



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognized under section 2(f) and 12(B) of the UG Act 1956
Accredited by NAAC A+
TIRUCHENGODE - 637 205, NAMAKKAL DT., TAMILNADU



CRITERION 2 – TEACHING – LEARNING AND EVALUATION

2.2 - Catering to Student Diversity

2.2.1 - The institution assesses the learning levels of the students and organizes special Programmes for advanced learners and slow learners 2023-2024

SPECIAL PROGRAMMES 2023-2024



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE - 637 205



Permission Letter

From

Mrs.R.Bharathi,
Assistant Professor cum Head,
PG Dept of Computer Science,
Sengunthar arts and science college,
Tiruchengode-637206

To

The Principal,
Sengunthar arts and science college,
Tiruchengode-637205.

Respected sir,

Sub: Seeking permission for bridge course reg.

I am writing to seek your kind permission to enroll in the bridge course offered by the department for the MCA student those who are admitted as a non computers to bring them a fundamental knowledge on our environment. as I am confident it will be beneficial for the academic growth. so, I kindly request you to give me the permission for conducting the above mentioned.

Thanking you

Yours faithfully

R. Bh *14* *4/9/23*
(Mrs.R.Bharathi)

Place: Tiruchengode

Date: 04.09.23



[Signature]
PRINCIPAL

SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE-637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE – 637 205



PG Department of Computer Science

Academic Year: 2023 – 2024

Class: I MCA

Semester: I

Bridge Course for Non-Computer Science Students

Syllabus

1. Fundamentals of computer - 6 Hrs
2. Data Structure and algorithms - 6 Hrs
3. Database Management System - 6 Hrs
4. Networking - 6 Hrs
5. Basic Concepts of Internet - 6 Hrs

Fundamentals of computer - 6 Hrs

Introduction to Computer, Block diagram of Computer, hardware, software. Introduction to System Software- Operating System, Editor, Compiler, Assembler, Linker, Loader. Problem solving using computers, Introduction to computer programming, Introduction to program planning tools- algorithm, flowcharts, pseudo codes, Software Development Life Cycle, Introduction to open source operating systems and programming languages, Introduction to program development environments: BOSS and GCC.

- Donald E. Knuth, "The Art of Computer Programming", Vols. 1, Addison-Wesley, ISBN13: 978-0201485417, ISBN-10: 0201485419

Data Structure and algorithms - 6 Hrs

Data Structures – Introduction to Data Structures, abstract data types. Linear list – singly linked list implementation, insertion, deletion and searching operations on linear list, circularly linked lists- Operations for Circularly linked lists, doubly linked list implementation, insertion, deletion and searching operations, applications of linked lists

- Fundamentals of Data structures in C, 2nd Edition, E.Horowitz, S.Sahni and Susan AndersonFreed.
- Data structures A Programming Approach with C, D.S.Kushwaha and A.K.Misra, PHI.



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE - 637 205



Database Management System - 6 Hrs

Introduction: Database System Applications-Purpose of Database Systems-View of Data-Database Languages Transaction Management-Database Architecture-Database users and Administrators. Relational Model: Structure of Relational Databases – Database Design – ER Model-Overview of the Design Process – The Entity – relationship Model – Constraints – Entity Relationship Diagrams.

- "Database System Concepts", Abraham Silberschatz, Henry F.Korth, S.Sudarshan, TMH 5th Edition

Networking - 6 Hrs

Introduction – Network Hardware - Software - Reference Models - OSI and TCP/IP Models - Example Networks: Internet, ATM, Ethernet and Wireless LANs - Physical Layer - Theoretical Basis for Data Communication - Guided Transmission Media. Elementary Data Link Protocols - Sliding Window Protocols - Data Link Layer in the Internet - Medium Access Layer - Channel Allocation Problem - Multiple Access Protocols - Bluetooth.

- S. Tanenbaum, "Computer Networks", Prentice-Hall of India 2008, 4th Edition.

Basic Concepts of Internet - 6 Hrs

Communication using the Internet: Basic of Computer networks; LAN, WAN, OSI and TCP Network Models, Concept of Internet, Applications of Internet, Connecting to Internet, What is ISP, Knowing the Internet. WWW and Web Browsers: World Wide Web, Web Browsing Software's, Search Engines, Understanding URL, Domain name, IP Address, Using e-Governance Website. Communications and collaboration: Basics of Electronic Mail, Getting an Email Account, Sending and Receiving Emails, Accessing Sent Emails, Using Emails, Document Collaboration, Instant Messaging, Netiquettes.

