

### 1.3.1. SYLLABI OF COURSES ADDRESSING 'PROFESSIONAL ETHICS'

<b>All Pre-doctoral Programmes</b>	<b>Core III / Professional Skills</b>	<b>ATA13</b>
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**Course Outcomes:**

After completing the course, certain outcomes are expected from the learners.

Description of COs	Bloom's Taxonomy Level
Acquiring knowledge of communication skills with special reference to its elements, types, development and styles.	Knowledge (Level 1)
Understanding the terms like Communication technology, Computer Mediated Teaching	Comprehension (Level 2)
Developing skills in ICT and applying them in teaching, learning contexts and research.	Synthesis (Level 6)
Developing Multimedia/E-content in their respective subjects.	Synthesis (Level 6)
Integrating Technology into Teaching and Learning	Synthesis (Level 6)

#### COURSE CONTENT

**Unit I - Computer Application Skills**

Fundamentals of Computers and windows, Operating System – MS – Office Components; Word: Equation editor, Table Manipulation – Formatting Features – organizational Chart. MS – EXCEL: Statistical Functions – Number Manipulation – Chart Preparation with various types of graphs. MS Powerpoint: Powerpoint presentation with multimedia features. Internet and its applications: E-mail and attachments – working with search engines.

**Unit II - Communication Skills (English/Tamil/Both)**

English: Skills of Communication: Listening, Speaking, reading and Writing – Writing Synopsis, Abstract and proposals. Developing good language abilities – Public speaking – Writing Skills.

Tamil: gapw;Wtpf;Fk; jpwd; - Ngr;Rj;jpwd; - ntspg;ghl;Lj; jpwd; - Ma;Tj;jpl;lk; - Ma;Tr;R&f;fk; jahhpj;jy;.

**Unit III - Communication technology**

Computer Mediated Teaching: Multimedia, E – Content, Satellite Based Communication – EDUSAT and ETV channels. Web: Internet I Education.

**Unit IV - Pedagogical Skills**

Micro teaching Skills: Skill of Induction, Skill of Stimulus Variation. Skill of Explaining, Skill of Probing Questions, Skill of Blackboard, Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills – Research Extension and Consultancy.

**Unit V - Industrial Technology**

Lecture Techniques: Steps, Planning of a lecture, Lecture Notes, Updating, Delivery of Lecture. Teaching – Learning Techniques: Team teaching, Group Discussion. Seminar, Workshops, Symposium and Panel Discussion – Games and Simulations – Web Based Instructions.

### **References**

- Micael D. and William (2000). Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
- Information and Communication Technology in Education: A Curriculum for Schools and Programme of Teacher development. Jonathan Anderson
- Pandey S.K.(2005). Teaching communication. Commonwealth publisher, Delhi
- Sharma. R.A.(2006), Fundamentals of education technology, Surya publication, Meerut
- Kum Babu A. and Dandapani S. (2006), Microteaching, Neelkamal Publications, Hyderabad
- Vanaja M and Rajasekhar S. (2006), Computer Education, Neelkamal Publications, Hyderabad.

<b>B.A., (Tamil)</b>	<b>Part IV / ONME – I / gzp tha;g;G jkpo; Employability in Tamil</b>	<b>UTAN31</b>
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**jhs; 19 : gzptha;g ;Gj; jkpo; - (Non major Elective – Course - I) myF – 1**

jkpo; nkhopad; mbg;gil ,yf;fzk; - vOj;J – nrhy;> nghUs;> ahg;G> mzp ,yf;fzk;. **myF – 2**

jkpo;r; nrhw;fs; - ngah;> tpid> ,il> chpr;nrhy; - ,aw;nrhy; - jprr;nrhy; - jphpnrhy; - tlnrhy;  
- gFgjk; - gfhgjk; - mbr;nrhy; - Nth;r;nrhy; - gFjp – tpFjp – re;jp – rhhpia – cUGfs;.

**myF – 3**

cah;jpiz – m/wpiz – ghy; - vz; - ,lk; - ,iaG – jkpo;j; njhlh; tiffs; - vOtha; - gadpiy –

nrag;gLnghUs; - xnuOj;J xU nkhop – xU nghUs; gd;nkhop. **myF – 4**

cyf tof;F – nra;As; tof;F – Ngr;R nkhop – vOj;Jnkhop – kuGj; njhlh;fs; - tpdhj; njhlh; -

Neh;Šw;W – maw;Šw;W

myF – 5 Gfo; ngw;w ,yf;fpak; rhh;e;j juTfs; - njhy;fhg;gpak; - rq;f ,yf;fpak; - mw ,yf;fpak;

- jkpo;f; fhg;gpak; - gf;jp ,yf;fpak; - rpw;wpyf;fpak; - ,f;fhy ,yf;fpak; -

,yf;fpa E}y; - ghbNahh; - ghlg;gl;Nlhh; - cs;slf;fk; - rpwe;j Nkw;Nfhs; fz;lwpAk; mstpW;Fr;

RUf;fkfhj; njhpe;jpUj;jy ; Ntz;Lk;.

