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Maduravoyal , Chennai - 600 095

Department of Human Resource Management
Program Structure for BA (Full Time)

I Semester

Course Code	Subjects	L	T	P	C
HBTA/H1/FR17001	Part I – Language : Paper I	3	0	0	3
HBEN17001	Part II - English : Paper I	3	0	0	3
HBHR19001	Principles of Management	4	0	0	4
HBHR19002	Human Resource Management	4	0	0	4
HBHR19A01	**Allied Course I** Marketing Management	4	0	0	4
	TOTAL	**18**	**0**	**0**	**18**

II Semester

Course Code	Subjects	L	T	P	C
HBTA/H1/FR17002	Part I – Language : Paper II	3	0	0	3
HBEN17002	Part II - English : Paper II	3	0	0	3
HBHR19003	Business Economics	4	0	0	4
HBHR19004	Organisation Behaviour	4	0	0	4
HBHR19A07	**Allied Course II** Business Statistics for HRM	3	1	0	4
	TOTAL	**17**	**1**	**0**	**18**

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III Semester

Course Code	Subjects	L	T	P	C
HBMG17G01	Entrepreneurship development	3	0	0	3
HBMG17001	Environmental Studies	3	0	0	3
HBHR19005	Business Law	4	0	0	4
HBHR19006	Business Accounting	4	0	0	4
HBHR19007	Career Management & Decision making	4	0	0	4
HBHR19A02	**Allied Course III** Change Management	3	0	0	3
HBMG17L01	Soft Skill - I	1	0	1	2
	TOTAL	**22**	**0**	**1**	**23**

IV Semester

Course Code	Subjects	L	T	P	C
HBHR19009	Company Law	4	0	0	4
HBHR19010	Strategic Management	4	0	0	4
HBHR19011	Training & Development	3	0	0	3
HBHR19012	Human Resource Development	4	0	0	4
HBHR19A03	**Allied Course IV** Public Relations	3	0	0	3
HBMG17L02	Soft Skill - II	1	0	1	2
HBHR19013	Project	0	0	2	2
	TOTAL	**19**	**0**	**3**	**22**

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V Semester

Course Code	Subjects	L	T	P	C
HBHR19014	Industrial Relation Management	4	0	0	4
HBHR19015	Business Ethics & Corporate Governance	4	0	0	4
HBHR19016	Knowledge Management	4	1	0	4
HBHR19017	Business Taxation	4	0	0	4
HBHR19018	Research Methodology	4	0	0	4
HBHR19019	Business Analytics - I	2	0	2	4
	TOTAL	**22**	**0**	**2**	**24**

VI Semester

Course Code	Subjects	L	T	P	C
HBHR19020	Event Management	3	0	0	3
HBHR19021	Total Quality Management	4	0	0	4
HBHR19022	Business Analytics-II	4	0	0	4
HBHR19023	Leadership & Team Management	4	0	0	4
HBHR19024	Project (10)	0	0	10	10
	TOTAL	**15**	**0**	**10**	**25**

TOTAL CREDITS – 130

I SEMESTER

நோக்கம்:

> வாய்மொழி இலக்கியத்தையும் செய்யுள் இலக்கியத்தையும் அறிந்து கொள்ளல்
> சிறுகதை மரபினைப்புரிந்து கொள்ளல்
> பிழைஇன்றித்தமிழ் எழுதுவதந்கு அடிப்படை இலக்கணத்தைப்பயிற்றுவித்தல்
> கவிதை மரபினையும் சிறுகதை மரபினையும் வரலாற்று நிலையிலிருந்து விளக்குதல்

தமிழ் - தாள் 1

அலகு – 1

1. தாலாட்டு
2. காதல்
3. ஒப்பாரி
4. காணிநிலம் வேண்டும் - பாரதி
5. நல்லதோர் வீணை — பாரதி
6. தமிழுக்காதல் - பாரதிதாசன்
7. தமிழ்வளர்ச்சி – பாரதிதாசன்
8. எந்நாளோ? – பாரதிதாசன்
9. ஆறு தன் வரலாறு கூறுதல் - கவிமணி தேசிய விநாயகம் பிள்ளை