- Internet Basics E Douglas Commer PHI 2.
- Mastering HTML BPB Publications

R. Bh 14.0
HQD 4/9/23




PRINCIPAL
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE-637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE - 637 205



Time Table

Date	I	II	III	IV	V
05.09.2023	PG	TG	RB	TG	PG
06.09.2023	RB	TG	PG	PG	TG
07.09.2023	TG	PG	RB	TG	PG
08.09.2023	PG	TG	TG	PG	RB
11.09.2023	TG	PG	PG	RB	TG
12.09.2023	RB	PG	TG	TG	PG

Resource Persons

S. No.	Subjects Name	Staff Name	Staff Signature
01	Fundamentals of computer - 6 Hrs	Mrs.P.Gayathridevi	<i>[Signature]</i> 4/9/23
02	Data Structure and algorithms - 6Hrs	Mrs.T.Gayathri	<i>[Signature]</i> 4/9/23
03	Database Management System - 6 Hrs	Mrs.T.Gayathri	<i>[Signature]</i> 04/9/23
04	Networking - 6 Hrs	Mrs.R.Bharathi	<i>[Signature]</i> 4/9/23
05	Basic Concepts of Internet - 6 Hrs	Mrs.P.Gayathridevi	<i>[Signature]</i> 4/9/23

R. Br. Th.
HOD 4/9/23

[Signature]
PRINCIPAL
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE-637 205





SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE - 637 205



Students Attendance

S.No.	Students Name	05.09.2023					06.09.2023					07.09.2023				
01	A.Anandhan	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
02	S.K. Manoj	/	/	/	/	/	a	a	a	a	a	/	/	/	/	/
03	S.Thamaraikannan	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
04	S.Sasikumar	/	/	/	/	/	/	/	/	/	/	a	a	a	a	a

Students Attendance

S.No.	Students Name	08.09.2023					11.09.2023					12.09.2023				
01	A.Anandhan	/	/	/	/	/	a	a	a	a	a	/	/	/	/	/
02	S.K. Manoj	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
03	S.Thamaraikannan	a	a	a	a	a	/	/	/	/	/	/	/	/	/	/
04	S.Sasikumar	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

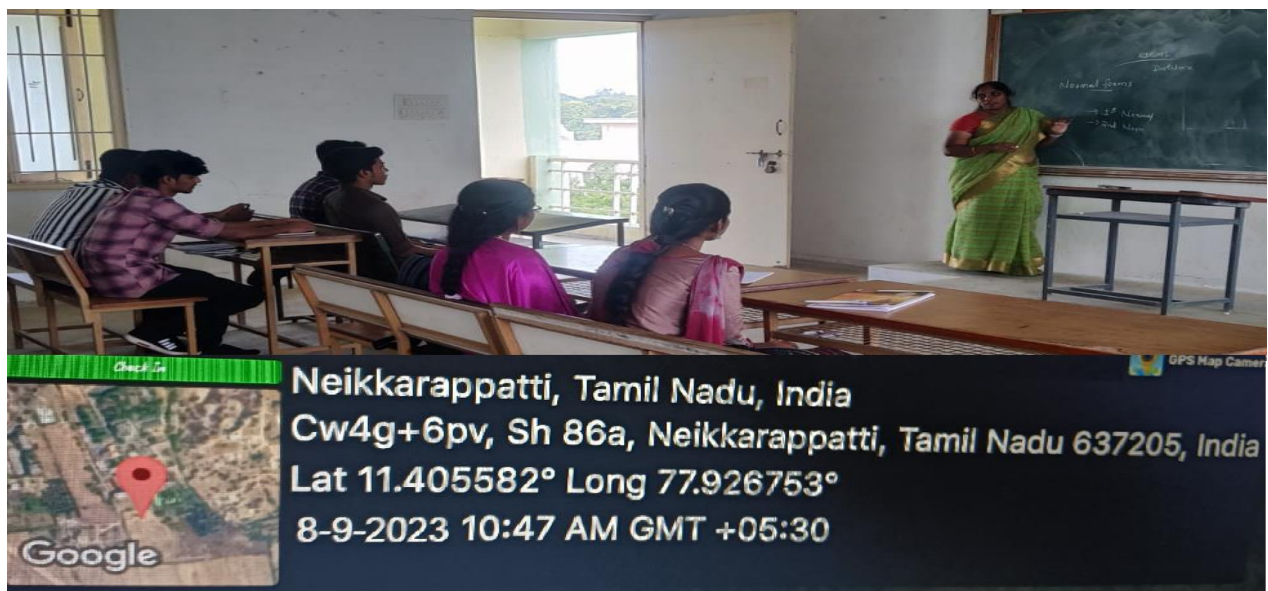
R. Bh
12/9/23
HOD




PRINCIPAL
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE-637 205



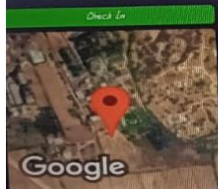
BRIDGE COURSE : NETWORKING



BRIDGE COURSE : BASICS OF INTERNET



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited with NAAC A+
TIRUCHENGODE - 637 205



Neikkarappatti, Tamil Nadu, India
Cw4g+6pv, Sh 86a, Neikkarappatti, Tamil Nadu 637205, India
Lat 11.405582° Long 77.926753°
7-9-2023 10:47 AM GMT +05:30

BRIDGE COURSE : DATA STRUCTURES AND ALGORITHMS

R. Bhalla
HOD



[Signature]
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE-637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



From

Head of the Department
PG & Research Department of Biotechnology,
Sengunthar Arts and Science College,
Tiruchengode.