**ghh;it E}y;:** K. tujhrdhh;> jkpo; ,yf;fpa tuyhW jkpoz;zy; - Gjpa Nehf;fpy; jkpo; ,yf;fpa

tuyhW nrs. kjhh; ikjPd; - gad;Kiwj;jkpo; - 1995 – epA+ nrQ;Rhp Gf; `G]; ntspaPL.

<b>B.A., (Tamil)</b>	<b>Part IV / ONME – II / gzp tha;g;G jkpo; Employability in Tamil</b>	<b>UTAN42</b>
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**myF – 1**

jkpopd ; njhd;ik> rpwg;G – jpuhtpl nkhopfs; njhlh;ghd nra;jpfs; - cyfshtpa jkpoh;fs; - goe;jkpoh; tzpfk; - njhy;tpay; Ma;Tfs; - fly; gazq;fs;.

**myF – 2**

gj;Jg;ghl ;L> vl;Lj;njhif E}y;fs; gw;wpa nra;jpfs; - jpUf;Fws; mjpgfhuq;fs; - md ;G – gz;G-fy;tp –Nfs;tp – mwpT- mlf;fk; - XOf;fk; - nghiw – el;G – tha;ik- fhyk; - typ- xg;GuT mwpjy; - nra;e ;ed;wp rhd;whz;ik – nghpahiuj; JizNfhly; - nghUs; nray;tif – tpidj;jpl;gk; - ,dpait \$wy;.

**myF – 3**

rpyg;gjpfhuk; > kzpNkfiy cs;spl;l jkpo ;f; fhg;gpar ; nra;jpfs mwE}y;fs; - xsit ghly;fs; njhlh;ghd nra;jpfs; - jkpo;r ; rka Kd;Ndhbfs; - irtk; - gd ;dpU jpUKiwfs; - itztk; - Mo ;thh;fs; - ehyhapuj; jpt;a gpuge ;jk; - itzt Mrhhpah;fs; - irt itztf; Nfhl;ghLfs ; - fk;guhkhazk; - Nfhapy; fiyfs;.

**myF – 4**

rpw;wpyf;fpaq;fs; - ehl;Lg;Gwg;ghl;L - rpj;jh;fs; - jkpo; kfsph; - ,f;fhy ,yf;fpak; - kuGf; ftpij – GJf;ftpj – ciueil> rpWfijfs; - Gjpdq;fs; - ehlfk; - ehl;Fwpg;G – fbj ,yf;fpak; - ,yf;fpag; gilg;ghsh;fs; Fwpj;j nra;jpfs;.

**myF – 5**

nghUj;Jjy; - E}y; - E}yhrphpah; njhlh; - ,yf;fpak; milnkhop – E}y; ,yf;fzf; Fwpg;gwpjy; - Nth;r ;nrhy; je;J tpid Kw;W> tpidnar ;rk;> tpidahyizAk; ngah; - njhopy; ngah; cUthf;fk;- thf;fpa tiffs ; - jd ;tpid – gpwtpid> nra;tpid- nrag;ghl;L tpid thf;fpaq ;fisf; fz;lwpjy;. gpio jpUj;jk; re;jpg; gpio – xUik – gd;ik gpio – kuGg; gpio> tOr ; nrhw;fis mfw;Wjy;.

<b>B.A., (Tamil)</b>	<b>Part III / Core IX: (gjpndz;fPo;f;fzf;F mw ,yf;fpak;) Literary Ethics in Pathinen Keelkanaku</b>	<b>UTAT53</b>
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**myF – 1**

jpUf;Fws; ,d;gj;Jg;ghy; mjpfhuk; -109 – jif mzq ;F cWj;jy; Kjy; mjpfhuk; -110 – fz ;tpJg ;G mopjy; tiuapyhd gj;J mjpfhuq;fs; kl;Lk;.

**myF – 2**

ehybahh; el;G Muha;jy; el;gpy; gpio nghWj;jy; \$lh el;G - 30 ghly;fs;

**myF – 3**

ehd;kzpf;fbif vs;sw;f vd ;Wk; vspah; vd ;W njhlq;Fk; Kjy; ghly; Kjy; fe ;jpy gpzpg;gh ; fspw;iw tiuAs;s 10 ghly;fs; (1-10) gonkhop mk; fz; tpRk ;gpd ; mfy ; epyh ghhp;Fk; vd ;W njhlq;Fk; 15 tJ ghly; Kjy; ,irT nfhLg;gJ}ck; vd ;W KbAk; 24 ghly; tiuAs;s – 10 ghly;fs; rpWgQ ;r%yk; G+thJ fha;f;Fk; kuk; cs vDk; 20 tJ ghly; Kjy; xUtd ; mwpthDk vDk; 29 tJ ghly; tiu – 10 ghly;fs;

**myF – 4**

rptg;gpufhrh; - ed ;ndwp – Kjy; 20 ghly;fs; kl;Lk;

**myF – 5**

mjptPuuhk ghz;bah; - ntw;wp Ntw;if t.Rg. khzpf;fk; - jkpo; R+b Nrhk. ,stuR - e Pjp R+b.

