Sir/Madam,

I am M.R.Lakshiminarayanan, working as a Lecturer in the Department of Commerce, Muthayammal College of Arts & Science, Rasipuram, doing research on “A study on challenges of Marketing Distance Education” under the supervision of Dr.T.P.J.Bharathi, Reader in Commerce, Kandaswami Kandar’s College, Velur, Namakkal District, Tamil Nadu. For the purpose of research I have to collect information from the students of the Distance Education Programme and hence this survey. I hereby assure you that the information supplied by you will be kept confidential. It will be used only for my research work. I request your whole hearted co-operation.

I. Questionnaire for the distance education students

01. Name of the University:

02. Name of the Study Centre
   With full Address:

03. Name of the Student:

04. Sex (Tick) :   [ ] Male [ ] Female

05. Date of Birth :  
06. Age :    17-20 [ ] 20-25 [ ]
              25-30 [ ] 30-35 [ ]
              35-40 [ ] Above 40 [ ]

07. Place of Birth :    Rural [ ] Semi-Urban [ ] Urban [ ]
08. District: Namakkal □ Salem □ Others, please specify □

09. Mother Tongue: Tamil □ Telugu □ Kannada □ Malayalam □ Others, please specify □

10. Religion: Hindu □ Muslim □ Christian □ Others, please specify □


12. Marital Status: (a) Unmarried (b) Married (c) Widowed (d) Separated (e) Divorced

13. Father's Occupation: Agriculture □ Govt. Employee □ Business □ Coolie □ Others □

14. Father's Annual Income: Below Rs.10000 □ Below Rs.20000 □ 20000-30000 □ 30000-40000 □ 40000-50000 □ More than 50000 □

15. Type of Family Monthly: Nuclear/Joint/Extended

16. Current Educational Qualification: (a) HSC/+2 (b) UG Degree (c) Diploma (d) PG Degree (e) M.Phil (f) any other, please specify

17. Annual Income of the Student: (a) No earnings (b) Upto Rs.5000 (c) Rs.5001-Rs.10000 (d) Rs.10001-Rs.20000 (e) Rs.20001-Rs.30000 (f) More than Rs.30000
18. Name of the course joined: B.A. [ ] B.Com. [ ] B.Sc [ ] (Major) -- (Major) -- 
M.A. [ ] M.Com. [ ] M.Sc [ ] (Major) -- (Major) --

19. Name of the Medium : Tamil [ ] English [ ]

20. Selection of this University:
   [ ] paper Advertisement
   [ ] By prospectus of the University
   [ ] By Parents [ ] By Teachers
   [ ] By Friends & Relatives
   [ ] By TV Media
   [ ] Others, if any

21. Mode of transport to attend the Seminar Class:
   [ ] Walking
   [ ] Two Wheeler
   [ ] Bus
   [ ] Four Wheeler

22. Benefits of Selecting this University:
   [ ] Proper Book Materials
   [ ] Proper Week End Course
   [ ] Easy Syllabus
   [ ] Liberalized valuation
   [ ] Normal Fee

23. Your opinion about the distance Programme:
   a) Highly Satisfied
   b) Satisfied
   c) Dissatisfied
   d) Highly dissatisfied
   e) No Idea
24. Other than University study materials such as: Journals, Magazines, Computer CD’s/Floppy, etc. (If provided by the Study Centre)
   a) Highly Satisfied  
   b) Satisfied  
   c) Dissatisfied  
   d) Highly dissatisfied  
   e) No Idea

25. Your opinion about the University study material:
   a) Highly Satisfied  
   b) Satisfied  
   c) Dissatisfied  
   d) Highly dissatisfied  
   e) No Idea

26. Announcement of Examination:
   [ ] Regular  
   [ ] Irregular  
   Result

27. Teachers involvement in the seminar classes:
   a) Highly Satisfied  
   b) Satisfied  
   c) Dissatisfied  
   d) Highly dissatisfied  
   e) No Idea

28. Please rank the factors:
   (1) Coaching
   (2) Personal classes
   (3) Practical sessions
   (4) Fees
   (5) Syllabus
   (6) Communication

29. Reason for learning through distance education?
   i) To increase the family income
   ii) Forced by family members
   iii) To know new information about the new subject
   iv) Friends are studying
   v) Forced by Parents/Husband
   vi) For spending leisure time usefully
   vii) To learn a new additional degree
   viii) To fulfill my economic needs
   ix) To satisfy the personal desire
   x) Less educational qualification than the spouse
   xi) To go for a job
   xii) To guide my children
   xiii) others (specify)
30. Problem of discontinuation in formal education?
   i. Incapacity to Remittance of Fee
   ii. Distance from house
   iii. Transport Problem
   iv. Uninterested Parents
   v. others (specify)