To

The Principal,
Sengunthar Arts and Science College,
Tiruchengode.

Respected Sir

Sub: Requesting permission for conducting Bridge course - Reg.

This is bring to your kind notice that we have planned to conduct Bridge course programme for our I B.Sc., Biotechnology students. So accept our request and permit us to conduct the programme from 24.07.2023 to 28.07.2023.

Thanking you

Yours sincerely

S. S. 21/7/2023

Place: Tiruchengode

Date: 21.07.2023



[Handwritten signature]

PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL Dt., TAMIL NADU.



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



DATE:21.07.2023

DEPARTMENT OF BIOTECHNOLOGY

CIRCULAR

It is hereby informed that our Biotechnology Department is going to conduct the Bridge course programme. All I B.Sc., Biotechnology students are asked to participate in programme from 24.07.2023 to 28.07.2023.

Venue : PG Biotechnology Lab

Copy to

- 1) Department Notice board
- 2) IQAC

PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205.
NAMAKKAL Dt, TAMIL NADU.



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



PG AND RESEARCH DEPARTMENT OF BIOTECHNOLOGY

I B.Sc BIOTECHNOLOGY

BRIDGE COURSE SYLLABUS 2023-24

Duration: 30 Hours

UNIT I: Basics of Biotechnology

Fundamental concepts of Prokaryotic and eukaryotic organisms, Genes concept, DNA structure.

UNIT II: Tools of Biotechnology

Understand basic principles behind Microscopes, PCR, Plant tissue culture, Animal tissue culture.

UNIT III:

Gain knowledge about Genetic engineering, industrial level of bio processing .

UNIT IV: Allied Bio-Chemistry

Biochemical reactions, Basic structure of bio molecules, Amino acids.

UNIT V: Communication Skills

Introduce to yourself, introduce yourself to a stranger, introducing someone else, Saying please, thank you and sorry.

References:

1. Biotechnology U.Sathyanarayana (2010) .
2. Web Resources: <http://link.springer.com/content/pdf/bfm%3A978-14419-9785-2%2F1.pdf>



Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



PG AND RESEARCH DEPARTMENT OF BIOTECHNOLOGY

BRIDGE COURSE TIME TABLE (2023-2024)

DATE/ HOUR	I	II	III	IV	V
24.07.2023	INTRODUCTION ABOUT CELL STRUCTURE (ML)			ENG(PAE)	MAJOR (GD)
25.07.2023	MAJOR (ML)	ENG(PAE)	INSTRUMENT HANDLING (KVK)		
26.07.2023	MAJOR (KV)	ENG(PAE)	BASIC BIOCHEMICAL REACTIONS (AJ)		
27.07.2023	MAJOR (ML)	ENG(PAE)	MAJOR (KV)	MAJOR (RRW)	MAJOR (ML)
28.07.2023	MAJOR (KV)	ENG(PAE)	MAJOR (RRW)	MAJOR (ML)	MAJOR (GD)

B. S. S.
HOD 21/7/2023



B. S. S.
PRINCIPAL

PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL DT, TAMIL NADU



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC A+
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



PG & RESEARCH DEPARTMENT OF BIOTECHNOLOGY

ATTENDANCE SHEET FOR BRIDGE COURSE 2023-2024

S.NO	ROLL NO	NAME OF THE STUDENT	24.7.2023	25.7.23	26.7.23	27.7.23	28.7.23
1	23UBT1201	DHANUSH.C	/	/	/	/	/
2	23UBT1202	POOVARASAN.S.V	/	a	/	/	/
3	23UBT1203	BOOMIKA.D	/	/	/	/	/
4	23UBT1204	DHANUSRI.S	/	/	/	/	/
5	23UBT1205	GOKILA.D	/	/	/	/	/
6	23UBT1206	KAYAL.S	/	/	/	/	/
7	23UBT1207	MOHANA.R	/	/	/	/	/
8	23UBT1208	RAJESHWARI.T	/	/	/	/	a
9	23UBT1209	ROSHNI.P	/	/	/	/	/
10	23UBT1210	SARATHA.S	/	/	/	/	/
11	23UBT1211	SHEELA DEVI.R	/	/	/	/	/
12	23UBT1212	SONIYA.G	/	/	/	/	/

S. S.
28/7/2023
HOD



[Signature]
PRINCIPAL

PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL Dt, TAMIL NADU.