<b>B.A., English</b>	<b>Part IV / ONME – II : Business English Communication</b>	<b>UENS31</b>
<b>Programme: B.A.,</b>	<b>Subject: English</b>	

**Semester: III**

**Course: Business English**

Communication

**Course Type:** Non Major Elective/ Theory

**Credits: 2**

**Hours Required: 2 Hrs / Week**

**CIA: 25**

**CA: 75**

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>COs</b>	<b>Blooms' Taxonomy Level</b>
Applying knowledge about the general application skills in English usage.	Application (Level 3)
Assessing and familiarize the basic structures of English and develop application skills.	Evaluation (Level 5)
Using an understanding of elementary application of principles and enable the students speak and write in English fluently on various topics.	Application (Level 3)
Designing and valuating the basic foundation of the underlying principles to students for Competitive Exams.	Synthesis (Level 6)
Solving problems encountered in everyday life, further study in English, and in the professional world.	Synthesis (Level 6)

**COURSE CONTENT**

**Unit – I**

Language for Everyday Use

Getting information from maps, graphs and tables

**Unit – II**

Using Dictionary – Thesaurus

**Unit – III**

Situational use of language – At the Bank, At the Railway Booking Counter, At the Post Office

**Unit – IV**

Introducing self and others

**Unit – V**

Note – making

The importance of

Note- making When, why and How to make notes

Diagrams and Charts in Note - Making

**Books for Study:**

G. Radhakrishnan Pillai: Emerald English Grammar & Usage

S.R. Inthira and V. Saraswathi: Enrich your English- Academic Skills Workbook, Book:  
CIFL, Hyderabad.

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**Programme:** B.A.,

**Subject:** English Language Teaching

**Semester:** VI

**Course:** English

**Course Type:** Core XVI / Theory

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

Description of COs	Blooms' Taxonomy Level
Gaining knowledge of the various aspects of the language	Knowledge (Level K1)
Comprehending the different roles played by English language in all spheres of life	Comprehension (Level K2)
Analyzing the impact of English at different socio-political levels genres	Analysis (Level K4)
Evaluating the quality of teaching English in India and other countries as well	Evaluation (Level K5)
Analyzing and finding out innovative methods of teaching English in India	Synthesis (Level K6)

### **COURSE CONTENT**

#### **Unit – I**

Issues Involved in the Teaching of English – CALL (Computer – Assisted Language Learning), CALI (Computer Assisted Language Instruction), CBLT (Content - Based Language Teaching), Methods, Approaches, Techniques, Teaching English as a Second Language.

#### **Unit – II**

Teaching of Listening, Speaking, Reading and Writing

#### **Unit – III**

Teaching of Grammar Teaching of Vocabulary Teaching of Poetry Teaching of Prose

#### **Unit – IV**

Testing – Classification Types of Questions

#### **Unit – V**

Uses of Audio – Visual Aids in the Teaching of Language (T.V., Internet)

#### **Books for Study:**

- ❖ Hughes, Rebecca, Teaching and Researching Speak, Delhi Pearson, 2011.
- ❖ Aslam Mohammed, Teaching of English . New Delhi, Foundation Books, 2003.
- ❖ Tickoo ML, Teaching and Learning English. New Delhi, Orient Longman, 2003.
- ❖ Krishnaswamy N.and Lalitha Krishnaswamy. Methods of Teaching English. Sahibabad.Pranjali Printline, 2013.

<b>B.Sc., Maths</b>	<b>Part IV / ONME I / Resource Management Techniques</b>	<b>UMTN31</b>
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**Programme:** B.Sc.,

**Subject:** Mathematics

**Semester:** III

**Course:** Resource Management Techniques

**Course Type:** Part – IV/ ONME

**Credits:** 2

**Hours Required:** 2 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

Description	Blooms' Taxonomy Level
Developing the evaluate short, and long term process	Analysis (Level 4)
Studying for Linear Programming Problem	Knowledge (Level 1)
Solving different types of problems	Evaluation (Level 5)
Applying the concept of Sequencing Problem	Application (Level 3)
Understanding the concept of basic Game Theory	Comprehension (Level 2)

**COURSE CONTENT**

**Unit I:** Definition-Mathematical formation of the Linear Programming Problem— Basic Solution- Degenerate Solution- Basic Feasible Solution of the Linear Programming Problem.

**Unit II:** Transportation Problem: Definition-Mathematical form of L.P.P-Table-Find Intial Basic Feasible Solution – North West Corner Rule -Row Minima-Colum Minima- Least Cost Method- Vogel's Approximations Method(VAM) - Un balanced Transportation problem- Only upto Intial Basic Feasible Solution.

**Unit III:** Assignment Problem: Definition-Mathematical formulation of the problem– Hungarian Algorithm – Simple Problem .

**Unit IV:** Sequencing Problem: Definition-Problem of Sequencing- Basic Terms Used in Sequencing- Processing n jobs & Two machine- Processing n jobs Through two Machines.

**Unit V:** Game Theory: Definition- Two-Person Zero-Sum Games- Some basic terms- The Maximin-Minimax Principle- Game without Saddle point- Mixed Strategies - Graphic Solution of  $2 \times n$  and  $m \times 2$  games.

**Books for Study :**

- ✚ Kanti Swarup, P.K .Gupta,Man Mohan“Operations Research”, Sultanchand and sons , Edition - 2017.