31. Reasons for dropping out in the formal education
   i) Had to work
   ii) To get married
   iii) Incapacity to pay the fee
   iv) Take care of siblings
   v) Death of my parents/guardian
   vi) Any other

32. Occupational Status of the Student :
   (a) Unemployed
   (b) Govt. employee
   (c) Private employee
   (d) Business
   (e) Farmers
   (f) Agricultural labourers
   (i) Others, please specify,

33. If you are working, what is the monthly income?

34. Is there any chance of any Promotion :  
   (i) yes  (ii) No

35. Suggestions to improve the marketing of distance education
Sir/Madam,

I am M.R. Lakshiminarayanan, working as a Lecturer in the Department of Commerce, Muthayammal College of Arts & Science, Rasipuram, doing research on "A study on challenges of Marketing Distance Education" under the supervision of Dr. T.P.J. Bharathi, Reader in Commerce, Kandaswami Kandar's College, Velur, Namakkal District, Tamil Nadu. For the purpose of research, I have to collect information from the teaching members of the Distance Education Programme, Hence this survey. I hereby assure you that the information supplied by you will be kept confidential. It will be used only for my research work. I request your whole hearted co-operation.

II. QUESTIONNAIRE FOR THE FACULTY MEMBERS

01. Name of the University : 
02. Name of the Study Centre : 
03. Name of the Staff : 
04. Sex (Tick) : [ ] Male [ ] Female 
05. Date of Birth : 
06. Age : 
07. Marital Status : [ ] Married [ ] Unmarried 
07. Educational Qualifications : 
08. Name of the College : 
09. Designation & Department : 
10. Residential Address : 
   PIN code : 
   Phone No : 
   E-Mail (If available) : 
11. Teaching Experience : 
   UG : 
   PG : 
   Research : 

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<th>S.No.</th>
<th>Particulars</th>
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<th>Satisfied</th>
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<td>Sufficient study materials</td>
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<td>Intimation about seminar classes</td>
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<td>Satisfaction with the eligibility norms fixed by the University</td>
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<td>Worth of Syllabus in comparison with the other Universities</td>
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<td>Satisfaction level of paper valuation of DDE students</td>
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<td>Utilization of technical devises like OHP, Power point, etc</td>
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<td>Students interest in seminar participation</td>
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<td>Suggestions for improving the marketing of Distance Education</td>
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Challenges of Marketing Distance Education
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<td>பெண்கள் பெண்கள் குறிப்பிட்டு புராண வல்லுணர் சிபெட்டு பாண்டிகக்காரர்</td>
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(பில்காடு, பில்காடு, பில்காடு, பில்காடு, பில்காடு, பில்காடு, பில்காடு)
11. டம்பன் மரம், மாளி மலர்
டிப்பாக்கர்சு காற்றுத்துறை
நூற்றாண்டுக்கு முன்னருளில் வந்தது
செடிகள் மலர் நோய் பற்றிய வாழ்க்கை

1. உண்மை, ஆண்டு சேர்மதி
2. மனிதக்கால விளக்கம்
3. நூற்றாண்டுக்கு முன்னருளில்
4. பிறந்த வளம் விளக்கம்

(பிரதானமான)

12. அசைவாசனம்.பாதுகாப்புத்துறை
செடிகள் மலர் பற்றிய

பிறந்த வளம் மீது அதையே விளக்கம்
அசைவாசனம்.பாதுகாப்புத்துறை
செடிகள் மலர் விளக்கம்
பேப்பூம்.பப்பூம்.பப்பூம்.பப்பூம்
பேப்பூம்.பப்பூம்.பப்பூம்.பப்பூம்

(பிரதானமான)

13. கிளையக் பெரும். பெரித்துறை
மாற்றும் (கல்லறைல்)
கூட்டத்தில் வளம்?

ஆம் ☐ இல்லை ☐
எப்போதும் காரணத்தை

14. கிளையக் பெரும். பெரித்துறை
மாற்றும் (கல்லறைல்)
(இலகு-காரனியை, பாதுகாப்புத்துறை மாலிகரம்)

ஆம் ☐ இல்லை ☐
எப்போதும் காரணத்தை
எப்போதும் காரணத்தை

15. கிளையக் பெரும். பெரித்துறை
மாற்றும் (கல்லறைல்)
(இலகு-காரனியை, பாதுகாப்புத்துறை மாலிகரம்)

ஆம் ☐ இல்லை ☐
எப்போதும் காரணத்தை

16. கிளையக் பெரும். பெரித்துறை
பேராகவசமாகச் செய்யப்பட்டது
மாற்றும் கூட்டத்தில்

ஆம் ☐ இல்லை ☐
எப்போதும் காரணத்தை

17. கிளையக் பெரும். பெரித்துறை
பேராகவசமாக
செய்யப்பட்டது

ஆம் ☐ இல்லை ☐
எப்போதும் காரணத்தை

பேராகவசமாக
18. நம்பிக்கை மீண்டும் மீண்டும் போல்வேதை கொண்டால்,பூச்சிக்கு மீண்டும் மீண்டும் போலவாலும் திருமணக் கையிலிருந்து கால்கள் எதுக்கான்கள்?