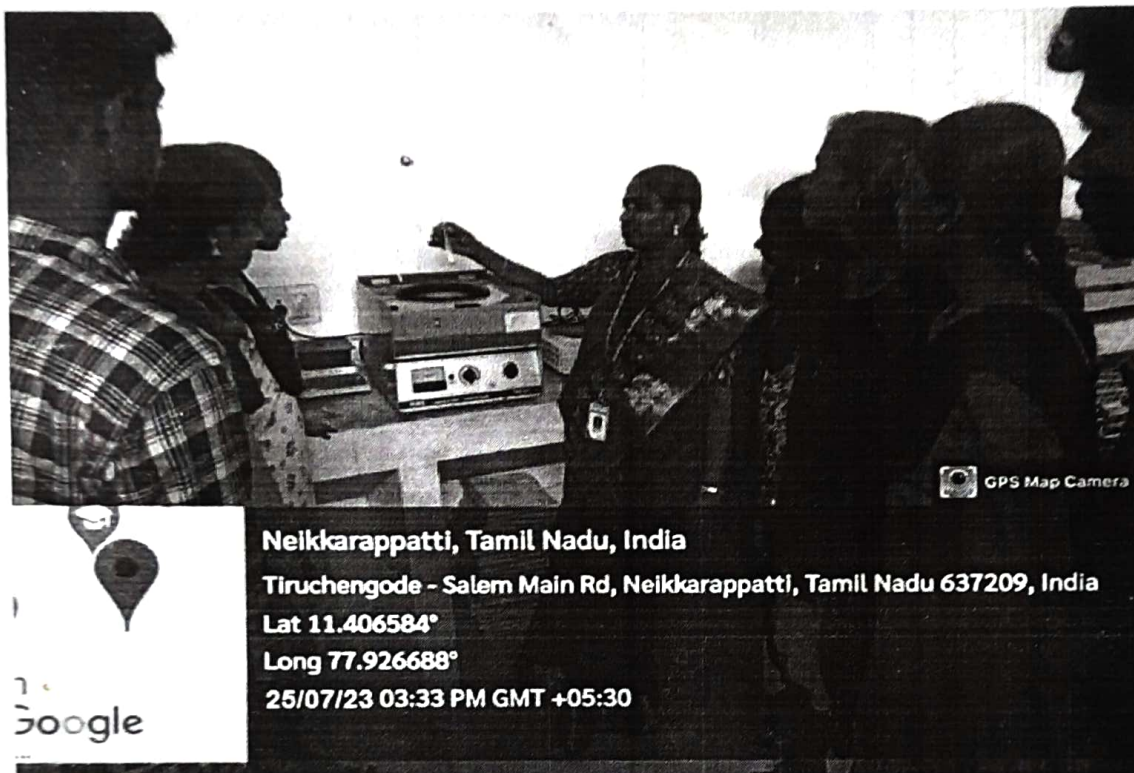
Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



BRIDGE COURSE (2023-2024)

STUDENTS PHOTOS



Neikkarappatti, Tamil Nadu, India

Tiruchengode - Salem Main Rd, Neikkarappatti, Tamil Nadu 637209, India

Lat 11.406584°

Long 77.926688°

25/07/23 03:33 PM GMT +05:30

Google

S.S.
HOD 28/7/2023



S. S. Sathy
PRINCIPAL
PRINCIPAL,

SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL Dt, TAMIL NADU



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised under section 2(f) and 12(B) of the UGC Act 1956
Accredited by NAAC
Tiruchengode – 637 205, Namakkal dt., Tamilnadu



PG AND RESEARCH DEPARTMENT OF BIOTECHNOLOGY
BRIDGE COURSE FEEDBACK FORM

Student name : C. DHANUSH
Programme name : BRIDGE COURSE

Date: 28.07.2023
Class: I-B.Sc, BIOTECHNOLOGY

1. How well did you achieve this learning goal in this course?
 - ☒ Extremely well
 - ☐ Very well
 - ☐ Slightly well
 - ☐ Not well at all
2. How useful to you was this course?
 - ☐ Extremely useful
 - ☒ Very useful
 - ☐ Slightly useful
 - ☐ Not useful at all
3. How much did you learn from this course?
 - ☐ A great deal
 - ☒ A lot
 - ☐ A moderate amount
 - ☐ A little
4. How organized was this course?
 - ☒ Excellent
 - ☐ Good
 - ☐ Fair
 - ☐ Poor
5. Overall, how would you describe the quality of the instruction in this course?
 - ☐ Excellent
 - ☒ Good
 - ☐ Fair
 - ☐ Poor

Would you like to provide any other comments about this course? No.


STUDENT SIGNATURE



Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem And Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised Under Section 2(F) and 12(B) of UGC Act 1956 and Accredited by NAAC 'A'

TIRUCHENGODE – 637205



From

Dr.N.Santhi,
Head ,Department of Corporate Secretaryship,
Sengunthar Arts And Science College,
Tiruchengode.

To

The Principal,
Sengunthar Arts And Science College,
Tiruchengode.