Unit I – Chapter 2 and 4.

Unit II – Chapter 10.

Unit III – Chapter 11.

Unit IV - Chapter 12.

Unit V – Chapter 17.

**Books for Reference :**

✚ P.R.Vittal and V.Malini, “ Operations Research “ Margham Publishers – 2002.

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**Programme:** B.Com.,

**Subject:** Commerce

**Semester:** III

**Course:** Marketing

**Course Type:** Part – III/ Core-V

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Understanding the concept of Marketing and International Marketing	Comprehension (Level 2)
Designing the Market segmentation and Product Planning	Application (Level 3)
Analysing the knowledge of relationship of marketing	Analysis (Level 4)
Assessing the International Marketing of Import and Export in India	Evaluation (Level 5)
Developing the knowledge of Marketing further study in Professional world	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Marketing – Definition – Objectives – Micro and Macro marketing – Modern marketing concept – Marketing in economics development.

**UNIT – II**

Functions of marketing – Marketing mix – Market segmentation – Market targeting and positioning.

**UNIT – III**

Product Planning – Development – Product line – Product Mix strategies – Product life cycle – Diversification – Elimination - Pricing Strategies.

**UNIT – IV**

Marketing of consumer goods – Channels of distribution – Types of channels – Recent trends in marketing – Online marketing – Tele – Marketing – Relationship marketing.

**UNIT – V**

International marketing – Importance – Objectives – Policies – Import and Export marketing – Prohibited imports and exports – Coping with global competition – Export – Import scene in India.

**Books for Study:**

1. Pillai, R.S.N. and Baghavathi. 2012. Modern Marketing, Revised 4<sup>th</sup>Edn. S.Chand and Co. New Delhi.

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XIII

**Books for Reference:**

1. Kapoor, D.C. 2004. Marketing and Sales Management. 1<sup>st</sup>Edn. S.Chand and Co (P) Ltd., New Delhi.
2. Sherlekar, S.A. 2010. Marketing Management. Revised 14<sup>th</sup>Edn. Himalaya Publishing House, New Delhi.
3. Rajan Nair, N. and Varma, M.M. 2006. Marketing Management. 2<sup>nd</sup>Edn. S.Chand and Co.Ltd., Chennai.

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<b>B.Com.,</b>	<b>Part – III/ Core Paper – XVII: Entrepreneurship Development</b>	<b>UCOC60</b>
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**Programme:** B.Com. ,

**Subject:** Commerce

**Semester:** VI

**Course:** Entrepreneurship Development

**Course Type:** Part – III/ Core Paper – XVII

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of Entrepreneur concept, Institutional setup for helping an entrepreneur and project identification.	knowledge (Level 1)
Analyzing the new concepts, products, service ideas as an entrepreneur.	Analyze (Level 4)
Understanding the creative process of opportunity identification and screening.	Understand (Level 2)
Evaluating the different modes of entering into entrepreneurship.	Evaluation (Level 5)
Identifying and implementing the systems for collecting and analyzing information to monitor the performance of new firms.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Entrepreneurship - Meaning – Importance and types – Marketing Vs Manufacturing entrepreneurship – Innovation as the essence of entrepreneurship – Sources of innovation – Entrepreneurial environment – Entrepreneurial skill – Entrepreneurial motivation – Achievement motivation.

**UNIT – II**

Identification of Potential entrepreneurs – Project Identification – Meaning – Classification of Project – Sources of project ideas, project formulation – Report preparation – Project finance and project appraisal.

**UNIT – III**

Institutional set up – DIC, SIDO, NSIC, SISI, SIDCO of Tamil Nadu, SIPCOT, KVIC, TCO's, ITCOT.

**UNIT – IV**

Need for EDP – Objectives, Course contents and curriculum for EDP, Phases of EDP, Evaluation of EDP.

## **UNIT – V**

Entrepreneurship in specific areas – Scope – Entrepreneurship in MSME – Significance and problems – Women Entrepreneurship Development in rural areas – Importance, prospects and difficulties – Entrepreneurship development through Industrial Estates.

### **Text Book**

1. Khanka, S.S. 2012. Entrepreneurial Development. Revised Edn. Sultan Chand and Sons Ltd., New Delhi.

### **Reference Books**

1. Gordon.E., and Natarajan.K, 2009. Entrepreneurial Development. 6<sup>th</sup> Revised Edn. Himalaya Publishing House, New Delhi.
2. Gupta.C.B and Dr.Khanka.S.S. 2010. Entrepreneurship and Small Business Management. 4<sup>th</sup> Edn. Sultan Chand & Sons, New Delhi.
3. Renu Arora and Sood, S.K. 2007. Entrepreneurial Development. Kalyani Publishers, Chennai,

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<b>B.Com.,</b>	<b>Part III / Core XIII / Business Management</b>	<b>UCOC61</b>
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**Programme:** B.Com. ,

**Subject:** Commerce

**Semester:** VI

**Course:** Business Management

**Course Type:** Part – III/ Core Paper – XIII

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gain an in depth knowledge in basic principles of business management.	Knowledge (Level 1)
Comprehension the business Management concepts, Planning, Organization, Directing, Coordination & Control.	Comprehension (Level 2)
Using business terms and concepts when communication.	Apply (Level 3)
Analyzing information by applying a variety of business and industry and also analyze software & hardware to major business function.	Analyze (Level 4)
Solving problems encountered in everyday business, further study in management, and managing the business effectively.	Synthesis (Level 6)

**COURSE CONTENT**

**UNIT – I**

Introduction to Management: Definition & Meaning of management – Functions of Management – Managerial skills – levels of management – roles of manager, Management as a Science or Art – Approaches to Management – Contribution to management by F.W. Taylor, Henry Fayol, Elton Mayo and Peter F. Drucker.