19. நம்பிக்கை மீண்டும் மீண்டும் போல்வேதை ஏனென்று கூரவுகின்றன அவரின் வாக்கில் போலவாலின் கால்கள் எதுக்கான்கள்?

20. உதிரைவருக்கு எளியுள்ள கருளக் கால்களா மீண்டும் மீண்டும் போல்வேதை எளியுள்ள கால்களா என்று என்று (உதிரைவருக்கு எளியுள்ள)

1. உண்மை உயர்ந்து

2. பூச்சிக்கு மீண்டும் போலவாலும்

3. கால்கள் உள்ளது என்று மீண்டும் போலவாலும்

4. கால்கள் உள்ளது என்று மீண்டும் போலவாலும்

5. அவர்களுடைய கூரவுகின்றன

6. கால்கள் உள்ளது என்று மீண்டும் போலவாலும்

7. கால்கள் உள்ளது என்று மீண்டும் போலவாலும்

8. உண்மை உயர்ந்து

9. உண்மை உயர்ந்து

10. உண்மை உயர்ந்து

11. பின் கால்களாக

21. நம்பிக்கை மீண்டும் மீண்டும் குறிப்பிட்டு, அவரின் புற்றுக்கு போலவால் உண்மை புற்றுக்கு?

22. நம்பிக்கை மீண்டும் மீண்டும் போல்வேதை ஏனென்று கூரவுகின்றால், அவரின் புற்றின் புற்றின் புற்றின் புற்றின் புற்றுக்கு என்று என்று என்று என்று என்று?

23. உதிரைவருக்கு எளியுள்ள கருளக் கால்களா என்று என்று என்று என்று
Sir/Madam,

I am M.R. Lakshiminarayanan, working as a Lecturer in the Department of Commerce, Muthayammal College of Arts & Science, Rasipuram, doing research on “A study on challenges of Marketing Distance Education” under the supervision of Dr. T.P.J. Bharathi, Reader in Commerce, Kandaswami Kandar’s College, Velur, Namakkal District, Tamil Nadu. For the purpose of research I have to collect information from the University Co-ordinators for the Distance Education Programme, Hence this survey. I hereby assure that the information supplied by you will be kept confidential. It will be used only for my research work. I request your whole hearted co-operation.

IV. QUESTIONNAIRE FOR THE DISTANCE EDUCATION ENROLLED STUDENTS’ PARENTS

01. Name of the Parent : 

02. Relationship : Mother/Father/Guardian

03. Age : 

04. Residential Address : 

05. Telephone/Mobile No. : 

06. Educational Qualification : PG ☐ UG ☐

HSC ☐ SSLC ☐

IX ☐ Illiterate ☐

07. University where your ward is studying at present : PERIYAR ☐

ANNA UNIVERSITY ☐

ALGAPPA ☐

OTHERS ☐
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| 09. Mother Tongue | Tamil/Telugu/Kannadam/Malayalam |

| 10. Address of the study Centre/ Information Centre |

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<th>1. Tamil/English Daily</th>
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<td>iii) Son/Daughter’s Desire</td>
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<td>iv) To get higher education</td>
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<td>v) Good name of University</td>
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13. Opinion about Syllabus:  
   Easy [ ]  Difficult [ ]

14. Despatch of Schedule of Seminar Classes from the study /Information Centre:  
   Satisfied [ ]  Dissatisfied [ ]

15. Despatch of Lesson from the University:  
   Satisfied [ ]  Dissatisfied [ ]

16. Quality of Printed Materials:  
   Satisfied [ ]  Dissatisfied [ ]

17. Opinion about University Fee:  
   High [ ]  Low [ ]  Moderate [ ]

18. Your ward’s participation in the seminar classes:  
   Satisfied [ ]  Dissatisfied [ ]

19. Announcement of Examination results:  
   Satisfied [ ]  Dissatisfied [ ]

20. Reason for selection of this Distance Education Course (please provide rank):  
   i) To get Higher Education [ ]  
   ii) To go for a job [ ]  
   iii) Distance of Colleges [ ]  
   iv) Less Fee [ ]  
   v) Govt. Job/Private Job/self-employment [ ]  
   vi) There was no seat in the regular Colleges [ ]  
   vii) For Job Promotion [ ]  
   viii) To obtain additional degree [ ]  
   ix) To know new information about the new subjects [ ]  
   x) Friends & Relatives Advice [ ]  
   xi) Others (mentioned) [ ]
21. To understand Teaching: Satisfied □ Dissatisfied □
   if, dissatisfied reason

