian and American Literature and Literary Forms. Innovative subjects such as Popular Culture, Literature and Environment, Introduction to Mythology, Women's Writing and career oriented subjects such as Film and Literature and Journalism are offered at the UG level. The study of Language and Linguistics is also an integral part of this course with emphasis on phonetics and speech patterns.

At the PG level, interesting industry related papers such as Journalism and Advertising, Film and Literature and Copy Editing are offered. Apart from these, the course aims at giving a wider exposure to students through subjects like Canadian Literature, African Literature, South-East Asian Writing, Literature of the continent and Feminism. English Language Teaching also forms an integral part of the PG syllabus.

The dissertation / Project work, submitted at the end of the PG and UG course respectively sharpens the analytical and critical thinking of the students.

The department offers a comprehensive course in Foundation English providing opportunities to UG students of all disciplines to develop their proficiency in English.

The English Language Lab is a student friendly centre for the teaching of English. The Lab is equipped with some of the best software to

enable students to enhance their communication skills and improve their pronunciation and speaking skills. An Audio-Visual Room and Smart Classroom equipped with skill phone facilities further enhance their communication skills and encourage participatory learning.

Courses Offered :

B.A. English (Aided and Self Supporting)

B.A. English and Communication Skills (Self Supporting)

M.A. English (Aided)

M.Phil.

Ph.D.

Eligibility for B.A.

+2 passed candidates from all disciplines with a good command over the English Language.

Eligibility for M.A.

Graduates of English literature as well as those of any art or science programmes with Part II English and a good command of English.

Scope :

The courses provide a strong foundation for students to pursue higher studies in various fields like English Literature, Mass Communication, Journalism and Teacher Training. Students are trained to face a professionally competitive world. Papers in Journalism and Film and Literature prepare them for careers in Media related industries. An intensive paper on Research Methodology prepares the students to venture out into the world of advanced research.

ENGLISH

History

Being One of the oldest departments of the college (1948) with highly qualified faculty and a rich experience garnered over the years, the Department of History is in an unique position to offer a complete programme in History. Upgradation of knowledge from under graduation to research level is possible as the Department offers courses such as B.A., M.A., M.Phil and Ph.D. in History.

The Department has a tie-up with the Tamil Nadu State Department of Archeology, Chennai to facilitate a hands on experience and thus aids better understanding. The department provides for destination learning at historic sites.

Courses Offered :

B.A. History (Aided)

M.A. History (Aided)

M.Phil. (Aided)

Ph.D.(Aided)

Eligibility for B.A. :

+2 passed candidates from all disciplines.

Eligibility for M.A. :

Graduates of any discipline.

Scope :

A Degree in History enables students to learn about chronological events, people, places and culture around the world. Students are equipped with essential analysis, research and presentation skills that can be applied in a variety of fields. It also provides a solid framework for understanding social, economic and political elements of society and how various decisions and instances have effected large-scale changes. From examining theoretical concepts of learning about war and military events, it helps students gain a unique in depth perspective of the world.

The course aims to provide a comprehensive knowledge of - History which will enable the students to pursue higher studies, appear for competitive examinations, to become teachers and research scholars and to prepare for the most coveted Indian Administrative Service examinations

HISTORY

Tourism and Travel Management (TTM)

As the pioneering college in the area of Tourism and Travel studies in the city, the Department of History with its expertise of more than two decades of running Certificate and vocational courses in Tourism has developed a full-fledged under graduate programme in Tourism and Travel Management offered since 2003. Since then, the Department has grown into one of the premier institutions in the subject and the alumna of the Department are well placed in academia and industry.

To strengthen their academic experiences and gain practical knowledge the students have to undergo one month of compulsory internship in the Tourism sector. Students are taken on regular fieldtrips during all the three years of their study.

To facilitate better understanding, a unique feature of teaching methodology termed Destination Learning is introduced where the students are taken to World Heritage Tourist sites, Airports, Five-star hotels, Resorts and subject related destinations.

Another mandatory component of the course is the Certificate Course in German, Spanish and Japanese Languages and Computer Reservation Systems, which equip the students with additional skills for a job in the field.

Outreach/extension programmes like Madras day exhibitions, Heritage walks and Heritage site cleanup, participation in Tamil Nadu Tourism Trade fair provide additional training the students.

Courses Offered :

B.A. Tourism and Travel Management

Eligibility for B.A. TTM :

+2 Passed candidates from all disciplines.

Scope :

The travel and tourism industry is one of the largest and most dynamic industries in the global economy. A graduation in Tourism and Travel Management will aid the student to build a flourishing career in this thriving sector. In an ever growing field like Tourism, students can secure jobs in public sector agencies such as ITDC, TTDC, IRCTC, Air India and in the private sector, in the Hospitality industry, Airline industry, Event Management, IT industry and on Travel Desks of various Corporate Organisations. Students with a flair for entrepreneurship can set up Travel Agencies and also become Tour Operators and Tour Guides.

TOURISM

Commerce

The Department of Commerce started in 1975, was upgraded to the PG level in 1981 and into a Research department with the introduction of M.Phil in 1989 and the Doctoral programme in 1994. The Self-supporting programme was started in the year 1981.

B.Com - Course Code AV11

The programme assures valuable education of professional standards, by equipping students with adequate knowledge in various facets of Commerce namely, Accounting (Financial, Corporate, Cost, Management) Management (Business, Marketing, Finance, Insurance, Human Resource), Law (Business, Company, Banking, Mercantile Income Tax and Indirect Tax), Auditing, Statistics for Business, Entrepreneurial Development, Research Methodology and Computer Applications. The curriculum provides scope for creative thinking and participative learning through discussions, quiz, case study, seminars, class assignment and field visits.

Scope

The curriculum equips the students with strong knowledge in all aspects of Commerce, thus enabling them to pursue Masters in Commerce and various professional courses like MBA, CA, CMA, ACS and the like. The curriculum is designed to mould students to cater to the needs of the corporate sector.

M.Com - Course code AP11

The programme provides an in-depth knowledge in key areas of Accounting, Finance, Research, Organizational Behaviour, Retail Management, Services Marketing, Foreign Trade, Taxation. As a value addition, to enable students to gain hands on experience in corporate sectors, students are required to undergo one & a half months internship training & are required to submit a report thereon.

Scope

The curriculum provides the students with an in-depth knowledge in all areas of Commerce so as to equip them for the teaching profession and research programmes and also enables them to face the challenges of the corporate sector and occupy administrative positions.

M.Phil

The M.Phil programme equips students for the teaching programme. Papers on Contemporary Business, Research and Teaching Methods are included in this course.

Ph.D

The Department offers a Ph.D programme where scholars pursue research in the areas of HR, Marketing, Finance, Entrepreneurial Development etc Add-on-Course An Add-on-Course on Retail Management funded by the UGC is offered by the Department to the student of the college.

MoU- The college has signed a Memorandum of Understanding with the Institute of Management Accountants, New Jersey, USA. The MoU is a 4 party agreement with IMA, USA; Wiley India (Pvt) Ltd; Mikes Publications and Ethiraj College for Women, Chennai. The Department coordinates classes for the course conducted at the College premises.

Business Lab

The students of the department have access to a Business Lab well equipped with computers and software packages to enable staff and students to pursue quality research and project work.

Eligibility for B.Com

+2 Passed candidates with the following subjects: 1. Accountancy 2. Commerce/Business Studies 3. Mathematics/Business Mathematics 4. Economics/Computer Science Eligibility for M.Com H Graduates in B.Com - General / Marketing / Accounting / Finance H B.Com Corporate Secretaryship H B.Com Bank Management H Business Administration

Eligibility for M.Com

Graduates in B.Com - General / Marketing / Accounting / Finance
B.Com Corporate Secretaryship
B.Com Bank Management
Business Administration

COMMERCE

Corporate Secretaryship

The Department of Corporate Secretaryship was established in 1987 and currently offers UG, PG and M.Phil programmes. The UG programme provides access to the highest quality business education as a means of achieving intellectual and professional goals. This job oriented course offers subjects like Entrepreneurial Development, Accountancy, Law (General and Corporate), Taxation and other skill based papers on Basics of Accounting, E-Banking etc. Supervised Institutional Training gives adequate exposure to students on the practical aspects of Corporate Management.

The PG programme strengthens the students' potential in Company Secretaryship by offering specialized papers like Advanced Secretarial Practice, Corporate Restructuring Law, Labour laws, etc.. The department offers a Training program on Placement preparation for the final year UG and PG students. The Department has signed a MoU with ACCA (Association of Certified Chartered Accountants) a global body for professional accountants. ACCA builds skill in the areas of Accounting, Finance and Management. The programme enables the students to obtain in addition to an Indian UG degree, a foreign B.Sc., degree from Oxford Books University and ACCA.

Courses Offered :

- B.Com. (Corporate Secretaryship) - Aided and Self-Supporting
- M.Com (Corporate Secretaryship) - Self-Supporting
- M.Phil - Aided

Eligibility for B.Com (Corporate Secretaryship)

+2 passed candidate with

1. Accountancy,
2. Commerce / Business Studies,
3. Economics / Mathematics / Business Mathematics / Statistics / Business Statistics
4. Any other subjects

Scope :

The course enables students to pursue higher studies like - M.Com., M.B.A, ICWAI, ACS and to take up covetable jobs in the corporate world.

CORPORATE

Zoology

The Department of Zoology established in 1957 has evolved into a full - fledged research department with the introduction of M.Phil and Ph.D. programmes in 1989. The programmes are fine tuned to cater to the present requirements in the realm of Biotechnology. The UG course focuses on aspects of Basic Biotechnology, Immunology, Recombinant DNA Technology, Computer Application, Bioinformatics, etc.

The PG course focuses on aspects that will encourage students to take up teaching and research careers in fields of Genetics, Molecular Biology, Aquaculture, Toxicology etc. The PG students are guided to do research projects / internship.

Skill - based courses like Aquaculture and Vermitechnology encourage entrepreneurial abilities. The Department has well furnished laboratories and an instrumentation centre.

Courses Offered :

B.Sc. Advanced Zoology and Biotechnology (Aided)

M.Sc. Zoology (Aided)

M.Phil. Zoology (Aided)

Ph.D.

Eligibility for B.Sc. :

+2 Passed candidates with Biology / Zoology / Botany / Bio technology and Chemistry.

Eligibility for M.Sc. :

Candidates with B.Sc. degree in Zoology or Advanced Zoology.

Scope :

The curriculum has been designed to enable students to pursue higher studies and also for teaching and research careers in Biotechnology, Biochemistry, Microbiology, Genetics, Molecular Biology, Aquaculture, Toxicology, Forensic Science, Environmental Sciences, Marine Biology, Dairy Farming, Poultry farming etc. Openings also exist in the Medical Transcription segment since the students acquire a strong base in Physiology, Immunology, Laboratory Techniques, Genetics, Cytology, Biochemistry and Embryology.

ZOOLOGY

Chemistry

The Department of Chemistry established in 1948 offers the Undergraduate course in Chemistry since 1957 and was upgraded as a Postgraduate Department in 1989. It developed into a research department offering M.Phil programme in 2005 and to a full fledged research centre offering Ph.D. programme in 2012.

The UG and PG curricula are designed to meet the demands of the current trends in emerging fields of Chemistry and also focuses on the employability through theory and practical courses offered.

The B.Sc., course lays emphasis on key areas like Spectroscopy, Computer Applications in Chemistry, Electrochemistry, Biochemistry, Nanochemistry, Analytical, Industrial, Pharmaceutical and Polymer Chemistry. Allied Subjects offered are Mathematics and Physics. Non-major Elective Courses offered are Cosmetology and Dyeing and Printing of Textiles.

The PG programme focuses on Advanced Spectroscopy, Photochemistry, Nanochemistry, Polymer Chemistry, Bio-organic and Bio-inorganic Chemistry, Synthetic Organic Chemistry, Supramolecules, Research Methodology and Project.

The department has very good infrastructure with well equipped laboratories. The research activities of the department are supported by Instrument Centre equipped with instruments like UV Spectrophotometer, PIR Gas Chromatography, Fluorescence spectrophotometer etc .

Courses Offered :

B.Sc. Chemistry (Aided)

M.Sc. Chemistry (Aided)

M.Phil (Aided)

Ph.D. (Aided)

Eligibility for B.Sc.

+2 passed candidates with Mathematics, Physics and Chemistry.

Eligibility for M.Sc.

B.Sc., degree with Chemistry as major subject, Mathematics and Physics as a allied subjects.

Scope :

The UG and PG curricular are designed to enable the students to pursue higher education and research. It also provides good job opportunities in teaching profesion, pharmaceutical companies, R&D departments and various other chemical industries.

CHEMISTRY

Mathematics

Founded as an ancillary department in 1948, the Department of Mathematics was upgraded in UG status in 1980 and is today offering UG, PG and M.Phil. programmes with a comprehensive combination of subjects relevant to the present academic scenario.

UG Programme concentrates on subjects such as Operations Research, Discrete Mathematics, Programming language C & Data Structures and Calculus of Finite Differences, catering to the evolving needs of the industry.

Department offers a skill-based paper - Managerial Mathematics for the third year students.

Hands-on training is given to the second year students to use R-Software for statistical applications. A practical oriented paper 'Statistics using Excel' is offered as a non-major elective to the first year students of other departments.

The Department has a well equipped Computer lab with necessary softwares.

Courses Offered :

B.Sc. Mathematics (Aided and Self-Supporting)

B.Sc. Mathematics with Computer Applications (Self Supporting)

M.Sc. Mathematics (Self-Supporting)

M.Phil Mathematics

Eligibility for B.Sc. (Aided and Self-Supporting)

+2 passed Candidates with science stream (Mathematics, Physics and Chemistry)

Students with Business Mathematics in +2 are not eligible.

Scope :

Students are equipped to take up careers in Management, Software industry, Banking etc., and also to pursue higher studies in the fields of Mathematics, Statistics, Computer Applications and Management.

MATHEMATICS

Nutrition, Food Service Management and Dietetics

The Department of Nutrition, Food Service Management and Dietetics was started in 1985 with an undergraduate programme in Nutrition. Food Service Management and Dietetics. A post graduate programme in Foods and Nutrition was started in the year 2003-04; B.Sc Clinical Nutrition. Dietetics in 2005 & M.Phil program in Foods. Nutrition in the year 2009-10 under the self-supporting stream.