**UNIT – II**

Planning: Planning – Importance – Process of planning – Types of planning methods (Objectives- Policies – Procedures – Strategies & Programmes) – Obstacles to effective planning - Decision making – Steps – Types – Decision tree.

**UNIT – III**

Organization – Importance – Principles of Organizing – Delegation & Decentralization – Departmentation – Span of Management. Organizational structure – line & and functional – organizational charts and manual –making organizing effective – staffing – recruitment – selection – Training, promotion and appraisal.

#### **UNIT-- IV**

Directing: Function of directing – Motivation – Theories of motivation – Maslow, Herzberg Theories. Communication – Process – Barriers to effective communication. Leadership – Definition – Theories and approach to leadership – styles of leadership – Types.

#### **UNIT – V**

Co-ordination and Control: Nature – Problems of effective co-ordination. Control – Nature – Basic control process – control techniques (traditional and non-traditional) – Use of computers in managing information.

#### **Reference Books:**

1. Gupta .B. Business Management, Sultan Chand & Son, New Delhi, 2011.
2. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Comp Ltd., New Delhi, Edition, 1998.
3. PagareDinkar, Principles of Management, Sultan Chand & Sons, New Delhi, 2003,

**Note:** Question paper shall cover 100% theory

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<b>B.Com., (CA)</b>	<b>Part III / Allied - II / Business Ethics</b>	<b>UCOA22</b>
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**Programme:** B.Com., (CA)

**Subject:** Commerce

**Semester:** II

**Course:** Business Ethics

**Course Type:** Part – III/ Allied – II

**Credits:** 4

**Hours Required:** 5 Hrs / Week

**CIA:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Acquiring knowledge of Business Ethics, Ethical performance, Values, Norms and Corporate Governance.	Knowledge (Level 1)
Understanding the Ethical Codes, Ethical issues in marketing.	Comprehension (Level 2)
Analyzing the Role of Values for managers and working conditions.	Analysis (Level 4)
Analyzing the Ethical issues in Corporate Governance.	Analysis (Level 4)
Using an understanding Environmental Ethics and Consumer protection in business.	Application (Level 3)

**COURSE CONTENT**

**UNIT – I**

Business Ethics – Meaning and definition – Importance – Nature and factors influencing business ethics – Scope and Objectives – Characteristics of Business ethics.

**UNIT – II**

Ethical performance – Ethics and Business – Types of Ethics – Need for Business Ethics.

**UNIT – III**

Values – Norms – Beliefs – Moral Standards – Beliefs and their role – Moral Standards Vs Standard Morality – Ethical codes.

**Unit – IV**

Corporate Governance – Meaning – Importance and Features.

**Unit – V**

Environmental Ethics – Workplace Ethics - Ethics in Marketing and Consumer protection.

**Text Book**

1. Murthy, G.S.V. 2016. Business Ethics. 1<sup>st</sup> Edn. Himalaya Publishing House, Mumbai.
2. M.G.Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi.

## **Reference Books**

1. Badi, R.V. and Badi, N.V. 2005. Business Ethics. 2ndEdn. Vrinda Publication (P) Ltd., Delhi.
2. Gene Burton. Manab Thakur. 2006. Management today – Principles and Practice. 9th Reprint. Tata Mc Graw Hill Publishing Company Ltd., Delhi
3. Jain V.K. and Omprakashbiyani. 2008. Business Ethics & Communication. 2nd Revised Edn. S. Chand & Co Ltd., New Delhi.
4. R.C.Sekar, Ethical Choices in Business, Response Books, New Delhi, 2007

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<b>B.B.A.,</b>	<b>Part IV / SBC – II / Project Management</b>	<b>UBAS42</b>
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**Programme:** BBA.,

**Subject:**

Management

**Semester:** IV

**Course:** Project

Management

**Course Type:** Part – III / SBI-I

**Credits:** 4

**Hours Required:** 5 Hrs

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining in-depth understanding of the concept and issues and various aspects of project management.	Knowledge (Level 1)
Identifying the resources needed for each including stakeholder tools and supplementary materials	comprehension(Level 2)
Knowing the strategies of positioning in project management and identify the rightmethod of promotional events for an organization to introduce new product	Application (Level 3)
Gaining ability to develop a project scope while considering factors such as customer requirement and internal and external	Synthesis (Level 6)
Solving problems involved in budget preparation for project and measuring the performance of project	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT - I**

Project management - meaning, definition- features – Purpose of Project management- classification of projects - stages in project cycle – identification, formulation and implementation – Phases of Project management – 7s of Project management.