22. Introduction new technologies: Yes □ No □
in this stream of education  if not, give suggestions

23. Suggestions to improve the: marketing of distance education
## Mega Universities around the world

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Source: - Data obtained from John Daniel, Mega Universities and Knowledge Media, Also published in Science Magazine July 18, 1997
THE DETAILS OF STUDY CENTRES IN NAMAKKAL DISTRICT

The study centres details are as follows:-

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ALAGAPPA UNIVERSITY, KARAIKUDI, TAMILNADU

DISTANCE EDUCATION STREAM (PROGRAMMES OFFERED)(2008-2009)
Graduate Programmes (3 Years)

UG Programmes (16), PG Programmes (25), PG Diploma Programmes (7), Certificate Programmes (2).

UG Programmes
1. B.Litt. (Tamil)
2. B.A. (English)
3. B.A. History [English & Tamil Medium]
4. B.A. Public Administration
5. B.Sc. (Psychology)
6. B.Sc. (Mathematics)
7. Bachelor of Computer Applications (BCA)
8. BBA [English & Tamil Medium]
9. BBA (Banking)
10. BBA (Corporate Secretary ship)
11. B.Com. [English & Tamil Medium]
12. B.Com (Computer Applications)
13. B.Sc., (Information Technology)
14. B.Sc.,(Computer Science)
15. Bachelor of Library and Information Science ( 1 Yr)
16. One year Additional Degree in English ( 1 year)

Post Graduate Programmes (2 Years)
1. MBA ( International Business)
2. MBA (Investment Management)
3. MBA (Banking and Finance)
4. MBA (Corporate Secretary ship)
5. MBA (Project Management)
6. MBA (Hospital Management)
7. MBA (Tourism)
8. MBA (Education Management)
9. MBA (Human Resource Management)
10. M.Com
11. M.Com (Finance & Control)
12. M.Sc., (Computer Science)
13. M.Sc., (Chemistry)
14. M.Sc., (Physics)
15. M.Sc., (Botany with specialization in Plant Bio-Technology)
16. M.Sc., (Information Technology)
17. M.A., (Tamil)
18. M.A., (English)
19. M.A., (History)
20. M.A., (Mathematics)
22. M.A., (Mass Communication and Journalism)
23. M.A., (Child Care & Education)

Post-Graduate Diploma Programmes (1 year)
1. Personal Management and Industrial Relations
2. Business Management
3. Hospital Administration
4. Sports Management
5. Human Resource Management
6. Library and Automation Network
7. Computer Applications

Certificate Programmes (1 year)
1. Self-Help Group Management
2. CLIS (Eng/Tam) – Library Information Science
### ALGAPPA UNIVERSITY – KARAIKUDI – NAMAKKAL DIST
#### YEARWISE STUDENTS ENROLLMENT LISTS

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ANNAMALAI UNIVERSITY, ANNAMALAI NAGAR,
TAMILNADU
COURSES OFFERED
(2008-2009)

1) Foundation Programmes

First Year SSLC Qualification, Second Year in 11 year SSLC/11 year
Matriculation/Plus 1.

2) Under Graduate Programmes :- (Duration 3 Years)

1. B.A Tamil
2. B.A Functional Tamil
3. B.A English,
4. B.A English & Communication,
5. B.A Economics,
6. B.A Business Economics,
7. B.A History,
8. B.A History & Heritage Management,
9. B.A Sociology,
10. B.A Social Work,
11. B.A Political Science,
12. B.A Public Administration,
13. B.A Social and Civic Studies,
14. B.A Population Studies,
15. B.A Human Rights,
16. B.A Social Welfare Administration,
17. B.Com,
18. B.Com Computer Applications,
19. B.Com (Business Studies)
20. B.Com International Business,
21. B.Com Accounting & Finance,
22. B.Com (Marketing Management),
23. B.Lit (Tamil),
24. BBA (Bachelor of Business Administration),
25. BBA Computer Applications,
26. B.Sc. Psychology - Eligibility: - a pass in Pre-University/Higher Secondary
27. Examinations/Second Year Foundation Programme/Three Year Diploma/Two Year Diploma in Teacher Education or an Equivalent Examination.
28. B.Sc., Mathematics,
29. B.Sc., Mathematics & Statistics
31. B.Sc., Physics,
32. B.Sc., Electronic Science,
33. B.Sc., Applied Chemistry,
34. B.Sc., Botany,
35. B.Sc., Zoology