A revised undergraduate programme based on the Choice Based Credit System is dedicated to produce competent dietetic professionals by imparting quality education. Papers such as Human Nutrition, Therapeutic Dietetics, Food Service Management, Sports Nutrition, Baking & Confectionary and Food presentation form a part of the course to embellish and appreciate the multifacets of the subject. The courses are designed to give concrete background for students to develop professional skills in diet counselling. Students are also sent for internship to hospitals and food industries to enhance their entrepreneurship skills.

The department has a professional tie-up with Sri Ramachandra Deemed University and offers relevant practical training and dietetic internship. The department has a bakery unit through which students' entrepreneurial skills are developed.

Courses Offered :

B.Sc. Nutrition, Food Service Management and Dietetics (Aided)

B.Sc. Chemical Nutrition and Dietetics (Self-Supporting)

M.Sc. Foods and Nutrition (Self-Supporting)

M.Phil Foods and Nutrition (Self-Supporting)

Eligibility for B.Sc. (Aided) :

+2 passed candidates with Chemistry.

Scope :

The courses are designed to give solid background to students.

To obtain professional approach and work as health care professionals.

To excel as consultant in food service organizations like hotels, hostels, geriatric homes, fitness centres and in multinational companies.

To awaken their interest in research and teaching in the field of health and diet therapy.

To work as Diabetic educators in diabetes centres.

To be obtain health commultants.

NUTRITION

Physics

Started as an allied department in 1948, the Department of Physics acquired undergraduate status in 1978, postgraduate status in 2004 and was upgraded into a research department with the introduction of the M.Phil programme in 2009. Students undergoing the UG programme are exposed to all topics in basic physics including Advanced Digital Electronics and Microprocessor, Astro Physics and Material Science to equip them with adequate knowledge for higher studies like M.Sc., B.Tech, MCA, MBA and integrated Ph.D.

The PG programme covers topics of current interests like microprocessor, microcontroller and computers, both in theory and practical. The post graduate students undertake their project work in various reputed institutions like IISc Bangalore, IITM, IGCAR, Kalpakkam, Anna University and Madras University.

Keeping in mind the current research area of Nano Technology, instruments like LCR Bridge, Thermostat and softwares for Bioinformatics and electron Density Calculations are available in the department.

Courses Offered:

- B.Sc. Physics (Aided)
- M.Sc. Physics (Self-Supporting)
- M.Phil (Self-Supporting)

Eligibility for B.Sc.:

+2 passed candidates with Maths, Physics and Chemistry

Scope:

The UG and PG programmes are designed to meet industry requirements by exposing students to areas of interest in higher physics and by training them in problem solving skills. Moreover, the project in the last semester of PG provides the necessary acumen to pursue a career in research.

PHYSICS

Plant Biology and Plant Biotechnology

Started in 1964 as Botany department the nomenclature was changed to Plant Biology and Plant Biotechnology in 2000. The department was upgraded as a Post Graduate Department in 1993 under the self financing stream and later as a research department with the introduction of the M.Phil programme during the academic year 2008-2009 and Ph.D during 2012-2013. To enhance the skills of the students, the curriculum comprises application - oriented subjects, skill-based subject and certificate courses. In addition to conventional papers, the department offers papers as per UANSCHE regulations in the curriculum to motivate the students to face the competitive world. Papers offered in UG are both basic and advanced to equip students to pursue their higher studies and B.Ed course.

Papers offered in PG are Immunology, Advanced Genetics and Biostatistics, Basics of Bioinformatics, Nanotechnology, Microbial Biotechnology, Agricultural Biotechnology, Environmental Biology Remote sensing and Research Methodology which will equip them to clear CSIR-NET.

Courses Offered :

- B.Sc. Plant Biology and Plant Biotechnology (Aided)
- M.Sc. Plant Biology and Plant Biotechnology (Self-Supporting)
- M.Phil (Aided)
- Ph.D. (Aided)

Eligibility for B.Sc. :

A pass in Higher Secondary Examination (+2) by State Board / Central Board or Equivalent examination with a subject combination of

1. Botany, Zoology and Chemistry (or)
2. Biology and Chemistry (or)
3. Biotechnology and Chemistry

Scope :

The undergraduate students can pursue their higher education in the field of Botany, Plant Biology and Plant Biotechnology, Molecular biology, Toxicology, Forensic Science, proteomics and Genomics. Students can appear for all UPSC, TNPSSC examinations. Students can also become women entrepreneurs in the areas of cultivation and sale of mushroom, production of herbal products, maintenance of nursery, landscape designing, indoor decoration and as florists. Students can continue their research in different fields of Biological sciences. Students are eligible to take up NET and SLET and can teach in colleges and universities. On completion of B.Ed., students can teach Botany or Biology in schools both at the High and Higher Secondary levels.

PBPPB

Tamil

The Department of Tamil established in 1948, has been striving continuously for excellence in education. It was upgraded into a full-fledged Postgraduate Department in 1986 and into a Research Department in 1996. Ph.D. programme was introduced in 2001. Apart from Part I - Tamil, the Department provides Basic Tamil and Advanced Tamil at undergraduate level, Tamil Computing Training and Journalistic Training at postgraduate level. M.A. curriculum offers along with regular subjects like Sangam Literature and Grammar, application oriented subjects like Job Oriented Tamil, Folklore, Tourism, Women's Studies, Administrative Tamil, Journalism & Public Relations, Teaching Methodology, Research Methodology, Guidance and Counseling, cinema which focuses on many social issues viewed through the lens and computer application in Tamil.

Courses Offered :

*M.A. Tamil
M.Phil.
Ph.D.*

Eligibility for M.A. :

Graduates of any discipline.

Scope :

Students are equipped to enter into various profession like Teaching, Administrative and Police Services. Students have also opening as News Editors, Reporters, Jockeys, TV Comperers, Tourist Guides, Freelancers in Media, Research etc.

TAMIL





Founder Shri V.L. ETHIRAJ

ETHIRAJ COLLEGE FOR WOMEN
(AUTONOMOUS)
Chennai - 600 008

College with Potential for Excellence

Affiliated to the University of Madras

Re-accredited with 'A' Grade by NAAC

PROSPECTUS
(SELF-SUPPORTING)
2017-2018

No. 70, Ethirajh Salai, Egmore, Chennai - 600 008

Tel: 044 28279189 Fax: 044 28282014

Website : www.ethirajcollege.in

E-mail : ethirajprincy@yahoo.com



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VISION

To achieve economic and social equity for women and through them strengthen the Nation to usher in an egalitarian society.

To become a globally recognised Women's University.

MISSION

To Sensitize young women to their rights and place in society through advancement and application of relevant knowledge.

PROFILE OF THE COLLEGE



"To strive, to seek, to find and not to yield"

Ethiraj College for Women founded in 1948 by Late Shri V.L. Ethiraj, a legal luminary, has completed 68 years of glorious existence, making impressive strides in the realm of higher education for women. In a rapidly evolving and highly competitive global environment, the College offers diverse programmes which train the students to succeed in life. The overwhelming demand for admission into several courses led to the establishment of Self-Supporting Stream in the year 1981. The College enjoys Autonomous status and follows semester pattern. With its major thrust on quality sustenance and enhancement, as reflected in splendid achievement in various fields, the College has been recognized by the University Grants Commission as a "College with Potential for Excellence" and has been Re-accredited with 'A' Grade by NAAC in 2013. Institution of Excellence in Higher Education Award, 2015 in recognition of the Institution's contribution in Higher Education in India by VIT University and the recent "Award for Educational

Excellence" by Indus Foundation at the Indo-American Education Summit, 2016 remain value addition to the Institution whose endeavors are inspired by its motto – "To Strive, to Seek, to Find and not to Yield".

At the National level Ethiraj College was ranked overall 16th, and 2nd in perception by the Ministry of Human Resources and Development, New Delhi.

Faculty

Ethiraj College has well - qualified, experienced and dedicated faculty who act as facilitators for the holistic development of the students. They focus on bringing in fresh perspective and new ideas and share a passion for continuous improvement in all facets of education.

Pedagogy

The Curriculum and pedagogy emphasise the development of students' skills and abilities to apply theories and concept to real life situations. The teaching methods include lectures, case studies, group discussions, role plays, seminars, projects, quiz, assignments, debates, workshops and field trips.

In the academic year 2015-2016 the curricular of all the departments have been restructured in accordance to the needs of the current environment. The autonomy status of the institution has been extended by UGG.

Under the Autonomous system, the UG and PG students are evaluated through continuous assessment which accounts for 40% of the grand total to marks earned in a given subject and the remaining 60% through an end-semester examination.

A passing minimum of 40% for UG and 50% for PG has to be secured in the end-semester examination, as well as in the overall marks obtained (continuous and end semester).



Choice-Based Credit System (CBCS)

All Undergraduate and post graduate courses operate with a Choice Based Credit System.

At the undergraduate level, credits are awarded for

Part-1 - Languages-Tamil/Hindi/Sanskrit/French

Part – 11 - English

Part -111 – Major and Allied

Part1V – Basic Tamil, Advanced Tamil, Non-Major Electives, Soft Skill papers, Environmental Studies and Value Education

Part – V – Extension Activities

- ★ UG students have to compulsorily earn a minimum of 1 credit by enrolling and participating in NCC, NSS, CSS, Sports, YRC, RRC or Rotaract to be eligible for a degree.
- ★ Minimum credits to secure a UG degree is 140.
- ★ UG students may also earn additional credits by enrolling and participating in Entrepreneurship Cell, ENACTUS (Entrepreneurial Action Us) and Consumer Club activities.
- ★ Minimum credits to secure a PG degree is 90.

Additional Courses

The College conducts Career – Oriented Add – On Courses funded by the UGC besides Certificate courses offered by various departments.

Certificate Courses

Department	Name of the Course
English	Spoken & Written Communication in English
Commerce	Life Skills
Mathematics	Common Aptitude Mathematics
Business Economics	SPSS
Bank Management	Preparation for Bank Competitive Examination
Bio-Chemistry	Advanced Biochemical Techniques
BBA	Employability Skills Training
Psychology	Dyslexia
BCA	Web Designing

Centre for Women's Studies

The Centre for Women's Studies was started in 2009 with funding from the UGC. It has been established with an objective to create a centralized database on women in various sectors, to conduct awareness programmes and to sensitise the society about gender divides and discrimination. The Centre offers a UGC funded Certificate Course in Gender Studies to students across the disciplines and years.

Internal Quality Assurance Cell (IQAC):

The IQAC acts as a nodal unit of the institution for augmenting quality related academic and administrative activities.

Infrastructure

- ★ Well furnished classrooms and laboratories.
- ★ An Instrumentation Centre, three Language Labs, six Computr Centres with Inter and Intranet facilities.
- ★ Wi-Fi Facility
- ★ CCTV



- ★ *Well-equipped conference halls and auditoriums.*
- ★ *Video Production studio, audio and video edit suites, dubbing, photo and drawing studios.*
- ★ *Playgrounds, basketball court, tennis court, volleyball court, gymnasium etc.*
- ★ *Open Air Theatres in Campus I and II*

Facilities

- ★ *A Book Store*
- ★ *Two photocopying Centres*
- ★ *Two Canteens*
- ★ *Two PCOs*
- ★ *Indian Overseas Bank (Women Entrepreneur Branch) with ATM facility within the campus.*
- ★ *Online payment of fees from II semester onwards.*
- ★ *Transport – A fleet of 3 College buses ply to various destinations. Students can also avail MTC and Railway concessions.*

Medical and Counselling Facility

A full time physician and a counsellor are available for consultation.

Memorandum of Understanding (MoU)

The College has signed MoUs with

- ★ *Concordia College, New York*
- ★ *Association of Certified Chartered Accountant (ACCA), United Kingdom*
- ★ *The Centre for Indian Knowledge systems (CIKS) Chennai*
- ★ *TVS Training and services*

- ★ *Department of Archeology, Govt. of Tamil Nadu*
- ★ *Indian Council of Medical Research (ICMR) - Tuberculosis Research Centre (TRC)*
- ★ *ICICI Bank*
- ★ *Raintree Hotels*
- ★ *Indian Overseas Bank*
- ★ *Manohar Chowdhary and Associates - Chartered Accountants*
- ★ *Padmanabhan Remani and Remanujam - Chartered Accountant*
- ★ *TVS Infotech Ltd.*
- ★ *A formal association with Jindal Global University, India. BPP University, UK (in progress)*
- ★ *Certified Management Accountants, USA in progress*

Mentor System

Each Student is assigned a mentor who guides the student in all aspects of a student life.

Library

The college houses a eclectic collection of academic texts, reference books, national and international journals, magazines and newspapers. The library has a conference hall, reading rooms, photocopying facility and Internet Browsing Centre. It also provides access to research database EBSCO and 'Inflibnet' that help the students in their study and research activities.

Library Timings : 7.30 a.m. to 5.00 p.m.

Resource Centre for the Visually Challenged

A Resource Centre for the Visually Challenged has been started by the Centre for Women's Studies with necessary software to enable students to access, download and store academic material.

Scholarships

As a testimony to the institution's commitment to inclusive education, scholarships are provided from the estate of the founder Late Thiru. V.L. Ethiraj, Central Government, State Government and other private scholarships are also available.

Parent Teacher Association (PTA)

The PTA started in 1998, provides an active forum for interaction amongst management, faculty and parents.

Alumnae Association

Ethibandam of Ethiraj College is held every year. Alumnae from all walks of life gather in large numbers to relieve the nostalgic memories of their college life.

Student League

The conglomeration of students was inaugurated in 2016 comprising of 8 students leagues with the motto "Impress, Influence and Inspire".

The various leagues are Alumnae Connect, Campus Innovations, Disaster Mitigation, Green Enviro, Holistic-Wellbeing, Social Works, Swachh Ethiraj and Website.

Hostel

The College hostel has three blocks to house 540 students. Application for the College hostel should be submitted separately at the time of admission. Admission to hostel is on "first-come, first - served" basis.

Extension Activities

The extension activities such as 'NCC, CSS, NSS, Youth Red Cross, Ratraact, Red Ribbon Club, Entrepreneurship Cell, ENACTUS & Consumer Club, lay emphasis on the holistic development of the students and provide a platform to inculcate social sensitivity in them.

Art Club - Shades, Literary and Debating Society, Film Appreciation Club - Ethiwod, Theatre Club-Theatro, Dance Club, MUN Club, Quiz Club, Book Club, Environment Club, Wildlife & Adventure Club and Heritage Club of our College kindle the social and cultural consciousness and creative spirit of the students and also provide a forum for them to learn from their peers.