### **UNIT-II**

Feasibility study of Projects – Market feasibility, technical feasibility, financial feasibility - different types of appraisal to determine feasibility – feasibility report.

### **UNIT-III**

Social Cost benefit Analysis - The rationale for Social cost benefit analysis,

UNIDO approaches for Social Cost benefit analysis, Methods followed by Financial Institutions.

#### **UNIT-1V**

Estimation of Project cost – Preliminary expenses – cost of acquisition of fixed assets, cost on technical knowhow, acquisition of patents and licenses – documentation charges – preparation of project report

#### **UNIT-V**

Institutional Finance for Projects – National and state level – IDBI, SIDBI, GIC, LIC, UTI, SFC, IFC– functions and schemes

#### **Books for Study:**

✚ Elements of Properties of Material: Vasanti Desai

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

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

- ✚ Project Management - Vasant Desai, Himalaya Publishing House, Mumbai.
- ✚ Project Management - Goel B.B., Deep & Deep Publications Pvt. Ltd., New Delhi.
- ✚ Project Planning, Analysis - Prasanna Chandra, Tata McGraw-Hill, New Delhi.
- ✚ Project Management and Control -Rao .P .C .K., Sultan Chand & Sons, New Delhi.
- ✚ Project Management: Strategic Financial Planning, Evaluation, and Control  
Bhavesh MPatel., Vikas Publishing House, New Delhi.

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<b>B.B.A.,</b>	<b>Part IV / ONME / Office Management</b>	<b>UBAN31</b>
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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** III

**Course:** Office Management

**Course Type:** Part – III/ Non-major Elective Paper –I

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Getting acquainted with the use of the basic office support management and becoming able to prepare the business document	Knowledge (Level 1)
Understanding how organizations function and apply those ideas in real world situations.	Comprehension (Level 2)
Imparting the planning skills to students to formulate long-term and short term objectives of the organization through tools and processes.	Application (Level 3)
Getting familiarized with the complexity and wide variety of issues the managers face in directing and organizing today's business	Synthesis (Level 6)
Solving skills basic understanding able to utilize appropriate office technology	Synthesis (Level 6)

## **COURSE CONTENT**

### **Unit –I**

Office Management: Basic concepts of office – Meaning, Importance – Functions – size of the office – Office Management – Meaning and Scope, Functions and Qualifications of Office manager.

### **Unit- II**

Administrative arrangements and Physical conditions: Office location – characteristics / Qualities of office building –Office layout – preparing the layout; Office Administration – Administrative Office Management- Objectives, Functions and Principles,

### **Unit –III**

Office equipment-Computer – Fax- Duplicator – Telephone – Intercom – Storage equipment

### **Unit –IV**

Mail services and Communication – Office Correspondences – Handling mail.

## **Unit –V**

Office Supervisor – Qualifications and Qualities – Duties and Responsibilities

**Books for Study:** Elements of Properties of Material: R.K ,CHOPRA


Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

### **Books and Reference:**

 Office Management – Dr. I.M.SAHAI –Sathiya Bhawan Agra

 Office organization And Management, S.P Arora, Vikas publishing House Pvt Ltd.

 Office Management - R.K.Chopra

 Office Management – R. S. N. Pillai & Bagavathy, S. Chand Publications

### **Online Resources:**

 <http://www.tandfonline.com/loi/raer20>

 <http://portal.office.com//adminportal.com>

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<b>B.B.A.,</b>	<b>Part III / Core III / Organizational Behaviour</b>	<b>UBAT22</b>
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**Programme:** B.B.A.,

**Subject:** Management

**Semester:** II

**Course:** Organizational Behaviour

**Course Type:** Part – III/ Core Paper –III

**Credits:** 4

**Hours Required:** 5 Hr

**CIS:** 25

**CA:** 75

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Gaining a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyse and approach various organizational situations	Knowledge (Level 3)
Familiarizing students with contemporary organizational behavior theories and help them to understand predict and manage people better.	Comprehension (Level 2)
Acquainting the students with the fundamentals of managing business	Application (Level 3)
Understanding individual and group behavior at work place so as to improve the effectiveness of an organization	Synthesis (Level 6)
Solving the problem use information to support organizational behaviour process and practices, analysis and decision making	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT- I**

Meaning- Objectives, Nature and Scope of organizational behaviour – Importance of OB - Disciplines contribution to organizational behaviour –Concept of organizational behaviour - Theories of organization behaviour –Classical – Neo classical and Modern theories – Approaches to OB.

### **UNIT –II**

Foundations of Individual Behaviour – Nature of Individual behaviour – Group behaviour – Meaning , Difference between Individual and Group Behaviour - Personality – Definition - Factors /Determinants of Personality – Types of Personality – Attitude and Values.

### **UNIT- III**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles – Definition and concept of Learning. Morale, Motivation – Theories and Process of Motivation

## **UNIT- IV**

Types of groups – formation of Group - Group dynamics – Group cohesiveness – Group decision making- Conflict - Types of Conflict – Methods of Managing Conflict - Resolution of conflict - Stress – Meaning and concept – Causes of stress – Effects of stress - Managing stress.