3) Post Graduate Programmes (Duration 2 years)

1. M.A. Tamil
2. M.A. English,
3. M.A. Sociology,
4. MLM., (Master of Labour Management
5. M.A., Economics,
6. M.A. Business Economics,
7. M.A. Environmental Economics,
8. M.A. History,
9. M.A. History & Heritage Management,
10. M.A. History & Tourism Management,
11. M.A. Population Studies,
12. M.A. Political Science,
13. M.A. Public Administration,
14. M.A. International Relations,
15. M.A. Police Administration,
16. M.A. Linguistics,
17. M.A. Translation Studies,
18. M.Com (Co-operative Management),
19. M.Com (Banking & Insurance Management),
20. M.Com (Education Management),
21. MSW (Social Work),
22. M.Sc., (Applied Psychology),
23. M.Sc., Mathematics,
24. M.Sc. Physics,
25. M.Sc. Zoology,
26. M.Sc. Chemistry,
27. M.Sc. Botany,
28. M.Sc. Electronic Science,
29. M.Sc. Geo-Informatics,
30. M.Com.,
31. M.Com (Accounting and Finance),
32. M.Com Computer applications,
33. M.Com. Entrepreneurship
4) Law Programmes:
   a) Post Graduate Programme
      (i) LLM – 3 years
   b) Degree Programmes – (3 years)
   c) (ii) B.A.L (bachelor of Academic Laws).
   d) (iii) BGL (Bachelor of General Laws),
   e) (iv) BBL (Bachelor Of Business Law)
   f) Diploma Programmes Duration 1 year)
      (v) Diploma in Labour Laws with Administrative Law
      (vi) Diploma in Law of Taxation
   g) PG Diploma in Criminology & Forensic Science

5) PG DIPLOMA AND DIPLOMA PROGRAMMES
   (Duration - 1 Year)

(a) Management – Related Programmes
   1. Business Administration,
   2. Personnel Management and Industrial Relations,
   3. Marketing Management,
   4. Financial Management,
   5. Tourism Management,
   6. Advertising,
   7. Public Relations,
   8. Software Marketing,
   9. Foreign Trade,
   10. Entrepreneurship
(b) Engineering & Technology – Related Programmes

1. PG Diploma in Materials Management,
2. PG Diploma in Waste Management,
3. PG Diploma in design and Construction of Concrete Structures,
4. PG Diploma in Water Resource Development & Management,
5. PG Diploma in Environmental Management,
6. PG Diploma in Computer Aided Design of Concrete Structures,
7. PG Diploma in Quantity Surveying & Valuation,
8. PG Diploma in Automobile Maintenance,
9. PG Diploma in Automobile Pollution & Control,
10. PG Diploma in Power Plant Instrumentation & Control,
11. PGD in Electrical Safety and safety Management,
12. PGD in Electrical Energy Management & Energy Audit,
13. PGD in VLSI Design,
15. Diploma in Production Management,
16. Diploma in Concrete Technology & Design of Concrete Structure,
17. Diploma in Construction Management,
18. Diploma in Chemical Process,
19. Diploma in Instrumentation and Control,
20. Diploma in Mining Engineering,
21. Diploma in Energy Engg,
22. Diploma in Maintenance Egg & Management,
23. Diploma in welding Engineering & Technology,
24. Diploma in Quality Management,
25. Diploma in Petroleum Refining Engg,
26. Diploma in Industrial Bio-technology,
27. Diploma in Industrial Safety,
28. Diploma in Industrial Pollution and Control,
29. Diploma in Industrial Hygiene,
30. Diploma in Electronics & Instrumentation,
31. Diploma in Food & Nutrition,
32. Diploma in Food Preservation Technology,
33. Diploma in Design of Foundation Systems,
34. Diploma in Damage assessment,
35. Diploma in Repair & Rehabilitation of Structures,
36. Diploma in Embedded Systems and Applications,
37. Diploma in Drives & Control, Industrial Automation,
38. Diploma in Cultivation of Medicinal and Aromatic Plants
39. PG Diploma in Marine Biology:
40. Marine Environmental Pollution and Management,
41. Aquaculture Management, Marine Microbial Technology,
42. Diploma in Freshwater Fish culture.
43. PG Diploma in Earth Sciences:
44. Natural Resources, Petroleum Exploration,
45. Mineral Exploration and Mining,
46. Ground Water Exploration and Management.