Department of Physical Education

The Sports department plays an important role in ensuring physical fitness among the students. The department provides training in a variety of sports and games such as basketball, volley ball, cricket, hockey, tennis, kabaddi, ball batminton, shuttle, throwball, swimming, rowing, shooting, athletics etc. Special concessions are given to the students who excel in sports in the form of scholarships, sports kits etc.

Placement Cell

The Placement Cell is very active in helping the students to get placed in reputed organizations. Two days career fair "Bhavishya" is conducted, during which the invited guests from various sectors enlighten the students on career opportunities. Skill Enhancement Training is provided to the students of the second and third years in areas of Resume Writing, Interview Skills, Extempore, Group Discussion Techniques and Competitive Examinations. Special efforts are taken to provide training and placement to socially and economically backward students.

College Website :

www.ethirajcollege.in

Important Information

★ *Working Hours :*

Aided Stream - 8.00 a.m. - 1.30 p.m. (Lunch Break- 11.00 am to 11.30 am)

Self Supporting Stream - 11.30 a.m. - 5.00 p.m. (Lunch Break- 1.30 pm to 2.00 pm)

★ *75% attendance in every subject is mandatory requirement for a student to be eligible for appearing in semester examinations.*

★ *Decent dress and courteous behaviour are mandatory.*

★ *Use of mobile phones is strictly prohibited inside the college campus. Violations will be severely dealt with.*

★ *Ragging is strictly prohibited and punishable as per the Prohibition of Ragging Act, 1996.*

★ *Students who discontinue after joining the College will be given Transfer Certificate issued by the College only and their school Transfer Certificate will not be returned. Transfer Certificate will be issued only a week after applying, on the return of ID card if already issued by the College.*

NRI QUOTA :

★ *5% of the sanctioned strength in each course will be allotted for students under NRI Quota.*

★ *Wards and siblings of NRIs will be eligible for admission under NRI Quota.*

★ *Selected candidates will be under different fee structure and the payment to be made in US dollars or equivalent in foreign currency.*

Business Economics

The UG programme of Business Economics was started in the year 2005. The course aims to produce graduates with core competencies in both business and economics. It is intended to provide students with skills necessary to assist in business decision making and formulation of economic policies. The course covers areas of Microeconomic analysis, Monetary Economics, Economic Thought Indian Financial System and Markets, Statistics with Computer Applications, Basic and Advanced Econometrics, Industrial Economics, etc. The allied subjects offered are Financial Accounting, Mathematics for Business Economics etc.

In addition to this, students are exposed to a compulsory two months training programme in any one of the following fields of their choice. Economic Research, Economic or Business Analysis, Banking, Investment Banking, Business Journalism Marketing and Advertising and Socio-Economic project.

Course Offered : B.A. Business Economics

Course Code : **SU01**

Eligibility

+2 passed candidates with Commerce / Business Studies / Humanities / Science are eligible to apply.

Scope

The course provides a strong foundation for students to pursue post graduate courses like M.A. (Economics) / M.A. (Business Economics), M.Sc (Economics), M.A. and M.Sc. (Financial Economics), MBA. The curriculum is designed to enable students to appear for various Union Public Service Commission Examinations, like Civil Service Examinations, Indian Economic Service Examination etc. It also opens up employment prospects in the corporate world in areas of Business and Financial analysis, Banks, Investments banks, Government establishments, Research Organizations, Business Journalism, BPOs etc. Our students also have opportunities in national and international institutions like RBI, NABARD, World Bank, etc.

BUSINESS ECONOMICS

English

The UG program in English was started in the year 1986 to meet the growing demands for the course. The course is designed with a view of providing the students with an in-depth knowledge of the Literatures of India, UK, USA and other parts of the world. The study of Language and Linguistics is also an integral part of the curriculum. It also includes allied subjects like the History of British, Indian & American literature and Literary Forms. Innovative subjects such as Popular Culture, Literature and Environment, Introduction to Mythology and Women's Writing and career-oriented subjects like Film & Literature and Journalism are offered.

The department offers a comprehensive course in Foundation English providing opportunities to UG students of all disciplines to develop their diverse skills.

The English Language Lab is a student friendly centre, equipped with some of the best software to enable students to enhance their communication skills and improve their pronunciation and speaking skills. An Audio-Visual Room and Smart Class Room equipped with Skillphone facilities further sharpen their Communication Skills and encourage participatory learning.

Course Offered : B.A. English

Course Code : **SU02**

Eligibility

+2 passed candidates from all disciplines with a good foundation in English Language and Communication.

Scope

The course provides a strong foundation for students to pursue higher studies in various fields like English Literature, Mass Communication, Journalism, Teacher Training and M.B.A. Students are equipped to face a professionally competitive world. Papers in Journalism and Film and Literature prepare them for careers in media related industries.

ENGLISH

English and Communication Skills

The UG programme in English and Communication Skills was started in the year 2005 to prepare the students for higher studies and careers in diverse fields. The course introduces students to different literary traditions across cultures. Apart from British, American and Indian Literature, career - oriented subjects such as Creative Writing and Journalism form a part of the curriculum. To keep abreast of industry requirements, the programme includes papers like Introduction to Communication skills and Business communication. The study of Language and Linguistics is also an integral part of this course with emphasis on phonetics and speech patterns.

The English Language Lab equipped with some of the best software, an Audio-Visual Room and Smart class room equipped with Skillphone facilities enhance student's communication skills and encourages participate learning.

Course Offered : B.A. English and Communication Skills

*Course Code : **SU03***

Eligibility

+2 passed candidates from all disciplines with a good foundation in English Language and Communication.

Scope

The course provides a strong foundation for students to pursue higher studies in various fields like English Literature, Mass Communication, Journalism, Media Studies and Business Administration.

Papers such as Journalism and Business Communication equip the students to face a professionally competitive world. The curriculum is designed to enable to students to meet the demand of the corporate world through mastery of communication skills in English. Students are well equipped to take up a variety of challenging careers in media related industries.

ECS

Business Administration

The department was established in the year 1998. Management is one of the most preferred career options and BBA is a natural corollary to this preference. The course facilitates the development of individuals as proficient managers who will respond to socio economic and organizational challenges of present global environment.

The curriculum focuses on key areas of Management, such as HR, Finance, Marketing and Operations. The programme consists of 22 core courses and 4 allied courses. Some of the core courses offered are Accounting for Managers, Managerial Economics, International Business, Economic Laws, Business Ethics and Corporate Governance Resource Management Techniques and Entrepreneurial Development. The allied courses offered by the department are Communication for Managers, Computer Applications in Business, Business Mathematics and Business Statistics. Students are also required to undergo internship training in the second year and submit a research project in the final year. Courses on Small Business Management and Corporate Soft Skills are offered by the department to enhance the employability skills of the students. Employability skills training is also imparted to the students.

Course Offered : B.B.A

Course Code : SU11

Eligibility

+2 passed candidates with the following subjects may apply.

- *Business Studies / Commerce,*
- *Accountancy*
- *Mathematics / Business Mathematics / Statistics / Business Statistics / Economics*
- *Any other subject,*

Scope

The Students can pursue higher studies in Management. The course serves as a foundation for taking up professional courses like CA, CWA, CS and CFA. Candidates who have successfully completed this course have secured jobs in IT, Banking and HR sector of reputed companies like Goldman Sachs, HP, EY, ING Vysya, SBI, IBM, Scope International RBS, Amazon, Ford, RR Donnelly etc.

BBA

B.Com. Accounting and Finance

B.com Accounting and Finance an undergraduate programme has been introduced with effect from 2016-2017. The course is designed to provide adequate understanding about Accounting and Finance education and to keep in pace with the dynamic industry changes and management practices by giving adequate exposure to the operational environment in this field. The course facilitates the students to exploit opportunities and creates avenues for self employment in Accounting and Finance.

The curriculum which is a blend of Accounting and Finance subjects comprises of 22 core papers and 4 Allied papers. The programme focuses on professional education of key areas in Accounting like Financial Accounting, Corporate Accounting, Cost Accounting and Management Accounting. The course vitally emphasizes on such Finance subjects as Financial Management, Financial Markets and Financial Services. Apart from the core Accounting and Finance subjects, the programme assures the quality education of other important subjects such as Auditing, Mercantile Law, Business Management, Banking Law, Insurance, Marketing, Income Tax, Business Environment, Economics and Business Mathematics and Statistics. To impart knowledge on application of software and to analyze business related data, a practical paper on Computer Application in Business is offered. To inculcate the research interest among students Research Methodology is offered and the subject Entrepreneurial Development aims to transform the students from mere job seekers to job creators and thus enabling them to emerge as successful business leaders.

Course Offered : B.Com Accounting and Finance

Course Code : SU19

Eligibility

+2 passed candidates with the following subjects may apply:

- 1. Accountancy*
- 2. Commerce/ Business Studies*
- 3. Mathematics/ Business Mathematics/ Economics/ Statistics/ Business Statistics*
- 4. Any other subject*

Scope :

The course enables the students to pursue higher studies in Accounting and Finance and professional courses such as CA, CMA, ACS, MBA etc. Accounting and Finance graduates are in constant demand around the globe with ample career opportunities and job prospects. The Curriculum offers a route into the Accounting and financial professions by building skills that are vital to a range of careers in the field of Accounting and Finance.

B.Com Accounting & Finance

B.Com. (Hons.)

The department of Commerce (Hons.) is offering B.Com. (Hons.) course from the academic year 2012 - 2013 as a three year UG programme designed to inculcate the business acumen in students. The main aim of the program is to impart indepth knowledge and skills in all the important subjects in the field of commerce such as accounting, finance, taxation, law and management so as to prepare the students for advance studies in finance and management.

Industry institute integrated learning is the highlight of the programme. To enable this, the college has signed Memorandum of Understanding (MoU) with reputed organisations such as The Raintree Hotels Ltd., Indian Overseas Bank, Manohar Chowdhary and Associates - Chartered Accountants, Padmanaban Ramani and Ramanujam - Chartered Accountants and TVS Infotech Ltd., so that students obtain better practical knowledge and hands on experience.

Every student shall undergo 14 weeks of internship during vacation period and submit a report which will be evaluated internally and externally. Students are also required to do project in the VI semester and submit a report thereon which will also be evaluated by experts from premier institutes/industry experts.

The kindle the research interest among students and to impart knowledge on the application of statistical tools in business, a paper on Research Methodology is offered. A paper on Computer Applications in Business is offered in order to equip students in the use of MS Excel and SPSS for research purposes and to provide them with knowledge of maintaining computerized accounts of a business concern with the help of Tally 9 package.

Guest faculties from the MoU companies and other subject experts are invited to deliver lectures on challenging topics to enable students to gain knowledge and practical insights into the subjects. The curriculum provides ample scope for creative thinking and participative learning through discussions, seminars, case studies, class assignments and field visits.

Course Offered : B.Com. (Hons)

Course Code : **SU20**

Eligibility

Candidates for admission to the B.com. (Hons.) programme shall be required to have passed Plus Two examination with a minimum of 75% marks in the following subjects.

1. Accountancy
2. Commerce or Business Studies
3. Mathematics or Business Mathematics

Passing Minimum: A candidate shall be declared to have passed B.Com. (Hons.) if she secures a minimum of 50% in each of the Core papers and a minimum of 50% in English and Languages.

Scope

The course equips the students with strong foundation in accounting, finance, taxation and management so as to prepare them for higher studies in finance and management and to pursue professional courses such as CA, CWA, CS etc. The curriculum is designed to mould students to cater to the needs of the corporate sector.

B.COM HONS

Commerce

The UG programme in the Self-supporting stream was started in the year 1981. The department proposes to introduce a Post Graduate programme with effect from the academic year 2016-17.

Course Offered : B.Com

Course Code : **SU21**

The programme assures valuable education of professional standards, by equipping students with adequate knowledge in various facets of Commerce namely, Accounting (Financial, Corporate, Cost, Management), Management (Business, Marketing, Finance, Insurance, Human Resource), Law (Business, Company, Banking, Mercantile Income Tax and Indirect Tax), Auditing, Statistics for Business, Entrepreneurial Development, Research Methodology and Computer Applications. The curriculum provides scope for creative thinking and participate learning through discussions, quiz, case study, seminars, class assignment and field visits.

Scope

The curriculum equips the students with strong knowledge in all aspects of Commerce, thus enabling them to pursue Masters in Commerce and various professional courses like MBA, CA, CMA, ACS and the like. The curriculum is designed to mould students to cater to the needs of the corporate sector.

- Subject to approval by University of Madras

Course Offered : M.Com*

Course Code : **SP03**

The programme provides an in-depth knowledge in key areas of Accounting, Finance, Research, Organizational Behaviour, Retail Management, Services Marketing, Foreign Trade, Taxation. As a value addition, to enable students to gain hands on experience in corporate sectors, students are required to undergo one & a half months internship training experts are incited to deliver lectures on contemporary topics.

Scope

The curriculum provides the students with adequate exposure in all areas of Commerce so as to equip them for the teaching profession and research programmes and also enables them to face the challenges of the corporate sector and occupy administrative positions.

Eligibility for B.Com

+2 passed candidates with the following subjects

1. Accountancy
2. Commerce / Business Studies
3. Mathematics / Business Mathematics
4. Economics / Computer Science

Eligibility for M.Com

- ★ Graduates in B.Com - General / Marketing / Accounting / Finance
- ★ B.Com Corporate Secretaryship
- ★ B.Com Bank Management
- ★ Business Administration

MoU-Memorandum of Understanding

The college has signed a Memorandum of Understanding with the Institute of Management Accountants, New Jersey, USA. The MoU is a 4 party agreement with IMA, USA; Wiley India (Pvt) Ltd; Mikes Publications and Ethiraj College for Women, Chennai. The Department coordinates classes for the course conducted at the College premises.

COMMERCE

Bank Management

The Department was established in the year 1994. It was started with the student strength of 50. Due to the demand for the course, a second batch was started in the year 1996. At present there are 13 faculty members and 500 students.

UG Curriculum

The UG curriculum lays emphasis on International Banking which provides an exposure to students in cross border financing and international project financing in multi currencies. To study the effective marketing strategies, strong distribution network, competitive pricing and to manage the inherent risks involved, subjects on Marketing of Banking Services and Risk Management in Banks are offered. 19 core courses and 4 allied courses are offered.

Industry Institute Interface

The Department has entered into a MoU with ICICI Bank with an aim to provide web based learning (e-learning module). A practical components for Entrepreneurial Development has been included in the IVth semester which includes one week training. The fourth semester vacation provides opportunities to students to apply their knowledge and skills in real work life situation through a one month internship programme in banking companies to enrich the learning process, other academic activities and events such as short term projects, assignment and interaction with subject experts are also organized.