## **UNIT –V**

Organizational Change – Meaning, nature – Causes of change – Resistance to change - overcoming the resistance – Organization Effectiveness – Organization Climate – Organization Culture, Organization Development – Counselling – types of counselling.





### **Books for Study:**

Elements of Properties of Matter: LM PRASTH



Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII;

Unit IV – Chapter – XII; Unit V – Chapter – XII

### **Books & Reference:**

-  Organisational Behaviour - LM. Prasad, , Sultan Chand & Sons, New Delhi.
-  Organizational Behaviour,-Khanka, Sultan Chand & Sons, New Delhi.
-  Organizational Behaviour- Aswathappa
-  Organisational Behaviour - Fred Luthans, McGraw Hill.

### **Online Resources:**

-  <http://www.mbacasesstudyanswer.com>
-  <http://www.tondonline.com/loi/rama20>

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<b>B.B.A.,</b>	<b>Part IV/ ONME / Essentials of Management</b>	<b>UBAN42</b>
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**Programme: B.B.A.**

**Subject: Management**

**Semester: IV**

**Course: Essentials of Management**

**Course Type: Part – III/ SBI–I**

**Credits: 4**

**Hours Required: 5 Hrs      CIA: 25      CA: 75**

**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description</b>	<b>Blooms' Taxonomy Level</b>
Building a base for learning management knowledge and acquiring prerequisite skills	Knowledge (Level 1)
Comprehending the strategies of positioning in project management and identifying the right method of promotional events for an organization to introduce new product, offer etc.	Comprehension (Level 2)
Getting familiarized with the budget preparation for project and measuring the performance of project	Application (Level 3)
Acquiring skill for preparing this type of project in using some system based software	Synthesis (Level 6)
Solving the problem encountered in every business activity	Synthesis (Level 6)

## **COURSE CONTENT**

### **UNIT – I**

Management: Importance – Definition – Nature and Scope of management process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

### **UNIT-II**

Planning: Nature – Importance – Forms – Types – Steps in planning – Objectives – Policies – Procedures and methods – Nature and Types of Policies.

### **UNIT-III**

Organizing: Types of Organization – Organization structure – Elements of organization.

### **UNIT-IV**

Authority – Delegation – Decentralization – Difference between Authority and power – responsibility – Centralization.

### **UNIT-V**

Co-ordination – Need, Types of co-ordination – Principles – Techniques of co-ordination controlling- Meaning and Importance – control process – Techniques of control.

**Books for Study:**

✚ Elements of Properties of Material: C.B GUPTA

Unit I– Chapter – VI; Unit II – Chapter – VII; Unit III – Chapter – VII

Unit IV – Chapter – XII; Unit V – Chapter – XI

**Books for Reference:**

✚ Principles of management – L.M. Prasad

✚ Principles of Management – DinkarPagare

✚ Business Management – C.B. Gupta

✚ Business Management – N. Premavathy

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**Unit – I : An Introduction to**

Behaviour – Manners and Etiquette – Business manners – Golden rules of Business Etiquette – Developing good Business Etiquettes.

**Unit – II : Business Communication**

Inter-Personal and Intra-Personal Communication - Inter-Personal and Intra-Personal Communication skills - How to develop Inter-personal communication skills? Soft skills – Importance, Kinds of Soft skills - How to develop Soft skills?

**Unit – III : Oral Communication Skills**

Oral Communication in Practice - Dealing with people face – to face: Job Interviews – Business meetings - Speaking Skills – Listening Skills – Making face-to-face discussions effective -Telephone and Email Etiquette: Imitating a call – Receiving calls – Interruptions – Developing good telephone manners – Conference calls – Mobile phones – Writing effective emails – Language of e – mails – netiquette ( Etiquette for online communication) – Do’s and Don’ts of e-mails.

**Unit – IV: Non-Verbal Communication Skills**

Defining Non-Verbal Communication - Developing non-verbal communication skills – Body language –Paralanguage (Tone, Pitch, Speech of delivery, Pause, stress, Speech breakers) – Communication through Personal Appearance – Space Language – Time Language – Positive and Negative Non-verbal clues – Guidelines for Developing Non-Verbal Communication Skills.

**Unit – V Inter - cultural communication & Etiquette:**

Defining Culture – Components of Culture – Cultural Variables – Need for Inter – Cultural Communication - Different Cultural Communication – Corporate Culture – Characteristics of Good Corporate Culture.

**Text & Reference**

1. Business Etiquette – David Robinson
2. Essentials of Business Communication – Rajendra Pal &J.C Korlahalli.



<b>M.Com.,</b>	<b>Core I / Managerial Economics</b>	<b>MCOC11</b>
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**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description of COs</b>	<b>Bloom's Taxonomy Level</b>
CO1: Understanding concepts of demand analysis and cost of production analysis	Comprehension (Level 2)
CO2: Gaining knowledge of managerial perspective to economic principle as an aid for decision making under given environmental constraints.	Knowledge (Level 1)
CO3: Comprehending how to prepare the final accounts and fund flow statement.	Comprehension (Level 2)
CO4: Knowing about types of competition, pricing decisions and profit management	Knowledge (Level 1)
CO5: Acquiring ability to forecast economic and chalk out business policies.	Synthesis (Level 6)

**COURSE CONTENT**

***Unit - I***

Managerial Economics: Nature and Scope, In relation with other disciplines - Role and Responsibilities of Managerial Economist - Goals of Corporate Enterprises: Maximization of profit – Value of enterprises.

