



## **CRITERION I - CURRICULAR ASPECTS**

### **1.3 Curriculum Enrichment**

#### **1.3.2 Certificate Courses/Value-added Courses**

## ***Value added Courses***

**Department of Commerce  
2022-2023**

### **Syllabus**

- 1. Aari Embroidery**
- 2. Mehendi Designing**
- 3. Forms Management**
- 4. Salesmanship**
- 5. Preparation for Competitive Examination-TNPSC**

# Department of Commerce

## VALUE ADDED COURSE FOR AARI EMBROIDERY

### COURSE CONTENT

Course objective: Understanding of Tools and Equipments used for Embroidery and able to do Aari Embroidery using different stitches

Sl.No	Topic	Practical
1	Single Chain Stitch Double Chain stitch Cable Chain stitch Zigzag Chain stitch Step stitch	6
2	Chain filling- Satin filling-Stem stitch Stem filling-Drum stitch Mat stitch-Fly stitch Long and Short stitch-Sun stitch Sun stitch with chain One side satin stitch with Zari	6
3	Herringbone 1 Herringbone 2 Satin stitch double thread	6
4	Wavy filling stitch- Beads work Jamki work- Stone work Zari work	6
5	Salwar neck design work- Model blouse design work Bridal blouse design work	6
	Total	30

Aari Embroidery stitches 30Hours.

Outcomes : Know fabric designing using Aari Embroidery and Innovate new ideas of designing ladies garments

*R. Raghav*  
Course co-ordinator

## VALUE ADDED COURSE FOR MEHNDI DESIGNING

## COURSE CONTENT

Course objective : To practice Mehndi designs by creating simple and amazing bridal, Arabic and Indian designs.

Sl.No	Topic	Practicals
1	Making Rows of Humps, Make Parallel Rows of Humps, Wind Humps around a dot - Wibbled Leaf, Fling Wibble Leaves, Smaller Ziggy Zoggies - Practice Mummify Swirls - Practice Mummy Patterns - Practice The Sprout from Curls - Make Fine Stems of Buds.	7
2	Practice The Sprout from Curls - Make Fine Stems of Buds	4
3	Mehndi Removal Procedure 05 Hours	5
4	Practice of the Simple Mehndi Designs	6
5	Practice All Indian Mehndi Designs Practice All Arabic and Bridal Designs with Record work	8
	Total	30

Outcomes : Students can start mehndi designing in their own beauty parlor or attend on customers directly

S. Usha

course co-ordinator

## VALUE ADDED COURSE FOR FORMS MANAGEMENT

### COURSE CONTENT

Course objective: To provide the students the basic and guiding principles to fill and manage forms management programme.

Sl.No	Topic	Theory
1	Meaning and Benefits Forms Management.	6
2	Forms Management in Banks- Filling up of application for opening new Bank account and for loans.	6
3	Forms Management for Jobs: Application forms for Employment and other jobs.	6
4	Forms Management in Companies- Forms for Registration of Companies, Appointment of Auditors, for furnishing of returns, and for filling report on Annual General Meeting.	6
5	E-Forms Management: Online application for PAN Card-change or correction in PAN Card, online application for Aadhar card and its corrections.	6
	Total	30

Course Outcome: To know and apply necessary documents manually and through online.

JB-11  
Course Coordinator.

VALUE ADDED COURSE  
SALESMANSHIP

SUB CODE:U21COA4

COURSE CONTENT

**COURSE OBJECTIVE:**

To provide basic knowledge of salesmanship.

Sl.No	Topic	Hrs
1	Introduction -Definition- salesmanship- science or an art- salesmanship- a profession	5
2	Duties of salesman- qualities of a successful salesman- types of salesman	6
3	Theories of personal selling- AIDAS Theory- Right set of circumstances theory- Buying Formula theory- Behaviour Equation theory.	7
4	Sales Forecast- Meaning- Importance- Factors influencing sales forecast- Methods of sales forecast.	6
5	Remuneration to salesman- Essentials of Good Remuneration Plan- Methods of Compensation.	6
	Total	30

**COURSE OUTCOME:**

To identify the challenges associated with creating successful salesman.

*M. K. K. K.*  
Course Coordinator

# VALUE ADDED COURSE

Page No. :

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## COURSE CONTENT

### PREPARATION FOR COMPETITIVE EXAMINATION-TNPSC

Unit - 1

மொழிப்பாடல்

Unit - 2

General Science

Unit - 3


History and culture of India

Unit - 4

Current events

Unit - 5

APptitude and mental ebility

T. Te   
Course Co-ordinator