அலகு – 2

1. வரித்துகுணை — ந.பிச்சமூர்த்தி
2. குருடர்களின் யானை — அப்துல்ரகுமான்
3. முள் முள் முள் - சிற்பி

அலகு -3 புதுமைப்பித்தன் கதைகள்

1. கடவுளும் கந்தசாமிப் பிள்ளையும்
2. செல்லம்மாள்
3. துன்பக்கேணி
4. ஆற்றங்கரைப் பிள்ளையார்
5. ஒருநாள் கழிந்தது

அலகு -4

1. பெயர், வினை, இடை, உரிச்சொற்களின் பொது இலக்கணம், வலிமிகும் இடங்கள், வலிமிகா இடங்கள்.

அலகு – 5

1. தமிழ்க் கவிதையின் தோற்றமும் வளர்ச்சியும்
   (மரபுக்கவிதை, புதுக்கவிதை)
2. தமிழ்ச்சிறுகதையின் தோற்றமும் வளர்ச்சியும்
   மரபுத் தொடர்கள், பொருத்தியசொல் தருதல் களைச் சொற்கள், ஒவ்வானவை

மேற்பார்வை நூல்கள்:
Vice Chancellor
Dr. M.G சென்னைப் பல்கலைக்கழக வெளியீடு – 2013
EDUCATIONAL AND RESEARCH பொதுத் தமிழ்இலக்கணம்.

நூலகை வேந்தர் ஒப்புதலுக்கு
அனுப்பப்படுகிறது

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தமிழ்த்துறைத் தலைவர்
டாக்டர் எம்.ஜி. ஆர்.
கல்வி மற்றும் ஆராய்ச்சி நிறுவனம்

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Department of Human Resource Management

HBTA/H1/FR17001		L T P C
	HINDI - I	**3 0 0 3**

Prose, Administrative Hindi and Grammer.

UNIT – I
1. Sabhyata kaa rahasya – lesson and annotations, Questions & answers.
2. Administrative terms (Prayojan mulak Hindi)

UNIT – II
1. Mitratha ka rahasya – Lesson and annotations questions and answers.
2. Patra lekham, definitions, correspondence in hindi.

UNIT – III
1. Paramanu oorja evam and kadhya sanrakshan (lesson) annotations and answers,
2. Technical terms and words, leter writing

UNIT – IV
1. Yuvavon se (lesson), annotations, essay and questions and answers
2. Types of official correspondence, technical terms
3. Grammer (Change of voice, correcting the sentences)

UNIT – V
1. Yogyata aur Vyavasay ka chunav (Lesson) essay, questions and answers
2. Letter writing
3. Grammer & technical terms

References:
1. Dr.Syed Rahmatullah & Poornima Prakashan, Hindi gadhya maala
2. Dr.Syed Rahmatullah & Poornima Prakashan, Prayojammulak Hindi
3. Dakshin Bharat Hindi Prachara Sabha, T.Nagar, Saral Hindi Vyakaran-2.

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HBTA/H1/FR17001		**L T P C**
	FRENCH- I	**3 0 0 3**

UNIT – I

Decouvrir la langue francaise

-   Se presenter, dire si on comprend, presenter, une personne, nommer, les choses, savoir
    Vivre, comprendre la grammaire

UNIT – II

-   Donner des informations sur une personne, demander, exprimer ses preferences, parler de son
    travail, parler de ses activities, parler de son pays, de sa ville

UNIT – III

-   Dire la date, dire I' heure, donner des informations sur un employ du temps, proposer –
    accepter-refuser, interroger-repondre, faire un prpgramme d' activities

UNIT- IV

-   S' orienter, Situer, Se loger, Exprimer la possession, Connaitre les rythmes de vie, Fixer des
    regles

UNIT – V

-   Dire ce qu' on fait, S" informer sur un employ du temps passé, Expliquer, Exprimer la doute
    ou la certitude, Decouvrir les relations entre les mots, Savoir s' informer.

Recommended book:

Campus 1 – method de francaise by Jacky Girardet, Jacques Pecheur.