M.Com Banking & Insurance Management

With effect from 2013-2014 the department is offering an innovative job oriented PG course, M.Com in Banking & Insurance Management, to impart knowledge of concepts and application skills in Banking & Insurance. 15 core and 5 elective courses with equal importance on both banking and insurance are offered.

PG students shall undergo 6 week internship in Banking or Insurance companies during second semester vacation and submit a report which will be evaluated by the experts from the industry. Guest Lectures by International and Institutional experts on current topics are the highlights of the curriculum.

Course offered in UG

Course Offered : B.Com. Bank Management

Course Code : **SU22**

Course Offered in PG

Course Offered : M.Com. Banking & Insurance Management

Course Code : **SP02**

Eligibility for UG

+2 passed candidates with the following subjects may apply.

Accountancy, Commerce / Business Studies, Economics, Mathematics / Business Mathematics / Statistics / Business Statistics, any other subject.

Eligibility for PG

Candidates who have passed B.Com, B.Com (Corporate Secretary ship), B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Bank Management), B.Com (Any specialization), B.B.A. or any graduate with Accounts as Major / Allied Subject may apply.

Scope for UG

The Course enables students to pursue professional courses like CA, CWA, ACS, MBA and MCA. It also provides employment opportunities in banking, insurance and other sectors.

Scope for PG

The Course offer career opportunities in the areas like Banking, Insurance industry. Financial Consultant and Accounting profession. The job types can be an Accountant, Agent and brokers, Administrative officer, Actuary, Investment Banker. Investment Analyst, Loan Counselor, Marketing Manager, Security Analyst, Loss Control Specialization, Market Analyst an also teaching Profession.

BANK MANAGEMENT

Corporate Secretaryship

The UG programme was started in the year 1990 and PG programme in the year 1998. The UG programme provides access to the highest quality business education as a means of achieving intellectual and professional goals. This job oriented course offers subjects like Entrepreneurial Development, Accountancy, Law, (General and Corporate) Taxation and other skill based papers like Basic of Accounting, E-banking etc. Supervised institutional training gives adequate exposure to students on the practical aspects of Corporate Management. The PG programme strengthens the students potential in Company Secretaryship by offering specialized papers like Advanced Secretarial Practice, Corporate Restructuring law, Labour Law, etc. The Department offers a Training program on placement preparation for the final year UG and PG students.

The department has signed an MoU with ACCA (Association of Certified Chartered Accountants) a global body for professional accountants in the year 2014. ACCA builds skill in the areas of Accounting, Finance and Management. The programme enables the students to obtain in addition to an Indian UG degree a foreign B.Sc., degree from Oxford's Brook's University and ACCA.

Course Offered : B.Com. Corporate Secretaryship

Course Code : **SU23**

Course Offered : M.Com. Corporate Secretaryship

Course Code : **SP01**

Eligibility for B.Com. Corporate Secretaryship

+2 Passed candidates with the following subjects may apply:

1. Accountancy
2. Commerce / Business Studies
3. Economics / Mathematics / Business Mathematics / Statistics / Business Statistics
4. Any other subject

Eligibility for M.Com. Corporate Secretaryship

Candidates who have passed B.Com Corporate Secretaryship, B.Com General, B.Com Bank Management, BBA or any graduate with Accounts as major / allied subject may apply.

Scope

The course is designed to meet the standards of professional business education such as CA, ICWAI, MBA and enables the students to be more component to take up covetable jobs in the corporate world.

CORPORATE SECRETARYSHIP

BioChemistry

The UG programme in Biochemistry provides scope for higher study and advanced research in upcoming areas of lifesciences. The curriculum caters to the current industrial needs with emphasis on extensive practical training. Apart from the core papers, the department also offers skill based elective papers in Bioethics and Clinical Lab Technology.

The PG programme in Biochemistry offers many core papers including Analytical and Biomedical Techniques, Bio technology, Bio informatics, Pharmacology and Research Methodology which focus on the industrial needs. Research project in the PG final year enhances the job prospects in industries and research institutes.

The UG and PG laboratories are spacious and equipped with latest instruments like PCR, Refrigerated high speed Centrifuges, UV - Visible Spectro Photometer, Fluorimeter, Flamephotometer, etc. The UG and PG students of the department get an opportunity to pursue different certificate courses each year in the tune with current trends which is a value addition to their degree.

Course Offered : B.Sc. Biochemistry

Course Code : **SU31**

Course Offered : M.Sc. Biochemistry

Course Code : **SP12**

Eligibility for B.Sc.

+2 Passed candidates with Chemistry and Biology / Botany and Zoology / Biochemistry subjects may apply. Vocational group candidates are not eligible.

Eligibility for M.Sc.

B.Sc. Biochemistry, Chemistry, Microbiology, Biotechnology, Botany, Zoology, Life Sciences, Nutrition and Dietetics may apply.

Scope

The course provides job opportunities in

Public Sector

- Hospitals and Laboratories
- Agriculture and Fisheries
- Environmental Pollution control
- Forensic Science
- Cancer Research Institutes

Private Sector

- Research Laboratories
- Scientific publishing / animation / patenting firms.
- Medical-Billing / Coding / Transcription
- Food and beverage Industry
- Health and Beauty care Industry
- Medical Instrument Companies

The course also offers basis for higher study and advanced research in frontier areas of Biomedical Engineering, Biotechnology, Bioinformatics, Clinical Research, Nanotechnology, Genetic Engineering etc. in India and Abroad.

BIOCHEMISTRY

Clinical Nutrition and Dietetics

The UG programme was started in the year 2005 and PG programme in the year 2003. The UG course on Clinical Nutrition and Dietetics aims at developing the potential of the students to meet the demands in health care. The curriculum includes core papers like Clinical Nutrition and Medical Nutrition Therapy and interdisciplinary subjects like Human Development and Family Studies based paper on Clinical Nutrition techniques and papers on Performance nutrition, Food preservation also help the students appreciate the multifaceted nuances of the subjects. The students are sent for friendship to hospitals and food industries and are taken for field visits to institutions relevant to their study.

The PG course in Foods and Nutrition aims at developing research skills and abilities in nutritional issues of contemporary interest. The course encompasses subjects like Clinical Biochemistry, Analytical Techniques, Food and Drug Interaction, Advanced Studies in Carbohydrates, Lipids, Vitamins and Minerals. It also enhances the entrepreneurial skills and develops an insight in the evaluation of biomedical findings and its inter relationship with health and disease.

Course Offered : B.Sc. Clinical Nutrition and Dietetics

Course Code : **SU32**

Course Offered : M.Sc. Foods and Nutrition

Course Code : **SP13**

Eligibility for B.Sc.

Candidates with science subjects at +2 level may apply.

Eligibility for M.Sc.

B.Sc. Nutrition and Dietetics / Clinical Nutrition and Dietetics from any recognised university may apply.

Scope

The students gain skills, to work as consultant nutritionist in food industries, dieticians in hospitals and fitness industry. The PG students also develop a deep insight towards higher education in the field of food and nutrition by undertaking their research project in the last semester facilitating them to work in multinational companies as research officers and research fellows in reputed organisations.

CLINICAL NUTRITION

Computer Science

The department was established in year 1990. The course expose the students to the current trends in Information Technology, equipping them in both hardware and software applications. The core Papers include C, Data Communications and Networking, Operating Systems, Data Structures using C, Multimedia, Software Engineering, Computer Architecture, Java Programming, Information Security, ASP.Net, Data Mining and Warehousing, DBMS, Open Source Software, Cloud Computing. The course also includes allied papers like Resource Management Technique, Statistical Methods and Basis of Mathematics.

Practical oriented training stimulates the logical skills in the students. The department is well equipped with fully airconditioned Computer Lab and LCD Projector.

Course Offered : B.Sc. Computer Science

Course Code : **SU33**

Eligibility

+2 passed candidates with Mathematics may apply.

Scope

The curriculum enables the students to work in corporate sector and take up any job related to IT. It also forms the basis for pursuing professional courses like MCA, M.Sc. (IT), M.Sc. (CS) and MBA.

COMPUTER SCIENCE

Mathematics

The UG course was started in the year 1989 and the PG course, in the year 1994. The department offers programmes with a comprehensive combination of subjects relevant to the present academic scenario. The syllabus has been designed to equip students for careers in management, software industry, banking etc. The core papers offered at UG level include Classical Algebra, Trigonometry, Differential Calculus, Integral Calculus, Laplace Transforms, Differential Equations, Discrete Mathematics, Algebraic Structures, Real Analysis, Complex Analysis and mechanics. The job oriented subjects are programming language C, and Operations Research.

The core papers offered in PG include Algebra, Real Analysis, Differential Equations, Complex Analysis, Topology, Mechanics and Tensor Analysis, Fuzzy sets and their applications, Functional Analysis, Differential Geometry and Graph Theory. The elective papers offered for PG course are Mathematical Statistics, Operations Research, Formal Languages and Automata Theory.

Course Offered : B.Sc. Mathematics

Course Code : **SU34**

Course Offered : M.Sc. Mathematics

Course Code : **SP14**

Eligibility for B.Sc.

+2 passed candidates with general Mathematics may apply.

Eligibility for M.Sc.

Candidates who have completed B.Sc. Mathematics / Mathematics with Computer Applications may apply.

Scope

The courses are designed to equip the students for careers in management, software industry, banking etc. Students can also pursue higher studies in the fields of science, technology, business and financial studies.

MATHEMATICS

Microbiology

The department was established in 1971 and aims to produce skilled Microbiologists. The UG programme covers basic Microbiology subjects along with advanced subjects like Molecular Biology, Immunology and Applied subjects like Food Microbiology, Industrial Microbiology and Clinical Microbiology. The department was upgraded to a PG department in 2006.

The PG programme covers emerging fields like Bioinformatics and Biostatistics. The course focuses on hands on training in various recent techniques in the field of Environmental Microbiology, Immunology, Molecular Biology and Recombinant DNA Technology. About 100 different research works have been carried out in various fields in Microbiology namely Virology, Anti-microbial effects of Herbs and other plants, Bacteriology, Immunology and Enzyme profiling by our PG students. Internship is included in PG curriculum.

The department has well equipped laboratories and an instrumentation Room. Visual animations of various metabolic pathway and process are provided to students for their better understanding.

Course Offered : B.Sc. Microbiology

*Course Code : **SU35***

Course Offered : M.Sc. Applied Microbiology

*Course Code : **SP11***

Eligibility for B.Sc.

+2 passed candidates with Physics, Chemistry and Biology / Microbiology / Botany and Zoology may apply.

Eligibility for M.Sc.

Candidates with B.Sc. degree in Microbiology / Botany / Zoology / Agriculture / B.S.M.S. may apply.

Scope

The course provides the expertise to seek employment or pursue higher studies in any advanced Biological research and development fields.

MICROBIOLOGY

Psychology

The department was established in the year 2003. Lectures, case studies, research and interaction with the industry facilitates the students to explore and experience different aspects of psychology. The core papers offered include Basic Psychology, Experimental Psychology, Social Psychology its applications, Counselling Psychology, Health Psychology, Positive Psychology, Human Development, Psychological testing, Abnormal Psychology, Organizational Behaviour and Human Resource Development.

The case study approach and survey research method supplements the student's conceptual knowledge. The department offers a certificate course in Dyslexia and offers managing emotions and Improving study skills as Non-Major electives.

Course Offered : B.Sc. Psychology

Course Code : **SU36**

Eligibility

+2 passed candidates of any stream except students from vocational stream may apply. Preference will be given to science students with Biology.

Scope

The students can branch out of various specializations like Clinical Psychology, Industrial / Organizational Psychology, Counselling Psychology etc. at post graduate level which would lead them to brighter career prospectus in the field of psychology.

PSYCHOLOGY

Visual Communication

The Department was started in the year 2006 to cater to the growing needs of the media industry. The course trains students in a wide range of creative, administrative and technical position in media and helps them in becoming effective communicators. The core subjects include Drawing, Radio and Television Production, Film, Advertising, Animation, Web Design, Computer Graphics, E-learning and Photography. In addition to this, students are groomed to be a part of the media industry through various workshops, seminars and guest lectures given by eminent media professionals.

Our students have got placed as Visual Designers, Programmers, Interaction Designers, Technical Writers, Graphics Designers, Business Presentation Designers, Assistant Directors, Assistant Producers, Image Researchers, Client Servicing Executives, Actors, Executive Producers, Photographers and Anchors.

Internships / Project work for UG

- Summer Internship in an Advertising Agency / Production House / Radio Station.
- The final year project includes short films / Documentaries / Animation Films / Photo Features.
- A portfolio is prepared by the student in the final year that helps them get placed in the media industry.
- The students explore their creative boundaries in Content Writing, Designing and Publishing by bringing out journals in English and Tamil.

Infrastructure

- Spacious Drawing Studio, Air conditioned State - of the art Video Production Studio with professional lights, DV and HDV Camcorders, Spacious Studio Floor for viewing movies.
- Video Editing Suite equipped with Apple work stations and Final Cut Pro Software, Audio Suite with Nuendo software.
- High - end Digital Dubbing Studio, Air Conditioned Photography Studio with Digital Cameras and lights.
- Computer lab with higher configuration systems.

Courses offered in UG : B.Sc Visual communication

Course Code : SU37

Eligibility for B.Sc. Visual Communication

+2 passed candidates from Science / Humanities / Commerce may apply. Face to Face interview date will be uploaded in the website.

Scope:

- This course enables the students to gain expertise
- to seek employment in any media of their choice.

VISUAL COMMUNICATION

M.A. Journalism and Communication

The Department offers a PG course in M.A. Journalism and Communication to keep pace with the evolving trends in Journalism and Communication as a conveted discipline at post graduate level. The course would facilitate students to explore the various avenues of research in the vast field of communication and empower them to fit into jobs available in media.

The core subjects include Print Journalism, Public Relations, Radio Journalism, Environment Journalism, Communication Research Methods, Film Studies an Television Journalism. In addition to this, Students will do Internships, Projects and Soft Skills.

Infrastructure

Air Conditioned State-of-the-art Video production studio with professional equipment, Video Editing suite with Apple Workstations, photo studio and Computer Lab.

Course Offered in PG : M.A. Journalism and Communication

*Course Code : **SP20***

Eligibility for M.A. Journalism and Communication

A graduate of any discipline of the University of Madas or any other University is eligible to apply. Admission will be based on UG marks. Candidates with arrears will not be considered for admission.