Respected Sir,

SUB : Requisition for organizing Bridge Course-reg;

With due respect to state that, on behalf of the department of corporate secretaryship, we are interested to organize bridge course on 05.9.2023 to 12.9.2023.

We , therefore , hope that you would be kind enough to permit us to conduct a program.

Thanking You

Place:Tiruchengode

Date :05.09.2023

Yours Faithfully

N.Santhi
05/9/23
(Dr.N.SANTHI)

[Handwritten signature]



ATTESTED
[Handwritten signature]
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637205



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem And Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised Under Section 2(f) and 12(B) of UGC Act 1956 and Accredited by NAAC A+



TIRUCHENGODE – 637205
PG DEPARTMENT OF CORPORATE SECRETARYSHIP

BRIDGE COURSE TIME TABLE

S.NO	DATE	TIME
1.	05.09.2023	10.00 AM-4.00 PM
2.	07.09.2023	10.00 AM-4.00 PM
3.	08.09.2023	10.00 AM-4.00 PM
4.	11.09.2023	10.00 AM-4.00 PM
5.	12.09.2023	10.00 AM-4.00 PM

N. K. S.
HOD

[Signature]
PRINCIPAL

PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205.

TO

IQAC

I M.COM(C.S) CLASS ROOM



ATTESTED

[Signature]

PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE
(Affiliated to Periyar University, Salem And Approved by AICTE, New Delhi)
An ISO 9001:2015 Certified Institution
Recognised Under Section 2(f) and 12(B) of UGC Act 1956 and Accredited by NAAC



TIRUCHENGODE – 637205
PG DEPARTMENT OF CORPORATE SECRETARYSHIP

SYLLABUS FOR BRIDGE COURSE 2023-2024

OBJECTIVES OF THE COURSE:

- To promote and develop the organization through well qualified company secretarial practice.
- To develop the corporate sector against the various malpractices.
- To promote and support the public and employee's are best interest of overall society welfare.

UNIT-I

Company Administrations:

(6 Hours)

Meaning, Definition and characteristics of company-Historical background of company -
Kinds of companies -Merits and Demerits of company - Lifting the corporate veil.

Labour Legislations:

Factories Act, 1948:

Meaning of Factory, Manufacturing Process, Definition of Worker (Sec 2(I)), Meaning of Occupier of Factory, Facilities and Conveniences, Welfare Measures, Working Hour, Overtime Wages, Leave, Employment of Women, Adult, Young Person, Display on Notice Board, Punishment To Welfare Officer .

UNIT-II

(6 Hours)

Corporate Governance:

Significance of Corporate Governance -Corporate social Responsibility -Corporate Criminal Liability -Corporate Liability under Environmental Laws -Offences and Penalties of Company under Companies Act, 2013.

Nature and objectives of Business Ethics:

Relationship between business and ethics, characteristics and need for business ethics, arguments against business ethics. Attitudes, beliefs and life positions concepts, right attitudes and wrong attitudes.

ATTESTED

PRINCIPAL

SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205

UNIT-III

(6 Hours)

Contemporary Accounting Practices:

Accounting for shares: Accounting treatment for issue of shares, issue of shares at a premium and discount, Forfeiture and reissue of shares, Right and Bonus shares, Preference shares: Issue, conversion and redemption, valuation of shares.

Meaning, objectives and advantages of cost and management accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system;

UNIT-IV

(6 Hours)

Corporate Income Taxation:

Basic concepts and terms- Residential status – gross total income- Taxable Income- Incidence of income.

Introduction of GST in India:

Definition - Supply, Aggregate Turnover, Person, Business , Appropriate Government, Mixed Supply, Composite Supply, Input Tax Credit etc. GST Models: Single GST & Dual GST; Types of GST:- CGST,SGST/UTGST,IGST ; Levy and Collection of GST.

UNIT-V

On-line Business Transactions:

(6 Hours)

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing.

TO

IQAC

Handwritten signature



Handwritten signature
PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE 637 205

ATTESTED

Handwritten signature

PRINCIPAL

SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE 637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem And Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised Under Section 2(f) and 12(B) of UGC Act 1956 and Accredited by NAAC A+

TIRUCHENGODE - 637205

PG DEPARTMENT OF CORPORATE SECRETARYSHIP



RESOURCE PERSONS

S.NO	SUBJECT NAME	STAFF NAME	STAFF SIGNATURE
1	BUSINESS FINANCE	R.U.VIGNESHI	R.U.Vigneshi 04/09/23
2	DIGITAL MARKETING	R.ANITHA	R. Anitha
3	BANKING AND INSURANCE	Dr.S.SARAVANAN	Dr. S. Saravanan
4	COMPANY LAW AND SECRETARIAL PRACTICE	Dr.N.SANTHI	N. Santhi
5	DRAFTING AND CONVEYANCING	R.ANITHA	R. Anitha

N. Anitha
CLASS INCHARGE

N. Anitha
HOD

R. Anitha
PRINCIPAL

PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205.