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HBEN17001	**ENGLISH PAPER- I**	**L T P C** **3 0 0 3**

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics)., B.S.c., (Chemistry) etc.,

Proposed for implementation from the Academic Year 2017-2017

Code:HBEN15001

UNIT- I
Prose: Literary Melodies (Orient Black Swan)

UNIT- II
Poetry: Literary Melodies (Orient Black Swan)

UNIT- III
Short Stories: Literary Melodies (Orient Black Swan)

UNIT- IV
One Act Plays: Literary Melodies (Orient Black Swan)

UNIT- V
 Functional English

Total: 45 Periods

Human Resource Management – Regulation -19

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SEMESTER I
From the Academic Year 2017-2018

COURSE OBJECTIVES:
1. To prepare students for attaining a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the language and use its vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language use
4. To develop in them analytical and interpretative skills
5. To train learners in organized academic and business writing

UNIT – I
PROSE- For Detailed Study

1.	On Running After One's Hat	G.K. Chesterton
2.	The Unexpected	Robert Lynd
3.	How to be a Doctor	Stephen Leacock

UNIT-II
POETRY-For Detailed Study

1.	Ulysses	Lord Tennyson
2.	If	Rudyard Kipling
3.	Leave this Chanting and Singing	Rabindranath Tagore

UNIT- III
SHORT STORY

1.	A Retrieved Reformation	O'Henry
2.	Engine Trouble	R.K.Narayan

UNIT-IV
GLIMPSES FROM GREAT MINDS

1.	I LIVED WITH WORDS	R.L.Stevenson
2.	My Vision for India	Dr. A.P.J.Abdul Kalam

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UNIT- V
FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks
Note: Each Lesson to be followed by text-based Vocabulary, Grammar and Usage Exercises.

Synonyms, Antonyms- Affixes (Prefixes & Suffixes) – Noun – Adjectives, Verbs, Tense, Adverb, Preposition, 'if' clause, Articles, discourse marker, Reported and Direct speech-Voice, Degrees of comparison, Interrogatives Comprehension, Precis writing.

COURSE LEANING OUTCOME:
Students completing the General English course

1. Will be able to attain comprehensive knowledge of the four skills of communication viz. LSRW
2. Will be able to understand the nuances of English Language as use its vocabulary in appropriate contexts.
3. Will have acquired the knowledge of the various techniques in language usage
4. Will have acquired proficiency in analytical and interpretative skills
5. Will be trained in organized and academic and business writing.

Text Prescribed: Pushkala R., Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

Text Books, Reference Books and Web Resources

1. Pushkala.R, P.A.Sarada, El Dorado: A textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R : Functional English
3. Hancock, Mark, English Pronunciation in Use, Cambridge University Press, 2013
4. McCarthy, Michael et.al,, English Vocabulary in Use, Advanced, Cambridge University Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006.
6. Part I & Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. http://learnenglish.britishcouncil.org
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html
10. www.better-english.com/grammar/preposition.html
11. http;//www.e-grammar.org/infinitive-gerund//
12. www.idiomsite.com/

HBHR19001		**L T P C**
	PRINCIPLES OF MANAGEMENT	**4 0 0 4**

Course Objective: The purpose of this course is to expose the student to the basic concepts of management in order to aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

Course Outcome: Completing this course will make the students knowledgeable on the historical, current, and future issues in management.

UNIT I
INTRODUCTION TO MANAGEMENT - Evolution of Management thoughts – Contribution of Selected Management Thinkers – Various approaches to management , Levels of Management Managerial functions.

UNIT II
PLANNING - Importance of planning – Types of planning – decision making process Approaches to decision making .

UNIT III
ORGANISING - Departmentation – Span of Control – Delegation – Centralisation and Decentralisation – Committees – Line and Staff relationships – Recent trends in organisation structures.

UNIT IV
STAFFING - Process of Recruitment, Selection, Induction Training – Motivation – Leading – Leadership styles and qualities – Communication – process and barriers.

UNIT V
CONTROLLING - Managements control systems – techniques – Types of control.