***Unit - II***

Demand analysis: Demand determinations - Demand distinctions – Types of Elasticity of demand – Demand forecasting: For industrial goods – Consumer goods – Factors determining demand forecasting – Methods of demand forecasting.

***Unit - III***

Cost and production analysis: Cost concepts, Classifications and Determinants – Cost and output relationship – Short run and Long run – Cost functions – Economics scale of production – Cost control – Cost reduction - Production functions – Break-even analysis.

***Unit - IV***

Pricing and output decisions indifferent market situations: Perfect competition – Monopoly and Monopsony – Monopolistic competition – Oligopoly and Oligopsony – Pricing policies – Pricing methods – Pricing forecasting.

## ***Unit - V***

Profit management: Nature, Measurement – Profit policies – Profit planning and forecasting - Business cycles and Business policies – Economic forecasting – Input Output analysis - National income.

### **Text Book:**

- 1.R.L. Varsheny , C.L.Maheshwari, “Managerial Economics”, Sultan Chand & Sons, New Delhi, 2002

### **Reference Books:**

1. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand and Sons, New Delhi.
2. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
3. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.
4. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
5. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.

**Note:** Question paper shall cover 100% theory

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<b>M.Com.,</b>	<b>Elective-III : Option – I: Logistics Management</b>	<b>PCOE33</b>
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**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description of COs</b>	<b>Bloom's Taxonomy Level</b>
CO1: Understanding the role of logistics in a market-oriented society.	Comprehension (Level 2)
CO2: Knowing the major functions of logistics	Knowledge (Level 1)
CO3: Comprehending supply chain management.	Comprehension (Level 2)
CO4: Gaining knowledge of comprehensive analysis and discussion of key contemporary issues and problems in logistics management	Knowledge (Level 1)
CO5: Acquiring ability of planning and control processes in logistics management.	Synthesis (Level 6)

**COURSE CONTENT**

**Unit-I**

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries

**Unit - II**

Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics

**Unit - III**

Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.

**Unit - IV**

Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships

## **Unit - V**

Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions

### **References**

1. Bowersox, Logistical Management, Mc-Graw Hill, 2000
2. Sahay B S, Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.
3. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi, 1999.
4. Coyle, Bradi & Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co.

**Note:** Question paper shall cover 100% Theory.

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<b>M.Com.,</b>	<b>Elective-III : Option – II: Human Resource Management</b>	<b>PCOE33</b>
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**Course Outcomes:**

After completion of the course, certain outcomes are expected from the learners.

<b>Description of COs</b>	<b>Bloom's Taxonomy Level</b>
CO1: Understanding the concepts of Human Resource Management.	Comprehension (Level 2)
CO2: Knowing the principles of Human Resource Management and its applications in the business and industry.	Knowledge (Level 1)
CO3: Comprehending different types of remuneration plans and their significance.	Comprehension (Level 2)
CO4: Developing capability to evaluate different training programs and understand with their limitations.	Synthesis (Level 6)
CO5: Acquiring ability to developing role of human resources management in the globalized world.	Synthesis (Level 6)

**COURSE CONTENT**

**Unit - I**

Human Resource Management: Meaning, Nature, Scope, Objectives – Importance – Functions – Distinction between HRM and Personnel Management – Personnel policies, programmes and procedures – Personnel Manager, Qualities and status.

**Unit - II**

Man Power Planning – Characteristics: Need, Process - Job Analysis - Job Description- Job Specification - Job Design- Job Evaluation Methods – Merits and Demerits - Job Enrichment- Job Enlargement –Re-Engineering - Recruitment – Sources - Selection- Selection Procedure, - Interviews – Placement - Induction

**Unit - III**

Training –Meaning, Need - Selection of Trainees- Methods of Training – Evaluation of Training - Management Development Programmes – Methods - Promotion – Types, Merits- Demotions; Carrier Planning - Transfers

**Unit - IV**

Performance Appraisal – Purpose- Factors Affecting Performance Appraisal – Criteria for Performance Appraisal – Performance Appraisal Techniques – Limitation of Appraisal Methods. Quality of Work Life – Issues in Quality of Work Life- Measuring QWL – Workers Participation in Management.



## **Unit - V**

Grievance – Meaning, Causes of Grievance- Grievance Redressal Procedure – Collective Bargaining – Meaning – levels – methods – pre -requisites – Benefits.

### **Text Book:**

1. Pravin Durai, Human Resource Management, 2nd Edition, Pearson Education, New Delhi.

### **Reference Books:**

1. Ashwathappa, Human Resource Management, McGraw Hill Education (India) Pvt. Limited, New Delhi.
2. David A. De Cenzo& Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
3. L.M. Prasad, Human Resources Management, Jain Book Agency, New Delhi.
4. S.S. Khanka, Human Resource Management, S.Chand& Sons, New Delhi.
5. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi

**Note:** Question paper shall cover 100% theory

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