ATTESTED

R. Anitha
PRINCIPAL

SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem And Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised Under Section 2(f) and 12(B) of UGC Act 1956 and Accredited by NAAC A+



TIRUCHENGODE - 637205

PG DEPARTMENT OF CORPORATE SECRETARYSHIP

BRIDGE COURSE - 2022-2023

STUDENTS ATTENDANCE

S.NO	NAME OF THE STUDENTS	05.09.2023	07.09.2023	08.09.2023	11.09.2023	12.09.2023
1	BALAKRISHNAN.P	P. Balakrishnan	P. Balakrishnan	P. Balakrishnan	P. Balakrishnan	P. Balakrishnan
2	GOWTHAM .G	G. Gowtham	G. Gowtham	G. Gowtham	G. Gowtham	G. Gowtham
3	JAGADEESHWARAN.M	M. Jagadeeshwaran	M. Jagadeeshwaran	M. Jagadeeshwaran	M. Jagadeeshwaran	M. Jagadeeshwaran
4	KANNAN. A	A. Kannan	A. Kannan	A. Kannan	A. Kannan	A. Kannan
5	KARTHI .R	R. Karthi	R. Karthi	R. Karthi	R. Karthi	R. Karthi
6	KARTHIK.D.K	D.K. Karthik	D.K. Karthik	D.K. Karthik	D.K. Karthik	D.K. Karthik
7	KARTHI.V	V. Karthi	V. Karthi	V. Karthi	V. Karthi	V. Karthi
8	KODEESHWARAN.P	P. Kodeeshwaran	P. Kodeeshwaran	P. Kodeeshwaran	P. Kodeeshwaran	P. Kodeeshwaran
9	NAVEEN.M	M. Naveen	M. Naveen	M. Naveen	M. Naveen	M. Naveen
10	PRAVEEN.M	M. Praveen	M. Praveen	M. Praveen	M. Praveen	M. Praveen
11	GOWSIKA.P	P. Gowsika	P. Gowsika	P. Gowsika	P. Gowsika	P. Gowsika
12	JAYALAKSHIMI.S	S. Jayalakshmi	S. Jayalakshmi	S. Jayalakshmi	S. Jayalakshmi	S. Jayalakshmi
13	LEKHA.D	D. Lekha	D. Lekha	D. Lekha	D. Lekha	D. Lekha

NAAC
2/9/23
CLASS INCHARGE

NAAC
2/9/23
HOD

NAAC
2/9/23
PRINCIPAL

ATTESTED

PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205



PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205.



Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956 and Accredited by NAAC

TIRUCHENGODE - 637 205, NAMAKKAL DT., TAMILNADU



I M.COM (CS)

BRIDGE COURSE

08-09-2023



Students Attend class on Bridge Course

NSain
HOD 8/9/23

Principal

PRINCIPAL
SENGUNTHAR ARTS AND SCIENCE COLLEGE
TIRUCHENGODE - 637 205.



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205



From

S.SUNDARAVADIVELU

Head & Assistant Professor,

Department of BBA

Sengunthar Arts and Science college,

Tiruchengode.

To

The Principal,

Sengunthar Arts And Science College,

Tiruchengode.

Respected sir,

Sub: Requisition for Conducting Bridge Course -Regarding

I would like to bring to your kind notice that, the department of BBA planned to conduct Bridge course for our first year students. So, i kindly request to you, permit us to conduct the course from 20-07-2023 to 27-07-2023.

Thanking you,

Yours sincerely

Place: Tiruchengode

Date :14.07.2023

PRINCIPAL,

SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205.
NAMAKKAL Dt, TAMIL NADU





Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205



DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE - 2023-2024

TIME SCHEDULE

DATE	SESSION
20-07-2023	FN & AN
21-07-2023	FN & AN
24-07-2023	FN & AN
25-07-2023	FN & AN
26-07-2023	FN & AN
27-07-2023	FN & AN

HOD

HOD cum Asst. Professor,
Dept. of Business Administration,
Sengunthar Arts and Science College,
Tiruchengode - 637 205.





SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE - 637 205



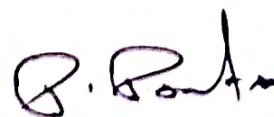
DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE (2023-2024)

STAFF ALLOTMENT SCHEDULE

DATE	SESSION	STAFF INCHARGE
20-07-2023	PN & AN	S.SUNDARAVADIVELU
21-07-2023	PN & AN	M.CHINNATHAMBI
24-07-2023	PN & AN	R.RUPA
25-07-2023	PN & AN	S.SUNDARAVADIVELU
26-07-2023	PN & AN	M.CHINNATHAMBI
27-07-2023	PN & AN	R.RUPA




HOD

HOD cum Asst. Professor,
Dept. of Business Administration,
Sengunthar Arts and Science College,
Tiruchengode - 637 205.