TEXT BOOKS:
1. C.B.Gupta, Management Theory & Practice -Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective.
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

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Department of Human Resource Management

REFERENCE BOOKS :

1. Tim Hannagan, Management Concepts and Practices, Macmillan India Ltd.
2. Hellriegel, Jackson and Slocum, Management: A Competency-Based Approach, South Western.
3. Stewart Black and Lyman W. Porter, Management – Meeting New Challenges, Prentice Hall,
4. Koontz, Essentials of Management, Tata McGraw-Hill, 7th Edition, 2006.
5. Bateman Snell, Management: Competing in the new era, McGraw-Hill Irwin.

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HBHR19002	**HUMAN RESOURCES MANAGEMENT**	**L T P C**
		4 0 0 4

UNIT- I

Human Resource Management ,Definition – Objectives – Functions - evolution and growth of HRM– qualities of a good HR manager – changing roles of a HR Manager-– problems and challenges of a HR manager.

UNIT- II

Planning the Human resources ,Definitions of human resource planning – objectives – steps in human resources planning – dealing with surplus and deficient man power - job analysis – job description – job specification.

UNIT- III

Recruitment & Selection Recruitment and selection – objectives of recruitment – sources – internal and external recruitment – application blank – testing – interviews.

UNIT- IV

Training & Development ,Training and development – principles of training – assessment of training needs – on the job training methods - off the job training methods – evaluation of effectiveness of training programmes.

UNIT –V

Performance Appraisal ,Performance appraisal– process – methods of performance appraisal – appraisal counseling – Motivation process – theories of motivation – managing grievances and discipline.

REFERENCES BOOKS :

1. Tripathi - Personnel Management, Sultan Chand & Sons, New Delhi, 2000
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005
3. Aswathappa, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 1999
4. Davis and Werther, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 2000

HBHR19A01		L T P C
	MARKETING MANAGEMENT	4 0 0 4

OBJECTIVES:

The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

UNIT- I

Introduction to Marketing –Meaning – Definition and Functions of Marketing ,Nature and Scope of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT: II

Concepts of Marketing - Consumer behaviors - Buying motives - Consumer decision making. Product - Product Classification - Product Planning and Policies - New Product development - Production modification, product diversification and product elimination - Branding and Packaging - Product life cycle - Product Positioning.

UNIT:III

Pricing - Methods of Price determination - cost oriented pricing. Demand oriented pricing - competitive pricing - New product pricing - product line pricing - Geographical pricing ,pricing under different stages of product life cycle. Channel of distribution - channel functions - factor to be considered in channel selection - retailing and whole selling.

UNIT:IV

Advertising - objectives - Advertising as a process of communication - type of advertising - message selection. Promotion various promotional tools. Market Segmentation – Concept – Benefits Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT :V

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

REFERENCE BOOKS:

1. Marketing Management by Rajan Saxena

2. Marketing by William J Stanton

3. Principles of Marketing by Philip Kotler

4. Marketing Management by Still and Cundiff

5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker

Department of Human Resource Management

II SEMESTER

டாக்டர். எம்.ஜி.ஆர்.
கல்வி மற்றும் ஆராய்ச்சி திறனமைப்
பல்கலைக்கழகம்
அடை.மாவல்பட்டு, சென்னை – 600 095.

தமிழ்த்துறை
இரண்டாம் பருவம் – தமிழ்த்தாள்-II
பாடப்பகுதிகள்

அலகு-I

1. சிற்றிலக்கிய வரலாறு
2. கிரித்தவ இலக்கிய வரலாறு
3. இஸ்லாமிய இலக்கிய வரலாறு

அலகு~II

4. நந்திக் கலம்பகம்
5. முத்தொள்ளாயிரம்
6. தமிழ்விடு தூது

அலகு-III

7. திருக்குற்றாலக் குறவஞ்சி
8. முக்கூடற்பள்ளு
9. இயேசுபிரான் பிள்ளைத்தமிழ்

அலகு-IV

10. நளவெண்பா
11. சீறாப்புராணம்

அலகு~ V

மொழிப்பயிற்சி : பண்புத்தொகை, வினைத்தொகை, உம்மைத்தொகை, உருவகம், உவமத்தொகை, வேற்றுமைத்தொகை, அன்மொழித்தொகை, இருபெயராட்டுப் பண்புத்தொகை.