JOURNALISM AND COMMUNICATION

Mathematics with Computer Applications

The course was established in the year 2012. This course includes computer oriented subjects - Java, C++, and Visual Basic. Also Statistics using Excel is offered as Skill based subjects along with Mathematics Subjects - Algebra, Calculus, Trigonometry, Mechanics, Differential Equations, Real & Complex Analysis, Discrete mathematics and Operation Research. In addition we are also offering a certificate course for the benefit of the students Professional career.

*Course Offered : B.Sc. Mathematics with
Computer Application*

*Course Code : **SU38***

Eligibility

+2 passed candidates with general Mathematics may apply.

Scope

The course is designed to equip the students for careers in management, software industries, Banking etc. Students can also pursue higher studies in the fields of science, Mathematics, Education, Computer Science, MCA, Technology, Business and Financial studies.

MATHEMATICS WITH COMPUTER APPLIATIONS

Computer Applications

The course is offered from the year 2010. The course exposes the students to the current trends in Information Technology, equipping them in both hardware and software applications. The core papers include Microprocessor, Digital Fundamentals, C, Computer Architecture, Data Structures, C++, Java Programming, Computer Graphics,.net technology, RDBMS and ORACLE, Operating System, Web Technology, E-Commerce, Data Mining, Data Communication and Networks, Multimedia, Software Engineering and system Software. In addition, papers on Financial Accounting and Management Accounting are also offered. The course also includes allied papers like Resource Management Techniques and Statistical Methods.

Practical oriented training stimulates the logical skills in the students. The project work in the final semester enables the students to work in the corporate sector. The core subject on “Term paper and Seminar” helps the students to present papers in seminars and conferences at National and International levels.

Course Offered : BCA

Course Code : **SU41**

Eligibility

+2 passed candidates with Mathematics / Business Mathematics may apply.

Scope

The curriculum enables the students to work in corporate sector and take up any job related to IT. It also forms the basis for pursuing professional courses like MCA, M.Sc.(IT), M.Sc(CS) and MBA.

BCA

Physics

Started as an allied department in 1948, the department acquired undergraduate status in 1978, post graduate status in 2004 and was upgraded into a research department by introducing M.Phil course in 2009. Students undergoing the UG programme exposed to all topics in basic Physics including Advanced Digital Electronics and Microprocessor and Programming using C language to acquire adequate knowledge for higher studies like M.Sc., M.Tech, MCA, MBA and integrated Ph.D.

The PG programme covers topics of current interest like Fiber Optics and Communications, Microprocessor, Microcontroller and computers, both in theory and practical. Our post graduate students are chosen to undertake project work and training to various reputed institutions like IISc Bangalore, IGCAR Kalpakam, IIA Bangalore, Anna University etc. Instruments like LCR Bridge, Thermostat FTIR Spectrometer, UV spectrometer, Fluorescence spectrometer spin coating for thin film fabrication, Wien2mk software and Bio Informatic software are available in the instrumentation Centre for research in Material Science and drug design.

Course Offered : M.Sc. Physics

Course Code : **SP15**

Eligibility for M.Sc.

B.Sc Physics with Maths and Chemistry as allied subjects may apply.

Scope

The PG programme is designed to meet industry requirements by exposing students to areas of interest in higher Physics and by training them in problem solving skills. Moreover the internship and project provides the necessary acumen to pursue a career in research.

PHYSICS

Plant Biology and Plant Biotechnology

Botany department, started in the year 1964 was renamed as Plant Biology and Plant Biotechnology in 2000.

The department was upgraded as a post graduate department with the introduction of M.Sc. Botany in 1993 under the self financing stream and later into a research department with the introduction of M.Phil programme during the academic year 2009. To enhance the skills of the students, the curriculum comprises of application - oriented subjects, skill based subjects and certificate courses. In addition to conventional papers, the department offers the following papers in the curriculum to motivate the students to face the competitive world.

Papers offered in PG are Genetics, Bioinformatics, Molecular Biology, Ecology and Remote sensing as core papers, Microbial Technology, Herbal Drug-Biotechnology, Biostatistics and Research Methodology as Elective Paper, Entrepreneurship Botany, Medicinal Botany and Dietetics as Extra Disciplinary paper. An Internship programme is compulsory for the students at the end of the first year. A research project is compulsory for the student in the last semester.

*Course Offered : M.Sc. Plant Biology and Plant
Biotechnology*

*Course Code : **SP16***

Eligibility for M.Sc.

A Pass in B.Sc., Botany / Plant Biology and Plant Biotechnology or an equivalent examination recognized by the syndicate of the University of Madras.

Scope

The Students can pursue their higher education in the field of Botany, Plant Biology and Plant Biotechnology, Genetics, Environmental Toxicology, Biotechnology, Molecular biology, Proteomics and Genomics. Students can appear for all UPSC, TNPSC examinations. Students can also become women entrepreneurs in the areas of cultivation and sale of mushroom, production of herbal products, maintenance of nursery, landscape designer, indoor decorator and florist. Students can continue their research in different fields of biological sciences.

PBPPB

Human Rights and Duties Education

Human Rights influence many different parts of human society. This course spreads into four semesters and examines using a range of different approaches. You will explore History, Politics, International Relations, Criminology, Economics and Law to gain insight into the complex role that human rights play in the contemporary world.

Throughout your studies, high exposure is given in the field of human rights with due importance to field work, field visits and also encouraging students to organise seminars, workshops and awareness programmes. Internships with governmental and non-governmental bodies, and individual research projects on human rights and violations are highlights of the course. Human Rights remains the “4th R” a fundamental of everyone’s essential education.

Course Offered : M.A. Human Right and Duties Education

Course Code : **SP21**

Eligibility:

A graduate of any discipline is eligible to apply

Scope

- The two year post graduate degree in human rights trains you in understanding, monitoring, reporting on human rights issues and redress violations of human rights in the society in a peaceful manner.
- Opportunities are galore in the United Nations organisations, which maintains country offices and regional offices throughout the world.
- Appointments in Corporate Houses and Multinational Organisations for implementing corporate social responsibility is a recent opening for our students.
- Employment Opportunities also exist in other National and International organizations and Governments. Students may also find suitable openings in the International Bodies like Amnesty International, Red Cross, CRY, DANIDA, Action AID etc.
- Entrepreneurial opportunities for establishing rural and urban counselling centres on Human Rights, establishing NGOs in the fields of Human Rights and Civil Liberties in general and human rights activism in particular are there. Human Rights Consultancy is also done by the department to Organisations run by Legal Experts, Correctional Institutions working in the field of Juvenile Delinquency, Child Abuse and Home for the Homeless etc.
- Apart from these, higher education and research opportunities are present.

HUMAN RIGHTS AND DUTIES EDUCATION

ADMISSION PROCEDURE

- ★ Admission for UG Courses will start after 10 days from the publication of the Tamil Nadu State Board +2 examination results. Admission for PG Courses will start in June 2016.
- ★ The application form along with prospectus may be obtained from the college office between 9 a.m. and 3 p.m. (Monday to Friday) except on Government holidays.
- ★ Filled in application may be registered by submitting it in person at the college office or through post.
- ★ Separate application should be submitted for each course in the Aided and Self-Supporting Streams.
- ★ The candidates selected for provisional admission will be intimated through SMS. The candidates are advised to refer to the College Website (www.ethirajcollege.in/) College Notice Board periodically for the selection list.
- ★ The selected candidates should present themselves for interview along with their parents or guardian with two recent passport size photographs, original and two attested copies of the following documents :
 - ✓ Mark Sheet
 - ✓ Community Certificate clearly stating Caste and Sub caste
 - ✓ Transfer Certificate
 - ✓ Conduct Certificate
 - ✓ Medical Fitness Certificate with blood group
 - ✓ Migration Certificate for candidates from other States and CBSE Students.

- ★ **The candidate should be present for admission on the date and time as stipulated in the SMS, failing which her seat shall become forfeited.**
- ★ Admission is subject to verification of the Mark Sheet issued by the Director of Government Examinations.
- ★ Students from recognised Boards other than the Tamilnadu State Board are admitted provisionally subject to rules of eligibility and approval by the University of Madras.
- ★ A declaration that the applicant will conform to the rules and regulations of the College will have to be signed at the time of the interview by the student and the parent / guardian.
- ★ **Selected Candidates must appear for an interview with the Principal and then pay the required fees ON THE SAME DAY.**
- ★ Public Relations team is available in the College for any clarifications regarding admission from Monday to Friday between 9 am to 2 pm except Government Holidays.

Instructions for filling up of Application forms:

- ★ **Read the Prospectus carefully before filling in the application form.**
- ★ **Fill in your name, date of birth and community with sub-caste as mentioned in the School Transfer Certificate.**
- ★ **There should not be any overwriting.**
- ★ **No attachment are required along with the application.**
- ★ **Incomplete application forms will be rejected.**

ETHIRAJ COLLEGE FOR WOMEN (SELF - SUPPORTING) 2016-2017 FEES STRUCTURE (1ST SEMESTER)

UG Departments	Tuition Fees	College Fee	Library deposit caution Deposit	Government Remittance	Lab Fees	PTA	College Development Fees	Sports Fees	Total
B.A. English	15145	500	150	505		50	3000	150	17500
B.A. English and Communication Skills	15145	500	150	505		50	3000	150	19500
B.A. Business Economics	12645	500	150	505		50	3000	150	17000
B.Com	29645	500	150	505		50	3000	150	34000
B.Com (Hons)	32645	500	150	505		50	3000	150	37000
B.Com C.S	29645	500	150	505		50	3000	150	34000
B.B.A.	32645	500	150	505		50	3000	150	37000
B.B.M.	29,645	500	150	505		50	3000	150	34000
B.Sc Maths	17145	500	150	505		50	3000	150	21500
B.Sc Maths with Computer Application	20145	500	150	505	4000	50	3000	150	28500
B.Sc Computer Science	25645	500	150	505	4000	50	3000	150	34000
B.Sc Microbiology	18895	500	400	505	4000	50	3000	150	27500
B.Sc Biochemistry	17895	500	400	505	4000	50	3000	150	26500
B.Sc Clinical Nutrition & Dietetics	18895	500	400	505	4000	50	3000	150	27500
B.Sc Visual Communication	33895	500	400	505		50	3000	150	38500
B.Sc Psychology	22895	500	400	505		50	3000	150	27500
B.C.A.	30145	500	150	505	4000	50	3000	150	38500
B.Com Accounts & Finance*	29645	500	150	505		50	3000	150	34000

* Soft skill fees – Rs. 1000/- per annum will be collected in the second semester.

* Whenever the computer subject is offered as a paper additional amount of Rs. 2000 /- is payable per semester.

* Central Board Students should remit Rs. 100 /- extra.

* Refund of fees will be made to the Students of Aided Stream strictly as per Government Rules and to the Students of the Self Supporting Stream, who leave the college, after admission but on or before 31 July subject to deduction of 20% of total fees to meet a part of the administrative expenses. The Committee also suggested that this may be suitably incorporated in the prospectus for information of the student-applicants.







VISION

To achieve economic and social equity for women and through them strengthen the Nation to usher in an egalitarian society.

To become a globally recognised Women's University.

MISSION

To Sensitize young women to their rights and place in society through advancement and application of relevant knowledge.

PROFILE OF THE COLLEGE



"To strive, to seek, to find and not to yield"

Ethiraj College for Women founded in 1948 by Late Shri V.L. Ethiraj, a legal luminary, has completed 68 years of glorious existence, making impressive strides in the realm of higher education for women. In a rapidly evolving and highly competitive global environment, the College offers diverse programmes which train the students to succeed in life. The overwhelming demand for admission into several courses led to the establishment of Self-Supporting Stream in the year 1981. The College enjoys Autonomous status and follows semester pattern. With its major thrust on quality sustenance and enhancement, as reflected in splendid achievement in various fields, the College has been recognized by the University Grants Commission as a "College with Potential for Excellence" and has been Re-accredited with 'A' Grade by NAAC in 2013. Institution of Excellence in Higher Education Award, 2015 in recognition of the Institution's contribution in Higher Education in India by VIT University and the recent "Award for Educational

Excellence" by Indus Foundation at the Indo-American Education Summit, 2016 remain value addition to the Institution whose endeavors are inspired by its motto – "To Strive, to Seek, to Find and not to Yield".

At the National level Ethiraj College was ranked overall 16th, and 2nd in perception by the Ministry of Human Resources and Development, New Delhi.

Faculty

Ethiraj College has well - qualified, experienced and dedicated faculty who act as facilitators for the holistic development of the students. They focus on bringing in fresh perspective and new ideas and share a passion for continuous improvement in all facets of education.

Pedagogy

The Curriculum and pedagogy emphasise the development of students' skills and abilities to apply theories and concept to real life situations. The teaching methods include lectures, case studies, group discussions, role plays, seminars, projects, quiz, assignments, debates, workshops and field trips.

In the academic year 2015-2016 the curricular of all the departments have been restructured in accordance to the needs of the current environment. The autonomy status of the institution has been extended by UGC.

Under the Autonomous system, the UG and PG students are evaluated through continuous assessment which accounts for 40% of the grand total to marks earned in a given subject and the remaining 60% through an end-semester examination.

A passing minimum of 40% for UG and 50% for PG has to be secured in the end-semester examination, as well as in the overall marks obtained (continuous and end semester).



Choice-Based Credit System (CBCS)

All Undergraduate and post graduate courses operate with a Choice Based Credit System.

At the undergraduate level, credits are awarded for
Part-1 - Languages-Tamil/Hindi/Sanskrit/French

Part - 11 - English

Part -111 - Major and Allied

Part1V - Basic Tamil, Advanced Tamil, Non-Major Electives, Soft Skill papers, Environmental Studies and Value Education

Part - V - Extension Activities

UG students have to compulsorily earn a minimum of 1 credit by enrolling and participating in NCC, NSS, CSS, Sports, YRC, RRC or Rotaract to be eligible for a degree.

Minimum credits to secure a UG degree is 140.

UG students may also earn additional credits by enrolling and participating in Entrepreneurship Cell, ENACTUS (Entrepreneurial Action Us) and Consumer Club activities.

Minimum credits to secure a PG degree is 90.

Additional Courses

The College conducts Career - Oriented Add - On Courses funded by the UGC besides Certificate courses offered by various departments.

Certificate Courses

Department	Name of the Course
English	Spoken & Written Communication in English
Commerce	Life Skills
Mathematics	Common Aptitude Mathematics
Business Economics	SPSS
Bank Management	Preparation for Bank Competitive Examination
Bio-Chemistry	Advanced Biochemical Techniques
BBA	Employability Skills Training
Psychology	Dyslexia
BCA	Web Designing

Centre for Women's Studies

The Centre for Women's Studies was started in 2009 with funding from the UGC. It has been established with an objective to create a centralized database on women in various sectors, to conduct awareness programmes and to sensitise the society about gender divides and discrimination. The Centre offers a UGC funded Certificate Course in Gender Studies to students across the disciplines and years.