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Since 1991

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205



DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE - ATTENDANCE LIST

2023-2024

I-BBA

S.NO	ROLL NO	NAME	20-07-23	21-07-23	24-07-23	25-07-23	26-07-23	27-07-23
1	22UBA301	BOOPATHI P	P	P	P	A	P	P
2	22UBA302	DARMENDER RAJAN S	P	A	P	P	A	P
3	22UBA303	GOKUL S	P	P	P	P	P	P
4	22UBA304	KOWSICK SK	P	P	P	P	P	P
5	22UBA305	MAI SABARI VELAN K	P	P	P	P	P	P
6	22UBA306	NAVEENKUMAR K	P	P	P	P	P	P
7	22UBA307	RAMESH S	P	P	P	P	P	A
8	22UBA308	JANANI M	P	P	P	P	P	P
9	22UBA309	RANJANA S	P	P	P	P	P	P
10	22UBA310	RISHVARTHNI P G	P	P	P	P	P	P
11	22UBA311	SWARNAPRIYA R J	P	P	P	P	P	P



[Signature]

HOD
HOD cum Asst. Professor,
Dept. of Business Administration,
Sengunthar Arts and Science College
Tiruchengode - 637 205.



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Since 1991 Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205



DEPARTMENT OF BUSINESS ADMINISTRATION BRIDGE COURSE SYLLABUS

DIGITAL MARKETING ON DEVELOPMENT OF BUSINESS

Unit 1:

Introduction to Digital marketing Meaning, concept, importance, advantages, objectives, factors affecting digital marketing

Unit 2:

Types of Digital Marketing and the use of digital marketing Content Marketing, Search Engine Optimization, Search Engine Marketing or Pay-per-Click, Social Media Marketing, Email Marketing, Mobile Marketing, Video Marketing, Marketing Analytics and Affiliate Marketing

Unit 3:

Digital marketing in Business Meaning and concept of business, steps to an effective digital marketing strategy, role of digital marketing for effective business growth,

Unit 4:

Digital Marketing Examples APPLE SHOTONIPHONE- Organic Social Media Marketing, ABTA Travel with Confidence- Paid Social Media Marketing Example, Monster India- Search Engine Optimization (SEO) Example, Zappos- Search Engine Marketing (SEM) Example, Wok to Walk- Email Marketing Example



PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205.
NAMAKKAL Dt, TAMIL NADU



Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205



DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE

COURSE SUMMARY

Name of the Course : **DIGITAL MARKETING ON DEVELOPMENT OF BUSINESS**

Year : 2023-2024

Date : 20-07-2023 to 27-07-2023

Venue : Hall No. 16

The department of BBA planned to conduct Bridge course for digital marketing on development of business to our newly admitted students to boost up the academic skills and confidence of students in the learning process, the bridge course for the students prior at the beginning of first semester. The purpose of this course is not only to bridge the gap between subjects studied previously and the subject to be studied in the programme, but also to clarify and revise the fundamental concept of topic, whether it belongs to the previous programme or new programme.

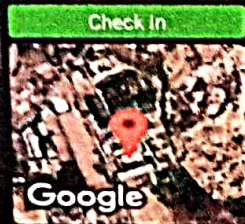


PRINCIPAL,

SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL Dt, TAMIL NADU




[Signature]
PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL DT, TAMIL NADU



Check in
Neikkarappatti, Tamil Nadu, India
Tiruchengode - Salem Main Rd,
Neikkarappatti, Tamil Nadu 637209, India
Lat 11.406442° Long 77.926545°
21/07/23 10:37 AM GMT +05:30

GPS Map Camera




PRINCIPAL,
SENGUNTHAR ARTS AND SCIENCE COLLEGE,
TIRUCHENGODE - 637 205,
NAMAKKAL Dt, TAMIL NADU



Class handling on 27-07-2023



[Signature]
 PRIN. H.
 SENGUNTHAR ARTS AND SCIENCE COLLEGE,
 TIRUCHENGODE - 637 205.
 NAMAKKAL Dt, TAMIL NADU.

[Signature]
 HOD
 HOD cum Asst. Professor,
 Dept. of Business Administration,
 Sengunthar Arts and Science College,
 Tiruchengode - 637 205.



SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE - 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: K. Naveen Kumar

Date: 28-07-2024

Programme Name: Digital marketing and Development of Business Class: I - BBA

1. How did you achieve this learning goal in this course?

- ☐ Extremely well
- ☒ Very well
- ☐ Slightly well
- ☐ Not well at all

2. How useful to you was this course?

- ☒ Extremely usefull
- ☐ Very usefull
- ☐ Slightly usefull
- ☐ Not usefull all

3. How much did you learn from this course?

- ☒ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little

4. how organised was this course?