**Other PG Diploma Programmes in**
1. Petroleum Exploration,
2. Herbal Science,
3. Sociology of Health,
4. Hospital Management,
5. English Language Teaching,
6. Educational Administration and Supervision,
7. Instructional Technology,
8. Parental Education,
9. Adult and Continuing Education,
10. NGO Management,
11. Co-operative Management,
12. Guidance Counseling,
13. Marine Environmental Pollution And Management,
14. Aquaculture and Management,
15. Marine Microbial Technology,
16. Natural Resources,
17. Natural Language processing,
18. Software Based Statistical Analysis,
19. Actuarial Statistics,
20. Mineral Exploration and Mining,
21. Ground water Exploration and Management,
22. Fitness Management

Other Diploma programmes in
1. Tamil Journalism,
2. Folklore,
3. English Journalism,
4. Mass Communication,
5. Accounting and Finance,
6. Self Help Group Management,
7. Public Administration,
8. Saiva Siddhanta,
9. Human Rights,
10. Social Welfare Administration,
11. Police Administration.
6. CERTIFICATE PROGRAMMING (Duration 1 year)
   1. Automobile Technology,
   2. Offset Machine Printing,
   3. Office Management,
   4. Binding and Finishing,
   5. Soil Ecology,
   6. Earthworms Culture & Composting,
   7. Spoken English.

7. LIBRARY SCIENCE PROGRAMMES (Duration 1 Year)
   a) MLIS (2 Years)
   b) BLIS (3 Years)
   c) CLIS (1 Year) – Eligibility Old SSLC/+2

8. PHARMACY PROGRAMMES (Duration 1 year)
   a) PG Diploma in promoting Rational Drug Use
   b) PG Diploma in Pharmacy Practice & Drug Store Management

9. YOGA & MEDITATION PROGRAMMES (Duration 1 year)
   Diploma in Yoga*, PG Diploma in Yoga#

10. Agri-related Programmes (Duration 1 year)
    1. PG Diploma in Dairy Technology,
    2. Agricultural Marketing Management,
    3. Plant Protection,
    4. Systems Management in Natural Farming,
    5. Horticultural Nursery Management Diploma in Horticultural Nursery Management,
    6. Bio-pesticides Technology & Bio-fertilizer production,
7. Poultry Management,
8. Coastal Agriculture,
9. Commercial Entomology,
10. Commercial Floriculture,
11. Agri- Business Management,
12. Livestock Products Technology,
13. Urban Pest Management,
14. Post Harvest Technology and Processing of Horticultural Produce,
15. Ornamental and Landscape gardening,

11 MUSIC PROGRAMMES (Duration 3 Years)
1. B.Music in Vocal, Veena, Violin, Mridangam and Flute
2. B.Dance
3. Diploma Programmes – Duration: 4 years
4. Diploma in Vocal, Veena, Violin, Mridangam (Title of Isaikalamani)
5. Diploma in Dance (Title of Natiyakalaimani) – Eligibility X Std or an equivalent examination
6. Certificate Programme (Duration 2 Yrs)

12 HEALTH SCIENCE PROGRAMMES
1. Master of Health Science (2 years) in Reproductive and Sexual Medicine,
2. Adolescent Health and Education,
3. Preventive Cardiology,
4. Physiotherapy,
5. Applied Nutrition,
6. Medico-legal practice,
7. Wellness health science.
8. Occupational Therapy,
9. Applied Ergonomics,
10. Public Health,
11. MBA Hospital Management.
12. PG Diploma in Health Sciences in Maternity and Neonatal Care,
13. Accident & Emergency Care,
14. Wellness Health Science,
15. Reproductive and Sexual Medicine,
16. Adolescent Health and Education,
17. Medical Cosmetology,
18. Ultrasonography,
19. Family Medicine,
20. Echo-Cardiography,
21. Diabetology,
22. Accident & Emergency Care,
23. Public Health Medical Law & Ethics,
24. Tobacco control maternity & Neonatal care,
25. Adolescent Health care,
26. Acupuncture
27. Diploma Programme in Diabetes Patient education,
28. Medical Laboratory Technology,
29. Operation Theatre Techniques,
30. Critical care Nursing,
31. Diabetology,
32. Ultrasonography,
33. Family Medicine,
34. Tobacco Control,
35. Acupuncture,
36. Public Health,
37. Applied Nutrition,
38. Applied Ergonomics,
39. Medico-legal Practice,
40. Medical Cosmetology,
41. Adolescent Health Care,
42. Occupational Therapy,
43. Medical Law and Ethics,
44. Physiotherapy,
45. Eaho-Cardiography,
46. Preventive Cardiology,