Internal Quality Assurance Cell (IQAC):

The IQAC acts as a nodal unit of the institution for augmenting quality related academic and administrative activities.

Infrastructure

Well furnished classrooms and laboratories.

An Instrumentation Centre, three Language Labs, six, Computr Centres with Inter and Intranet facilities.

Wi-Fi Facility

CCTV



Well-equipped conference halls and auditoriums.
Video Production studio, audio and video edit suites,
dubbing, photo and drawing studios.
Playgrounds, basketball court, tennis court, volleyball court,
gymnasium etc.
Open Air Theatres in Campus I and II

Facilities

A Book Store
Two photocopying Centres
Two Canteens
Two PCOs
Indian Overseas Bank, (Women Entrepreneur Branch) with
ATM facility within the campus.
Online payment of fees from II semester onwards.
Transport – A fleet of 3 College buses ply to various
destinations. Students can also avail MTC and Railway
concessions.

Medical and Counselling Facility

A full time physician and a counsellor are available for
consultation.

Memorandum of Understanding (MoU)

The College has signed MoUs with
Concordia College, New York
Association of Certified Chartered Accountant (ACCA),
United Kingdom
The Centre for Indian Knowledge systems (CIKS) Chennai
TVS Training and services

Department of Archeology, Govt. of Tamil Nadu
Indian Council of Medical Research (ICMR) - Tuberculosis
Research Centre (TRC)
ICICI Bank
Raintree Hotels
Indian Overseas Bank
Manohar Chowdhary and Associates - Chartered
Accountants
Padmanabhan Remani and Remanujam - Chartered
Accountant
TVS Infotech Ltd.
A formal association with Jindal Global University, India.
BPP University, UK (in progress)
Certified Management Accountants, USA in progress

Mentor System

Each Student is assigned a mentor who guides the student in
all aspects of a student life.

Library

The college houses a eclectic collection of academic texts,
reference books, national and international journals, magazines
and newspapers. The library has a conference hall, reading rooms,
photocopying facility and Internet Browsing Centre. It also provides
access to research database EBSCO and 'Inflibnet' that help the
students in their study and research activities.

Library Timings : 7.30 a.m. to 5.00 p.m.

Resource Centre for the Visually Challenged

A Resource Centre for the Visually Challenged has been started by the Centre for Women's Studies with necessary software to enable students to access, download and store academic material.

Scholarships

As a testimony to the institution's commitment to inclusive education, scholarships are provided from the estate of the founder Late Thiru. V.L. Ethiraj, Central Government, State Government and other private scholarships are also available.

Parent Teacher Association (PTA)

The PTA started in 1998, provides an active forum for interaction amongst management, faculty and parents.

Alumnae Association

Ethirbandan of Ethiraj College is held every year. Alumnae from all walks of life gather in large numbers to relive the nostalgic memories of their college life.

Student League

The conglomeration of students was inaugurated in 2016 comprising of 8 students leagues with the motto "Impress, Influence and Inspire".

The various leagues are Alumnae Connect, Campus Innovations, Disaster Mitigation, Green Enviro, Holistic-Wellbeing, Social Works, Swachh Ethiraj and Website.

Hostel

The College hostel has three blocks to house 540 students. Application for the College hostel should be submitted separately at the time of admission. Admission to hostel is on "first-come, first-served" basis.

Extension Activities

The extension activities such as NCC, CSS, NSS, Youth Red Cross, Rotraact, Red Ribbon Club, Entrepreneurship Cell, ENACTUS & Consumer Club, lay emphasis on the holistic development of the students and provide a platform to inculcate social sensitivity in them.

Art Club - Shades, Literary and Debating Society, Film Appreciation Club - Ethirwood, Theatre Club-Theatro, Dance Club, MUN Club, Quiz Club, Book Club, Environment Club, Wildlife & Adventure Club and Heritage Club of our College kindle the social and cultural consciousness and creative spirit of the students and also provide a forum for them to learn from their peers.

Department of Physical Education

The Sports department plays an important role in ensuring physical fitness among the students. The department provides training in a variety of sports and games such as basketball, volleyball, cricket, hockey, tennis, kabaddi, ball badminton, shuttle, throwball, swimming, rowing, shooting, athletics etc. Special concessions are given to the students who excel in sports in the form of scholarships, sports kits etc.

Placement Cell

The Placement Cell is very active in helping the students to get placed in reputed organizations. Two days career fair "Bhavishya" is conducted, during which the invited guests from various sectors enlighten the students on career opportunities. Skill Enhancement Training is provided to the students of the second and third years in areas of Resume Writing, Interview Skills, Extempore, Group Discussion Techniques and Competitive Examinations. Special efforts are taken to provide training and placement to socially and economically backward students.

College Website :

www.ethirajcollege.in

Important Information

Working Hours :

Aided Stream - 8.00 a.m. - 1.30 p.m. (Lunch Break - 11.00 am to 11.30 am)

Self Supporting Stream - 11.30 a.m. - 5.00 p.m. (Lunch Break - 1.30 pm to 2.00 pm)

75% attendance in every subject is mandatory requirement for a student to be eligible for appearing in semester examinations.

Decent dress and courteous behaviour are mandatory.

Use of mobile phones is strictly prohibited inside the college campus. Violations will be severely dealt with.

Ragging is strictly prohibited and punishable as per the Prohibition of Ragging Act, 1996.

Students who discontinue after joining the College will be given Transfer Certificate issued by the College only and their school Transfer Certificate will not be returned. Transfer Certificate will be issued only a week after applying, on the return of ID card if already issued by the College.

NRI QUOTA :

5% of the sanctioned strength in each course will be allotted for students under NRI Quota.

Wards and siblings of NRIs will be eligible for admission under NRI Quota.

Selected candidates will be under different fee structure and the payment to be made in US dollars or equivalent in foreign currency.

Business Economics

The UG programme of Business Economics was started in the year 2005. The course aims to produce graduates with core competencies in both business and economics. It is intended to provide students with skills necessary to assist in business decision making and formulation of economic policies. The course covers areas of Microeconomic analysis, Monetary Economics, Economic Thought Indian Financial System and Markets, Statistics with Computer Applications, Basic and Advanced Econometrics, Industrial Economics, etc. The allied subjects offered are Financial Accounting, Mathematics for Business Economics etc.

In addition to this, students are exposed to a compulsory two months training programme in any one of the following fields of their choice. Economic Research, Economic or Business Analysis, Banking, Investment Banking, Business Journalism Marketing and Advertising and Socio-Economic project.

Course Offered : B.A. Business Economics

Course Code : **SU01**

Eligibility

+2 passed candidates with Commerce / Business Studies / Humanities / Science are eligible to apply.

Scope

The course provides a strong foundation for students to pursue post graduate courses like M.A. (Economics) / M.A. (Business Economics), M.Sc (Economics), M.A. and M.Sc. (Financial Economics), MBA. The curriculum is designed to enable students to appear for various Union Public Service Commission Examinations, lik Civil Service Examinations, Indian Economic Service Examination etc. It also opens up employment prospects in the corporate world in areas of Business and Financial analysis, Banks, Investments banks, Government establishments, Research Organizations, Business Journalism, BPOs etc. Our students also have opportunities in national and international institutions like RBI, NABARD, World Bank, etc.

BUSINESS ECONOMICS

English

The UG program in English was started in the year 1986 to meet the growing demands for the course. The course is designed with a view of providing the students with an in-depth knowledge of the Literatures of India, UK, USA and other parts of the world. The study of Language and Linguistics is also an integral part of the curriculum. It also includes allied subjects like the History of British, Indian & American literature and Literary Forms. Innovative subjects such as Popular Culture, Literature and Environment, Introduction to Mythology and Women's Writing and career-oriented subjects like Film & Literature and Journalism are offered.

The department offers a comprehensive course in Foundation English providing opportunities to UG students of all disciplines to develop their diverse skills.

The English Language Lab is a student friendly centre, equipped with some of the best software to enable students to enhance their communication skills and improve their pronunciation and speaking skills. An Audio-Visual Room and Smart Class Room equipped with Skillphone facilities further sharpen their Communication Skills and encourage participatory learning.

Course Offered : B.A. English

Course Code : SU02

Eligibility

+2 passed candidates from all disciplines with a good foundation in English Language and Communication.

Scope

The course provides a strong foundation for students to pursue higher studies in various fields like English Literature, Mass Communication, Journalism, Teacher Training and M.B.A. Students are equipped to face a professionally competitive world. Papers in Journalism and Film and Literature prepare them for careers in media related industries.

ENGLISH

English and Communication Skills

The UG programme in English and Communication Skills was started in the year 2005 to prepare the students for higher studies and careers in diverse fields. The course introduces students to different literary traditions across cultures. Apart from British, American and Indian Literature, career-oriented subjects such as Creative Writing and Journalism form a part of the curriculum. To keep abreast of industry requirements, the programme includes papers like Introduction to Communication skills and Business communication. The study of Language and Linguistics is also an integral part of this course with emphasis on phonetics and speech patterns.

The English Language Lab equipped with some of the best software, an Audio-Visual Room and Smart class room equipped with Skillphone facilities enhance student's communication skills and encourages participate learning.

Course Offered : B.A. English and Communication Skills

Course Code : **SU03**

Eligibility

+2 passed candidates from all disciplines with a good foundation in English Language and Communication.

Scope

The course provides a strong foundation for students to pursue higher studies in various fields like English Literature, Mass Communication, Journalism, Media Studies and Business Administration.

Papers such as Journalism and Business Communication equip the students to face a professionally competitive world. The curriculum is designed to enable to students to meet the demand of the corporate world through mastery of communication skills in English. Students are well equipped to take up a variety of challenging careers in media related industries.

ECS

Business Administration

The department was established in the year 1998. Management is one of the most preferred career options and BBA is a natural corollary to this preference. The course facilitates the development of individuals as proficient managers who will respond to socio economic and organizational challenges of present global environment.

The curriculum focuses on key areas of Management, such as HR, Finance, Marketing and Operations. The programme consists of 22 core courses and 4 allied courses. Some of the core courses offered are Accounting for Managers, Managerial Economics, International Business, Economic Laws, Business Ethics and Corporate Governance Resource Management Techniques and Entrepreneurial Development. The allied courses offered by the department are Communication for Managers, Computer Applications in Business, Business Mathematics and Business Statistics. Students are also required to undergo internship training in the second year and submit a research project in the final year. Courses on Small Business Management and Corporate Soft Skills are offered by the department to enhance the employability skills of the students. Employability skills training is also imparted to the students.

Course Offered : B.B.A

Course Code : SU11

Eligibility

+2 passed candidates with the following subjects may apply.

- Business Studies / Commerce,
- Accountancy
- Mathematics / Business Mathematics / Statistics / Business Statistics / Economics
- Any other subject.

Scope

The Students can pursue higher studies in Management. The course serves as a foundation for taking up professional courses like CA, CWA, CS and CFA. Candidates who have successfully completed this course have secured jobs in IT, Banking and HR sector of reputed companies like Goldman Sachs, H&EY, ING Vysya, SBI, IBM, Scope International RBS, Amazon, Ford, RR, Donnelly etc.

BBA

B.Com. Accounting and Finance

B.com Accounting and Finance an undergraduate programme has been introduced with effect from 2016-2017. The course is designed to provide adequate understanding about Accounting and Finance education and to keep in pace with the dynamic industry changes and management practices by giving adequate exposure to the operational environment in this field. The course facilitates the students to exploit opportunities and creates avenues for self employment in Accounting and Finance.

The curriculum which is a blend of Accounting and Finance subjects comprises of 22 core papers and 4 Allied papers. The programme focuses on professional education of key areas in Accounting like Financial Accounting, Corporate Accounting, Cost Accounting and Management Accounting. The course vitally emphasizes on such Finance subjects as Financial Management, Financial Markets and Financial Services. Apart from the core Accounting and Finance subjects, the programme assures the quality education of other important subjects such as Auditing, Mercantile Law, Business Management, Banking Law, Insurance, Marketing, Income Tax, Business Environment, Economics and Business Mathematics and Statistics. To impart knowledge on application of software and to analyze business related data, a practical paper on Computer Application in Business is offered. To inculcate the research interest among students Research Methodology is offered and the subject Entrepreneurial Development aims to transform the students from mere job seekers to job creators and thus enabling them to emerge as successful business leaders.

Course Offered : B.Com Accounting and Finance

Course Code : **SU19**

Eligibility

+2 passed candidates with the following subjects may apply:

- 1. Accountancy*
- 2. Commerce/ Business Studies*
- 3. Mathematics/ Business Mathematics/ Economics/ Statistics/ Business Statistics*
- 4. Any other subject*

Scope :

The course enables the students to pursue higher studies in Accounting and Finance and professional courses such as CA, CMA, ACS, MBA etc. Accounting and Finance graduates are in constant demand around the globe with ample career opportunities and job prospects. The Curriculum offers a route into the Accounting and financial professions by building skills that are vital to a range of careers in the field of Accounting and Finance.

B.Com Accounting & Finance

B.Com. (Hons.)

The department of Commerce (Hons.) is offering B.Com. (Hons.) course from the academic year 2012 - 2013 as a three year UG programme designed to inculcate the business acumen in students. The main aim of the program is to impart indepth knowledge and skills in all the important subjects in the field of commerce such as accounting, finance, taxation, law and management so as to prepare the students for advance studies in finance and management.

Industry institute integrated learning is the highlight of the programme. To enable this, the college has signed Memorandum of Understanding (MoU) with reputed organisations such as The Raintree Hotels Ltd., Indian Overseas Bank, Manohar Chowdhary and Associates - Chartered Accountants, Padmanaban Ramani and Ramanujam - Chartered Accountants and TVS Infotech Ltd., so that students obtain better practical knowledge and hands on experience.

Every student shall undergo 14 weeks of internship during vacation period and submit a report which will be evaluated internally and externally. Students are also required to do project in the VI semester and submit a report thereon which will also be evaluated by experts from premier institutes/industry experts.

The Kindle the research interest among students and to impart knowledge on the application of statistical tools in business, a paper on Research Methodology is offered. A paper on Computer Applications in Business is offered in order to equip students in the use of MS Excel and SPSS for research purposes and to provide them with knowledge of maintaining computerized accounts of a business concern with the help of Tally 9 package.