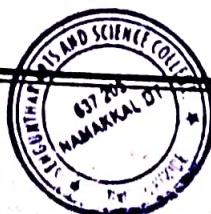
- ☐ Excellent
- ☒ Good
- ☐ Fair
- ☐ Poor

5. Overall, how would you describe the quality of the instruction in this course?

- ☒ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

6. Would you like to provide any other comments about this course?

Groob





SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE - 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: R. J. Swarnapriya

Date: 28-07-2023

Programme Name: Digital Marketing on development
of Business.

Class: I - BBA

1. How did you achieve this learning goal in this course?

- Extremely well
- ✓ • Very well
- Slightly well
- Not well at all

2. How usefull to you was this course?

- ✓ • Extremely usefull
- Very usefull
- Slightly usefull
- Not usefull all

3. How much did you learn from this course?

- A great deal
- ✓ • A lot
- A moderate amount
- A little

4. how organised was this course?

- ✓ • Excellent
- Good
- Fair
- Poor

5. Overall, how would you describe the quality of the instruction in this course?

- Excellent
- ✓ • Good
- Fair
- Poor

6. Would you like to provide any other comments about this course?





Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: *Ranjana S*

Date: *28/7/2023*

Programme Name: *Digital Marketing and Development of Business* Class: *I - Year*

1. How did you achieve this learning goal in this course?

- ☐ Extremely well
- ☒ Very well
- ☐ Slightly well
- ☐ Not well at all

2. How useful to you was this course?

- ☒ Extremely usefull
- ☐ Very usefull
- ☐ Slightly usefull
- ☐ Not usefull all

3. How much did you learn from this course?

- ☒ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little

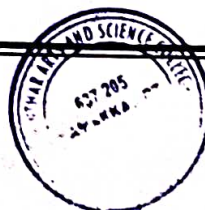
4. how organised was this course?

- ☐ Excellent
- ☒ Good
- ☐ Fair
- ☐ Poor

5. Overall, how would you describe the quality of the instruction in this course?

- ☒ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

6. Would you like to provide any other comments about this course?





SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Since 1991

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE - 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: JANANI. M

Date: 28-07-2023

Programme Name: Digital marketing on development of Business Class: I-year

1. How did you achieve this learning goal in this course?

- ☒ Extremely well
- ☐ Very well
- ☐ Slightly well
- ☐ Not well at all

2. How usefull to you was this course?

- ☐ Extremely usefull
- ☒ Very usefull
- ☐ Slightly usefull
- ☐ Not usefull all

3. How much did you learn from this course?

- ☒ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little

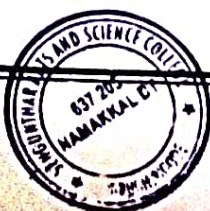
4. how organised was this course?

- ☒ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

5. Overall, how would you describe the quality of the instruction in this course?

- ☐ Excellent
- ☒ Good
- ☐ Fair
- ☐ Poor

6. Would you like to provide any other comments about this course?





Since 1991

SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: K. Maibabarivelan

Date: 28/07/23

Programme Name: Digital Marketing and Development

Class: I-BBA

1. How did you achieve this learning goal in this course?

- ☒ Extremely well
- ☐ Very well
- ☐ Slightly well
- ☐ Not well at all

2. How usefull to you was this course?

- ☒ Extremely usefull
- ☐ Very usefull
- ☐ Slightly usefull
- ☐ Not usefull all

3. How much did you learn from this course?

- ☐ A great deal
- ☒ A lot
- ☐ A moderate amount
- ☐ A little

4. how organised was this course?

- ☐ Excellent
- ☒ Good
- ☐ Fair
- ☐ Poor

5. Overall, how would you describe the quality of the instruction in this course?

- ☒ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

6. Would you like to provide any other comments about this course?





SENGUNTHAR ARTS AND SCIENCE COLLEGE

(Affiliated to Periyar University, Salem and Approved by AICTE, New Delhi)

An ISO 9001:2015 Certified Institution

Recognised under section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC

TIRUCHENGODE – 637 205

DEPARTMENT OF BUSINESS ADMINISTRATION

BRIDGE COURSE FEEDBACK FORM

2023-2024

Student Name: *RISH/VARTHA/NI P. G*

Date: *28/07/2023*

Programme Name: *DIGITAL MARKETING ON DEVELOPMENT
OF BUSINESS*

Class: *I-BBA*

1. How did you achieve this learning goal in this course?

- Extremely well
- ☒ Very well
- Slightly well
- Not well at all

2. How usefull to you was this course?

- ☒ Extremely usefull
- Very usefull
- Slightly usefull
- Not usefull all

3. How much did you learn from this course?

- A great deal
- ☒ A lot
- A moderate amount
- A little

4. how organised was this course?

- Excellent
- ☒ Good
- Fair
- Poor

5. Overall, how would you describe the quality of the instruction in this course?

- ☒ Excellent
- Good
- Fair
- Poor

6. Would you like to provide any other comments about this course?