13 DOUBLE DEGREE PROGRAMMES

Graduates to acquire additional UG degree in one academic year

a) Graduates of arts, Science & Commerce can opt any one of the following programmes

1. B.A., English, History,
2. Political Science,
3. Public Administration,
4. Police Administration,
5. Economics,
6. Sociology,
7. B.Lit,
8. BBA (Bachelor of Business Administration)
9. B.Com.,

b) Graduates of B.Sc., Mathematics can opt any one of the following programmes
1. B.Sc., Statistics,
2. Operations Research,
3. Computer Science,
4. Information Technology,

**14. LATERAL ENTRY PROGRAMMES**

The candidates seeking admission to the II Year/III year should successfully completed the I year / II year of the study from any recognized university in the same discipline with 75% of syllabi common to this University.

Lateral entry to II year/III year of following U.G programmes

1. B.A. English, Economics,
2. Sociology,
3. History,
4. Political Science,
5. B.Com,
6. B.Com (Accounting and Finance),
7. BBA,
8. BMM (Marketing Management),
9. BBA (Computer Applications),
10. B.Sc., Mathematics,
11. B.Sc Electronic Science,
12. B.Sc., Applied Chemistry

Lateral Entry to II Year of following P.G Programmes

1. M.A., English,
2. M.A., Economics,
3. M.A., Sociology,
4. M.Com,
5. M.Com (Co-operative Management),
6. M.Sc., Mathematics,
7. M.Sc.Physics,
8. M.Sc.Chemistry,
9. M.Sc.Zoology,

15 MBA Programmes (2 years)

MBA (EM & TM)

i. MBA E.Business,
ii. MBA International Business,
iii. MBA Human Resource Management,
iv. MBA Financial Management,
v. MBA Marketing Management,
vi. MBA applied Management (In collaboration with NIS Sparta Ltd., New Delhi),
vii. MBA Telecom Management (In collaboration with Indian Institute of Telecom Management, New Delhi),
viii. MBA Design Management (In collaboration with INIFD, Chandigarh),
ix. MBA (Business Applications (In collaboration with Bharti Resources Pvt. Ltd, New Delhi) MBA retail Management (In collaboration with Bharti Resources Pvt. Ltd., New Delhi) MBA Communications (In collaboration with Bharti Resources Pvt. Ltd., New Delhi)

16. IT RELATED PROGRAMMES:-

PG Programmes:-

i. MCA,

ii. M.Sc., (IT),

iii. M.Sc.,(Software Engineering),

iv. M.Sc., (Computer Science),


UG Programmes :-

i. BCA,

ii. B.Sc., Comp.Sci.,

iii. B.Sc., Information Technology,

iv. B.Sc., Visual Communication,

PG Diploma Programmes:-

i. PGDCA,

ii. PG Diploma in Library Automation and Networking,

iii. Diploma Programme: DCA
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| 11    | 1236    | Kongunadu Higher Secondary School | Velagoundampatty  
           Tiruchengode TK  
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| 12    | 1247    | C.S.I. Study Centre            | Devi Towers, First Floor  
           Salem Road, Tiruchengode Namakkal |
| 13    | 1253    | C.S.I. Study Centre            | 142-C-6, Salem Road  
           Near RTO Office  
           Namakkal          |
| 14    | 1302    | Set College of Higher Studies  | Kongu Complex, 3rd Floor  
           Opp:Govt. Girls Higher Secondary School  
           Tiruchengode       |
| 15    | 1305    | Sri Kalaimagal Educational Trust | II Floor, Vignesh Complex  
           Higher School Road, Velur Namakkal |
| 16    | 1320    | K.R.P. College Study Centre    | Pachampalayam, Sankari West  
           Namakkal          |
| 17    | 1323    | Namakkal PRIDE Centre          | 9-1- A & B, SKK Complex  
           Near Iyyappan Kovil  
           Mohanur Road  
           Namakkal       |
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PERIYAR UNIVERSITY, (PRIDE), SALEM, TAMILNADU
LIST OF COURSES (2008-2009)_
UG COURSES- 3 YEARS NON-SEMESTER (REGULAR STREAM)