Guest faculties from the MoU companies and other subject experts are invited to deliver lectures on challenging topics to enable students to gain knowledge and practical insights into the subjects. The curriculum provides ample scope for creative thinking and participative learning through discussions, seminars, case studies, class assignments and field visits.

Course Offered : B.Com. (Hons)

Course Code : SU20

Eligibility

Candidates for admission to the B.com. (Hons.) programme shall be required to have passed Plus Two examination with a minimum of 75% marks in the following subjects.

1. Accountancy
2. Commerce or Business Studies
3. Mathematics or Business Mathematics

Passing Minimum: A candidate shall be declared to have passed B.Com. (Hons.) if she secures a minimum of 50% in each of the Core papers and a minimum of 50% in English and Languages.

Scope

The course equips the students with strong foundation in accounting, finance, taxation and management so as to prepare them for higher studies in finance and management and to pursue professional courses such as CA, CWA, CS etc. The curriculum is designed to mould students to cater to the needs of the corporate sector.

B.COM HONS

Commerce

The UG programme in the Self-supporting stream was started in the year 1981. The department proposes to introduce a Post Graduate programme with effect from the academic year 2016-17.

Course Offered : B.Com

Course Code : **SU21**

The programme assures valuable education of professional standards, by equipping students with adequate knowledge in various facets of Commerce namely, Accounting (Financial, Corporate, Cost, Management), Management (Business, Marketing, Finance, Insurance, Human Resource), Law (Business, Company, Banking, Mercantile Income Tax and Indirect Tax), Auditing, Statistics for Business, Entrepreneurial Development, Research Methodology and Computer Applications. The curriculum provides scope for creative thinking and participate learning through discussions, quiz, case study, seminars, class assignment and field visits.

Scope

The curriculum equips the students with strong knowledge in all aspects of Commerce, thus enabling them to pursue Masters in Commerce and various professional courses like MBA, CA, CMA, ACS and the like. The curriculum is designed to mould students to cater to the needs of the corporate sector.

- Subject to approval by University of Madras

Course Offered : M.Com*

Course Code : **SP03**

The programme provides an in-depth knowledge in key areas of Accounting, Finance, Research, Organizational Behaviour, Retail Management, Services Marketing, Foreign Trade, Taxation. As a value addition, to enable students to gain hands on experience in corporate sectors, students are required to undergo one & a half months internship training experts are incited to deliver lectures on contemporary topics.

Scope

The curriculum provides the students with adequate exposure in all areas of Commerce so as to equip them for the teaching profession and research programmes and also enables them to face the challenges of the corporate sector and occupy administrative positions.

Eligibility for B.Com

+2 passed candidates with the following subjects

1. Accountancy
2. Commerce / Business Studies
3. Mathematics / Business Mathematics
4. Economics / Computer Science

Eligibility for M.Com

- Graduates in B.Com - General / Marketing / Accounting / Finance
- B.Com Corporate Secretaryship
- B.Com Bank Management
- Business Administration

MoU-Memorandum of Understanding

The college has signed a Memorandum of Understanding with the Institute of Management Accountants, New Jersey, USA. The MoU is a 4 party agreement with IMA, USA; Wiley India (Pvt) Ltd; Mike's Publications and Ethiraj College for Women, Chennai. The Department coordinates classes for the course conducted at the College premises.

COMMERCE

Bank Management

The Department was established in the year 1994. It was started with the student strength of 50. Due to the demand for the course, a second batch was started in the year 1996. At present there are 13 faculty members and 500 students.

UG Curriculum

The UG curriculum lays emphasis on International Banking which provides an exposure to students in cross border financing and international project financing in multi currencies. To study the effective marketing strategies, strong distribution network, competitive pricing and to manage the inherent risks involved, subjects on Marketing of Banking Services and Risk Management in Banks are offered. 19 core courses and 4 allied courses are offered.

Industry Institute Interface

The Department has entered into a MoU with ICICI Bank with an aim to provide web based learning (e-learning module). A practical components for Entrepreneurial Development has been included in the IVth semester which includes one week training. The fourth semester vacation provides opportunities to students to apply their knowledge and skills in real work life situation through a one month internship programme in banking companies to enrich the learning process, other academic activities and events such as short term projects, assignment and interaction with subject experts are also organized.

M.Com Banking & Insurance Management

With effect from 2013-2014 the department is offering an innovative job oriented PG course, M.Com in Banking & Insurance Management, to impart knowledge of concepts and application skills in Banking & Insurance. 15 core and 5 elective courses with equal importance on both banking and insurance are offered.

PG students shall undergo 6 week internship in Banking or Insurance companies during second semester vacation and submit a report which will be evaluated by the experts from the industry. Guest Lectures by International and Institutional experts on current topics are the highlights of the curriculum.

Course offered in UG

Course Offered : B.Com. Bank Management

Course Code : **SU22**

Course Offered in PG

Course Offered : M.Com. Banking & Insurance Management

Course Code : **SP02**

Eligibility for UG

+2 passed candidates with the following subjects may apply.

Accountancy, Commerce / Business Studies, Economics, Mathematics / Business Mathematics / Statistics / Business Statistics, any other subject.

Eligibility for PG

Candidates who have passed B.Com, B.Com (Corporate Secretary ship), B.Com (Accounting & Finance), B.Com (Marketing Management), B.Com (Bank Management), B.Com (Any specialization), B.B.A. or any graduate with Accounts as Major / Allied Subject may apply.

Scope for UG

The Course enables students to pursue professional courses like CA, CWA, ACS, MBA and MCA. It also provides employment opportunities in banking, insurance and other sectors.

Scope for PG

The Course offer career opportunities in the areas like Banking, Insurance industry, Financial Consultant and Accounting profession. The job types can be an Accountant, Agent and brokers, Administrative officer, Actuary, Investment Banker, Investment Analyst, Loan Counselor, Marketing Manager, Security Analyst, Loss Control Specialization, Market Analyst an also teaching Profession.

BANK MANAGEMENT

Corporate Secretaryship

The UG programme was started in the year 1990 and PG programme in the year 1998. The UG programme provides access to the highest quality business education as a means of achieving intellectual and professional goals. This job oriented course offers subjects like Entrepreneurial Development, Accountancy, Law, (General and Corporate) Taxation and other skill based papers like Basic of Accounting, E-banking etc. Supervised institutional training gives adequate exposure to students on the practical aspects of Corporate Management. The PG programme strengthens the students potential in Company Secretaryship by offering specialized papers like Advanced Secretarial Practice, Corporate Restructuring law, Labour Law, etc. The Department offers a Training program on placement preparation for the final year UG and PG students.

The department has signed an MoU with ACCA (Association of Certified Chartered Accountants) a global body for professional accountants in the year 2014. ACCA builds skill in the areas of Accounting, Finance and Management. The programme enables the students to obtain in addition to an Indian UG degree a foreign B.Sc., degree from Oxford's Brook's University and ACCA.

Course Offered : B.Com. Corporate Secretaryship

Course Code : **SU23**

Course Offered : M.Com. Corporate Secretaryship

Course Code : **SP01**

Eligibility for B.Com. Corporate Secretaryship

+2 Passed candidates with the following subjects may apply:

1. Accountancy
2. Commerce / Business Studies
3. Economics / Mathematics / Business Mathematics / Statistics / Business Statistics
4. Any other subject

Eligibility for M.Com. Corporate Secretaryship

Candidates who have passed B.Com Corporate Secretaryship, B.Com General, B.Com Bank Management, BBA or any graduate with Accounts as major / allied subject may apply.

Scope

The course is designed to meet the standards of professional business education such as CA, ICWAI, MBA and enables the students to be more competent to take up covetable jobs in the corporate world.

CORPORATE SECRETARYSHIP

BioChemistry

The UG programme in Biochemistry provides scope for higher study and advanced research in upcoming areas of lifesciences. The curriculum caters to the current industrial needs with emphasis on extensive practical training. Apart from the core papers, the department also offers skill based elective papers in Bioethics and Clinical Lab Technology.

The PG programme in Biochemistry offers many core papers including Analytical and Biomedical Techniques, Bio technology, Bio informatics, Pharmacology and Research Methodology which focus on the industrial needs. Research project in the PG final year enhances the job prospects in industries and research institutes.

The UG and PG laboratories are spacious and equipped with latest instruments like PCR Refrigerated high speed Centrifuges, UV - Visible Spectro Photometer, Fluorimeter, Flamephotometer, etc. The UG and PG students of the department get an opportunity to pursue different certificate courses each year in the tune with current trends which is a value addition to their degree.

Course Offered : B.Sc. Biochemistry

Course Code : **SU31**

Course Offered : M.Sc. Biochemistry

Course Code : **SP12**

Eligibility for B.Sc.

+2 Passed candidates with Chemistry and Biology / Botany and Zoology / Biochemistry subjects may apply. Vocational group candidates are not eligible.

Eligibility for M.Sc.

B.Sc. Biochemistry, Chemistry, Microbiology, Biotechnology, Botany, Zoology, Life Sciences, Nutrition and Dietetics may apply.

Scope

The course provides job opportunities in

Public Sector

- Hospitals and Laboratories
- Agriculture and Fisheries
- Environmental Pollution control
- Forensic Science
- Cancer Research Institutes

Private Sector

- Research Laboratories
- Scientific publishing / animation / patenting firms.
- Medical-Billing / Coding / Transcription
- Food and beverage Industry
- Health and Beauty care Industry
- Medical Instrument Companies

The course also offers basis for higher study and advanced research in frontier areas of Biomedical Engineering, Biotechnology, Bioinformatics, Clinical Research, Nanotechnology, Genetic Engineering etc. in India and Abroad.

BIOCHEMISTRY

Clinical Nutrition and Dietetics

The UG programme was started in the year 2005 and PG programme in the year 2003. The UG course on Clinical Nutrition and Dietetics aims at developing the potential of the students to meet the demands in health care. The curriculum includes core papers like Clinical Nutrition and Medical Nutrition Therapy and interdisciplinary subjects like Human Development and Family Studies based paper on Clinical Nutrition techniques and papers on Performance nutrition, Food preservation also help the students appreciate the multifaceted nuances of the subjects. The students are sent for friendship to hospitals and food industries and are taken for field visits to institutions relevant to their study.

The PG course in Foods and Nutrition aims at developing research skills and abilities in nutritional issues of contemporary interest. The course encompasses subjects like Clinical Biochemistry, Analytical Techniques, Food and Drug Interaction, Advanced Studies in Carbohydrates, Lipids, Vitamins and Minerals. It also enhances the entrepreneurial skills and develops an insight in the evaluation of biomedical findings and its inter relationship with health and disease.

Course Offered : B.Sc. Clinical Nutrition and Dietetics

Course Code : **SU32**

Course Offered : M.Sc. Foods and Nutrition

Course Code : **SP13**

Eligibility for B.Sc.

Candidates with science subjects at +2 level may apply.

Eligibility for M.Sc.

B.Sc. Nutrition and Dietetics / Clinical Nutrition and Dietetics from any recognised university may apply.

Scope

The students gain skills, to work as consultant nutritionist in food industries, dieticians in hospitals and fitness industry. The PG students also develop a deep insight towards higher education in the field of food and nutrition by undertaking their research project in the last semester facilitating them to work in multinational companies as research officers and research fellows in reputed organisations.

CLINICAL NUTRITION

Computer Science

The department was established in year 1990. The course expose the students to the current trends in Information Technology, equipping them in both hardware and software applications. The core Papers include C, Data Communications and Networking, Operating Systems, Data Structures using C, Multimedia, Software Engineering, Computer Architecture, Java Programming, Information Security, ASP.Net, Data Mining and Warehousing, DBMS, Open Source Software, Cloud Computing. The course also includes allied papers like Resource Management Technique, Statistical Methods and Basis of Mathematics.

Practical oriented training stimulates the logical skills in the students. The department is well equipped with fully airconditioned Computer Lab and LCD Projector.

Course Offered : B.Sc. Computer Science

Course Code : **SU33**

Eligibility

+2 passed candidates with Mathematics may apply.

Scope

The curriculum enables the students to work in corporate sector and take up any job related to IT. It also forms the basis for pursuing professional courses like MCA, M.Sc. (IT), M.Sc. (CS) and MBA.

COMPUTER SCIENCE

Mathematics

The UG course was started in the year 1989 and the PG course, in the year 1994. The department offers programmes with a comprehensive combination of subjects relevant to the present academic scenario. The syllabus has been designed to equip students for careers in management, software industry, banking etc. The core papers offered at UG level include Classical Algebra, Trigonometry, Differential Calculus, Integral Calculus, Laplace Transforms, Differential Equations, Discrete Mathematics, Algebraic Structures, Real Analysis, Complex Analysis and mechanics. The job oriented subjects are programming language C, and Operations Research.

The core papers offered in PG include Algebra, Real Analysis, Differential Equations, Complex Analysis, Topology, Mechanics and Tensor Analysis, Fuzzy sets and their applications, Functional Analysis, Differential Geometry and Graph Theory. The elective papers offered for PG course are Mathematical Statistics, Operations Research, Formal Languages and Automata Theory.

Course Offered : B.Sc. Mathematics

Course Code : **SU34**

Course Offered : M.Sc. Mathematics

Course Code : **SP14**

Eligibility for B.Sc.

+2 passed candidates with general Mathematics may apply.

Eligibility for M.Sc.

Candidates who have completed B.Sc. Mathematics / Mathematics with Computer Applications may apply.

Scope

The courses are designed to equip the students for careers in management, software industry, banking etc. Students can also pursue higher studies in the fields of science, technology, business and financial studies.

MATHEMATICS

Microbiology

The department was established in 1971 and aims to produce skilled Microbiologists. The UG programme covers basic Microbiology subjects along with advanced subjects like Molecular Biology, Immunology and Applied subjects like Food Microbiology, Industrial Microbiology and Clinical Microbiology. The department was upgraded to a PG department in 2006.

The PG programme covers emerging fields like Bioinformatics and Biostatistics. The course focuses on hands on training in various recent techniques in the field of Environmental Microbiology, Immunology, Molecular Biology and Recombinant DNA Technology. About 100 different research works have been carried out in various fields in Microbiology namely Virology, Anti-microbial effects of Herbs and other plants, Bacteriology, Immunology and Enzyme profiling by our PG students. Internship is included in PG curriculum.

The department has well equipped laboratories and an instrumentation Room. Visual animations of various metabolic pathway and process are provided to students for their better understanding.

Course Offered : B.Sc. Microbiology

Course Code : SU35

Course Offered : M.Sc. Applied Microbiology

Course Code : SP11

Eligibility for B.Sc.