01. B.A. - Tamil
02. B.A. - English
03. B.A. - Hindi
04. B.A. - Sanskrit
05. B.A. - History
06. B.A. - Political Science
07. B.A. - Co-operation
08. B.A. - Education
09. B.A. - Economics
10. B.A. - Public Administration
11. B.A. - Journalism & Mass Communication
12. B.Com
13. B.C.A.
14. B.B.A. - Banking
15. B.B.A. - Sales and Marketing
16. B.B.A. - Hardware
17. B.B.A. - Networking
18. B.B.A. - Tele - Communication
19. B.Lit - Tamil
20. B.Sc. - Physics
21. B.Sc. - Chemistry
22. B.Sc. - Zoology
23. B.Sc. - Botany
24. B.Sc. - Mathematics
25. B.Sc. - Computer Science
26. B.Sc. - Geology
27. B.Sc. - Bio - Technology
28. B.Sc. - Microbiology
29. B.Sc. - Home Science
30. B.Sc. - Environmental Science
31. B.Sc. - Information Technology
32. B.Sc. - Tele - Communication
33. B.Sc. - Hotel Management & Tourism
34. B.Sc. - Yoga

UNDER GRADUATE COURSE (2 years)

35. B.C.A. - Lateral Entry

UNDER GRADUATE COURSE (1 years)

36. B.L.I.S. - Bachelor of Library and Information Science.

PG COURSES (2 YEARS - REGULAR STREAM)

37. M.A. - Tamil
38. M.A. - English
39. M.A. - History
40. M.A. - Human Rights
41. M.A. - Journalism & Mass Communication
42. M.A. - Public Administration
43. M.A. - Human Resource Management
44. M.A. - Sociology
45. M.A. - Education
46. M.S.W. - Master of Social Work
47. M.Com
48. M.Sc. - Physics
49. M.Sc. - Chemistry
50. M.Sc. - Mathematics
51. M.Sc. - Zoology
52. M.Sc. - Botany
53. M.Sc. - Microbiology
54. M.Sc. - Bio - Technology
55. M.Sc. - Environmental Science
56. M.Sc. - Electronics
57. M.Sc. - Tele - Communication
POST GRADUATE COURSE (1 Year)

58. M.L.I.S. - Master of Library and Information Science

DIPLOMA COURSES (1 Year)

59. Diploma in Journalism & Mass Communication (Tamil Medium)
60. Diploma in Hospital Management (English)
61. Diploma in Computer Aided Design (CAD)
62. Diploma in Computer Aided Manufacturing (CAM)
63. Business Management
64. Early Child Care Education

DIPLOMA COURSES (2 Year)

65. Diploma in Medical Laboratory Technology
66. Diploma in Radio Imaging Technology
67. Diploma in Arts & Crafts
68. Diploma in Refraction Optometry Technology

CERTIFICATE COURSES (6 MONTHS)

69. Auto CAD & CATIA
70. Auto CAD & UNI Graphics

CERTIFICATE COURSES (1 Year)

71. Laboratory Technology
72. Radio Imaging Technology
73. Dental Laboratory Technology
POST GRADUATE DIPLOMA COURSES (1 Year)

74. Post Graduate Diploma in Computer Application
75. Post Graduate Diploma in Computer Aided Design (CAD)
76. Post Graduate Diploma in Computer Aided Manufacturing (CAD)
77. Post Graduate Diploma in Hotel Management & Tourism
78. Post Graduate Diploma in Journalism & Mass Communication
79. Post Graduate Diploma in Business Management
80. Post Graduate Diploma in Tele - Communication Management
81. Post Graduate Diploma in International Business
82. Post Graduate Diploma in Guidance and Counseling
83. Post Graduate Diploma in Bio - Technology
84. Post Graduate Diploma in Bio - Informatics

PROFESSIONAL COURSES

85. M.B.A.-Master of Business Administration (2 Years English Medium)
86. M.C.A Master of Computer Applications (3 Years English Medium)
87. M.Sc.(IT) Information Technology (2 Years English Medium)

PROFESSIONAL COURSES LATERAL ENTRY (1 Year)

88. M.C.A. (Lateral Entry)
89. M.Sc.IT (Lateral Entry)
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**Course Abbreviation:**

- Pub. Admn - Public Administration
- Tamil - Tamil
- His - History
- Eng - English
- Psy - Psychology
- Comp. Sci - Computer Science
- MCS - Master of Corporate Secretaryship
- MMM - Master of Marketing Management
- PM & IT - Personel Management & Industrial Relations
- MCJ - Mass Communication & Journalism
- BLIS - Bachelor of Library Science
- MLIS - Master of Library Science
- EM - English Medium
- Int. Bus - International Business
- Int. Mgt - Investment Management
- Ban & Fin - Banking & Finance
- Hos. Mgt - Hospital Management
- Maths - Mathematics
- IT - Information Technology
- Ins. Mgt - Insurance Management
- OUS - Open University System