+2 passed candidates with Physics, Chemistry and Biology / Microbiology / Botany and Zoology may apply.

Eligibility for M.Sc.

Candidates with B.Sc. degree in Microbiology / Botany / Zoology / Agriculture / B.S.M.S. may apply.

Scope

The course provides the expertise to seek employment or pursue higher studies in any advanced Biological research and development fields.

MICROBIOLOGY

Psychology

The department was established in the year 2003. Lectures, case studies, research and interaction with the industry facilitates the students to explore and experience different aspects of psychology. The core papers offered include Basic Psychology, Experimental Psychology, Social Psychology its applications, Counselling Psychology, Health Psychology, Positive Psychology, Human Development, Psychological testing, Abnormal Psychology, Organizational Behaviour and Human Resource Development.

The case study approach and survey research method supplements the student's conceptual knowledge. The department offers a certificate course in Dyslexia and offers managing emotions and Improving study skills as Non-Major electives.

Course Offered : B.Sc. Psychology

Course Code : **SU36**

Eligibility

+2 passed candidates of any stream except students from vocational stream may apply. Preference will be given to science students with Biology.

Scope

The students can branch out of various specializations like Clinical Psychology, Industrial / Organizational Psychology, Counselling Psychology etc. at post graduate level which would lead them to brighter career prospectus in the field of psychology.

PSYCHOLOGY

Visual Communication

The Department was started in the year 2006 to cater to the growing needs of the media industry. The course trains students in a wide range of creative, administrative and technical position in media and helps them in becoming effective communicators. The core subjects include Drawing, Radio and Television Production, Film, Advertising, Animation, Web Design, Computer Graphics, E-learning and Photography. In addition to this, students are groomed to be a part of the media industry through various workshops, seminars and guest lectures given by eminent media professionals.

Our students have got placed as Visual Designers, Programmers, Interaction Designers, Technical Writers, Graphics Designers, Business Presentation Designers, Assistant Directors, Assistant Producers, Image Researchers, Client Servicing Executives, Actors, Executive Producers, Photographers and Anchors.

Internships / Project work for UG

Summer Internship in an Advertising Agency / Production House / Radio Station.

The final year project includes short films / Documentaries / Animation Films / Photo Features.

A portfolio is prepared by the student in the final year that helps them get placed in the media industry.

The students explore their creative boundaries in Content Writing, Designing and Publishing by bringing out journals in English and Tamil.

Infrastructure

Spacious Drawing Studio, Air conditioned State - of the art Video Production Studio with professional lights, DV and HDV Camcorders, Spacious Studio Floor for viewing movies.

Video Editing Suite equipped with Apple work stations and Final Cut Pro Software, Audio Suite with Nuendo software.

High - end Digital Dubbing Studio, Air Conditioned Photography Studio with Digital Cameras and lights.

Computer lab with higher configuration systems.

Courses offered in UG : B.Sc Visual communication

Course Code : SU37

Eligibility for B.Sc. Visual Communication

+2 passed candidates from Science / Humanities / Commerce may apply. Face to Face interview date will be uploaded in the website.

Scope:

This course enables the students to gain expertise to seek employment in any media of their choice.

VISUAL COMMUNICATION

M.A. Journalism and Communication

The Department offers a PG course in M.A. Journalism and Communication to keep pace with the evolving trends in Journalism and Communication as a conveted discipline at post graduate level. The course would facilitate students to explore the various avenues of research in the vast field of communication and empower them to fit into jobs available in media.

The core subjects include Print Journalism, Public Relations, Radio Journalism, Environment Journalism, Communication Research Methods, Film Studies an Television Journalism. In addition to this, Students will do Internships, Projects and Soft Skills.

Infrastructure

Air Conditioned State-of-the-art Video production studio with professional equipment, Video Editing suite with Apple Workstations, photo studio and Computer Lab.

Course Offered in PG : M.A. Journalism and Communication

*Course Code : **SP20***

Eligibility for M.A. Journalism and Communication

A graduate of any discipline of the University of Madas or any other University is eligible to apply. Admission will be based on UG marks. Candidates with arrears will not be considered for admission.

JOURNALISM AND COMMUNICATION

Mathematics with Computer Applications

The course was established in the year 2012. This course includes computer oriented subjects - Java, C++, and Visual Basic. Also Statistics using Excel is offered as Skill based subjects along with Mathematics Subjects - Algebra, Calculus, Trigonometry, Mechanics, Differential Equations, Real & Complex Analysis, Discrete mathematics and Operation Research. In addition we are also offering a certificate course for the benefit of the students Professional career.

*Course Offered : B.Sc. Mathematics with
Computer Application*

*Course Code : **SU38***

Eligibility

+2 passed candidates with general Mathematics may apply.

Scope

The course is designed to equip the students for careers in management, software industries, Banking etc. Students can also pursue higher studies in the fields of science, Mathematics, Education, Computer Science, MCA, Technology, Business and Financial studies.

MATHEMATICS WITH COMPUTER APPLIATIONS

Computer Applications

The course is offered from the year 2010. The course exposes the students to the current trends in Information Technology, equipping them in both hardware and software applications. The core papers include Microprocessor, Digital Fundamentals, C, Computer Architecture, Data Structures, C++, Java Programming, Computer Graphics,.net technology, RDBMS and ORACLE, Operating System, Web Technology, E-Commerce, Data Mining, Data Communication and Networks, Multimedia, Software Engineering and system Software. In addition, papers on Financial Accounting and Management Accounting are also offered. The course also includes allied papers like Resource Management Techniques and Statistical Methods.

Practical oriented training stimulates the logical skills in the students. The project work in the final semester enables the students to work in the corporate sector. The core subject on "Term paper and Seminar" helps the students to present papers in seminars and conferences at National and International levels.

Course Offered : BCA

Course Code : **SU41**

Eligibility

+2 passed candidates with Mathematics / Business Mathematics may apply.

Scope

The curriculum enables the students to work in corporate sector and take up any job related to IT. It also forms the basis for pursuing professional courses like MCA, M.Sc.(IT), M.Sc(CS) and MBA.

BCA

Physics

Started as an allied department in 1948, the department acquired undergraduate status in 1978, post graduate status in 2004 and was upgraded into a research department by introducing M.Phil course in 2009. Students undergoing the UG programme exposed to all topics in basic Physics including Advanced Digital Electronics and Microprocessor and Programming using C language to acquire adequate knowledge for higher studies like M.Sc., M.Tech, MCA, MBA and integrated Ph.D.

The PG programme covers topics of current interest like Fiber Optics and Communications, Microprocessor, Microcontroller and computers, both in theory and practical. Our post graduate students are chosen to undertake project work and training to various reputed institutions like II Sc Bangalore, IGCAR Kalpakkam, IIA Bangalore, Anna University etc. Instruments like LCR Bridge, Thermostat FTIR Spectrometer, UV spectrometer, Fluorescence spectrometer spin coating for thin film fabrication, Wien2mk software and Bio Informatic software are available in the instrumentation Centre for research in Material Science and drug design.

Course Offered : M.Sc. Physics

Course Code : **SP15**

Eligibility for M.Sc.

B.Sc Physics with Maths and Chemistry as allied subjects may apply.

Scope

The PG programme is designed to meet industry requirements by exposing students to areas of interest in higher Physics and by training them in problem solving skills. Moreover the internship and project provides the necessary acumen to pursue a career in research.

PHYSICS

Plant Biology and Plant Biotechnology

Botany department, started in the year 1964 was renamed as Plant Biology and Plant Biotechnology in 2000.

The department was upgraded as a post graduate department with the introduction of M.Sc. Botany in 1993 under the self financing stream and later into a research department with the introduction of M.Phil programme during the academic year 2009. To enhance the skills of the students, the curriculum comprises of application - oriented subjects, skill based subjects and certificate courses. In addition to conventional papers, the department offers the following papers in the curriculum to motivate the students to face the competitive world.

Papers offered in PG are Genetics, Bioinformatics, Molecular Biology, Ecology and Remote sensing as core papers, Microbial Technology, Herbal Drug-Biotechnology, Biostatistics and Research Methodology as Elective Paper, Entrepreneurship Botany, Medicinal Botany and Dietetics as Extra Disciplinary paper. An Internship programme is compulsory for the students at the end of the first year. A research project is compulsory for the student in the last semester.

*Course Offered : M.Sc. Plant Biology and Plant
Biotechnology*

*Course Code : **SP16***

Eligibility for M.Sc.

A Pass in B.Sc., Botany / Plant Biology and Plant Biotechnology or an equivalent examination recognized by the syndicate of the University of Madras.

Scope

The Students can pursue their higher education in the field of Botany, Plant Biology and Plant Biotechnology, Genetics, Environmental Toxicology, Biotechnology, Molecular biology, Proteomics and Genomics. Students can appear for all UPSC, TNPSC examinations. Students can also become women entrepreneurs in the areas of cultivation and sale of mushroom, production of herbal products, maintenance of nursery, landscape designer, indoor decorator and florist. Students can continue their research in different fields of biological sciences.

PBPPB

Human Rights and Duties Education

Human Rights influence many different parts of human society. This course spreads into four semesters and examines using a range of different approaches You will explore History, Politics, International Relations, Criminology, Economics and Law to gain insight into the complex role that human rights play in the contemporary world.

Throughout your studies, high exposure is given in the field of human rights with due importance to field work, field visits and also encouraging students to organise seminars, workshops and awareness programmes. Internships with governmental and non-governmental bodies, and individual research projects on human rights and violations are highlights of the course. Human Rights remains the “4th R” a fundamental of everyone’s essential education.

Course Offered : M.A. Human Right and Duties Education

*Course Code : **SP21***

Eligibility:

A graduate of any discipline is eligible to apply

Scope

The two year post graduate degree in human rights trains you in understanding, monitoring, reporting on human rights issues and redress violations of human rights in the society in a peaceful manner.

Opportunities are galore in the United Nations organisations, which maintains country offices and regional offices throught the world.

Appointments in Corporate Houses and Multinational Organisations for implementing corporate social responsibility is a recent opening for our students.

Employment Opportunities also exist in other National and International organizations and Governments. Students may also find suitable openings in the International Bodies like Amnesty International, Red Cross, CRY, DANIDA, Action AID etc.

Entrepreneurial opportunities for estbalishing rural and urban counselling centres on Human Rights, establishing NGOs in the fields of Human Rights and Civil Liberties in general and human rights activism in particular are there. Human Rights Consultancy is also done by the department to Organisations run by Legal Experts, Correctional Institutions working in the field of Juvenile Delinquency, Child Abuse and Home for the Homeless etc.

Apart from these, higher education and research opportunities are present.

HUMAN RIGHTS AND DUTIES EDUCATION

ADMISSION PROCEDURE

Admission for UG Courses will start after 10 days from the publication of the Tamil Nadu State Board +2 examination results. Admission for PG Courses will start in June 2016.

The application form along with prospectus may be obtained from the college office between 9 a.m. and 3 p.m. (Monday to Friday) except on Government holidays.

Filled in application may be registered by submitting it in person at the college office or through post.

Separate application should be submitted for each course in the Aided and Self-Supporting Streams.

The candidates selected for provisional admission will be intimated through SMS. The candidates are advised to refer to the College Website (www.ethirajcollege.in)/ College Notice Board periodically for the selection list.

The selected candidates should present themselves for interview along with their parents or guardian with two recent passport size photographs, original and two attested copies of the following documents :

Mark Sheet

Community Certificate clearly stating Caste and Sub caste

Transfer Certificate

Conduct Certificate

Medical Fitness Certificate with blood group

Migration Certificate for candidates from other States and CBSE Students.

The candidate should be present for admission on the date and time as stipulated in the SMS, failing which her seat shall become forfeited.

Admission is subject to verification of the Mark Sheet issued by the Director of Government Examinations.

Students from recognised Boards other than the Tamilnadu State Board are admitted provisionally subject to rules of eligibility and approval by the University of Madras.

A declaration that the applicant will conform to the rules and regulations of the College will have to be signed at the time of the interview by the student and the parent / guardian.

Selected Candidates must appear for an interview with the Principal and then pay the required fees ON THE SAME DAY.

Public Relations team is available in the College for any clarifications regarding admission from Monday to Friday between 9 am to 2 pm except Government Holidays.

Instructions for filling up of Application forms:

Read the Prospectus carefully before filling in the application form.

Fill in your name, date of birth and community with sub-caste as mentioned in the School Transfer Certificate.

There should not be any overwriting.

No attachment are required along with the application.

Incomplete application forms will be rejected.

Human Resources Management

The Post Graduate Programme on Human Resources Management was introduced in the year 2020-2021 with a sanctioned strength of 40. The Mission of the Department is - "To create an educational system that is capable of producing efficient, confident and ethical Graduates equipped to make valuable contribution to Business and Society". The courses offered in the programme cover various areas of Human Resource Management and are at par with industry expectations. The curriculum aims at student centric learning, to impart in-depth knowledge and enhance their skills to face the challenges of today's competitive environment. The Faculty of the Department is committed to create a conducive and dynamic learning environment.

Courses Offered And Pedagogy

The following are the courses offered in the M.A.HRM Programme:

Principles of HRM, Organizational Behaviour, Human Resource Planning and Development, Economics for Managers, Management Principles, Strategic Human Resource Management, Organizational Development, Labour Laws, Philosophy and Methods of Social Science Research, Principles of Marketing, Gender Issues in Management, Compensation Management, Human Resource Information System, Operations Management, Workplace Counseling, Communication for Managers, Human Rights and Duties, Performance Management System, Global Human Resources Management, Business

Ethics and Corporate Governance, Industrial Relations, Stress and Conflict Management. The other skill development courses offered are Corporate Soft Skills, Predictive Analytics for Human Resources, Personality Enrichment for Women & Foreign Languages-French/German/English. The pedagogy of the programme consist of lectures, seminars, assignments, case studies, management games, role plays, group discussions internships and projects with emphasis on practical knowledge and personalized learning. The Department also organizes lectures by eminent speakers from industry, workshops and industrial visits to bridge the gap between institutional knowledge and industrial requirements, there by provide an avenue for job opportunities and professional growth.

Eligibility

Candidates for admission to the first year of the degree of M.A. course should have Bachelor's degree in any discipline (Arts/Commerce/Business/Engineering/Medicine/Paramedical) from University of Madras or some other University accepted by the syndicate as equivalent.

Scope

Careers such as HR Managers, Talent Acquisition managers, HR Trainers, HR Consultants.

M.A.HRM