ஒரு பொருள் குறித்த பலசொல், பல பொருள் குறிக்க ஒரு சொல், அகரவரிசைப்படுத்துதல், ஒருமை, பன்மை மயக்கம், பிழைமொழிச் சொற்களை நீக்குதல்.

பார்வை நூல்கள் :

1. சென்னைப் பல்கலைக்கழக வெளியீடு-2013
2. பொது இலக்கணம்

Prof. Dr. S. DINAKARAN
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Vice Chancellor
Dr. M.G.R.

தமிழ்த்துறைத் தலைவர்
டாக்டர் எம்.ஜி.ஆர்.
கல்வி யற்றும் ஆராய்ச்சி நிறுவனம்
பல்கலைக்கழகம்

HBTA/H1/FR19001		L T P C
	HINDI - II	**3 0 0 3**

Hindi – Semester II – Paper – II (Poetry, Hindi Computing, Alankar)

UNIT – I
1. poetry – Virpooja, Kaidi aur Kokila – kavi Parichay, Annotation, Summary
   Makhanlal Chaturvedi
2. Poetry – kabirdass – Sakhi – Kantash 01 – 10 (Doha)
3. Alankar – Aupras and Upama only.

UNIT – II
1. Poetry – Aansu, Shradha ka saundarya Annotation, Kavi Parichay, Summary
2. Poetry – Surdas – Two Padhya

UNIT – III

1. Poetry – Subramaniya Bharathi – Nachenge – Hum Annotation, Kavi Parichay, Summary
2. Kaam Kaji Hindi Concept of Offical language and Hindi computing theory.

UNIT – IV

1. Poetry – Galv – Chunin da ser- Annotation, Summary, Kavi Parichay
2. Computer Internet in Hindi Latest tools and Packages

UNIT – V

1. Kavi parichay, jaishan kar Prasad, Subramaniya Bharathi and Mirzagalib, Mekhanlalchaturvedi
2. Slesha Alankar

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HBTA/H1/FR19001		**LTPC**
	FRENCH - II	**3003**

UNIT – I

Cultiver ses relations

- Recevoir, Communiquer, parler des personnes, Donner des informations, ecrire, etre a I aise avec les autres

UNIT – II

- Parler du passé, raconteur les moments d' une vie, parler de la famille, preciser le moment de la duree, parler des habitudes et des changements, connaitre quelques reperes de l'histoire.

UNIT – III

Entreprendre

- Parler d'une enterprise, Exprimer un besoin, Parlerdu future, Presenter les etapes d' une realization, Rapporter des paroles, Faire un project de realization.

UNIT – IV

- Comparer des qualities, Comparer des quantites et des actions, Exprimer la resemblance ou la difference, faire des suppositions, Comparer des lieus, Parler de la television.

UNIT – V

Faire face aux problems
- Poser un probleme, Caracteriser une action, Parler de la santé, Interdire-Autoriser, Connaitre la vie politique

Recommended book : Campus 1 – methode de francaise by Jacky Girardet, Jacques Pecheu

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HBEN17002	**ENGLISH PAPER - II**	**L T P C** **3 0 0 3**

SEMESTER II PAPER II

Common to All UG Courses (H & S)

(i.e. B.B.A., B.C.A. (General), B.C.A. (Animation & Multimedia), B.Com. (General), B.Com. (A & F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc. & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), b.Sc. (Media & Vis.Com.), B.Sc. (Bio.Tech), B.Sc. (Maths), B.Sc. (Physics), B.Sc. (Chemistry) etc)

Proposed for implementation form the Academic Year 2017-2018

Code: HBEN14002

UNIT – I
Prose: Literary Melodies (Orient Black Swan)

UNIT – II
Poetry: Literary Melodies (Orient Black Swan)

UNIT – III
Short Stories: Literary Melodies (Orient Black Swan)

UNIT – IV
One Act Plays: Literary Melodies (Orient Black Swan)

UNIT – V
Functional English

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SEMESTER II
FROM THE ACADEMIC YEAR 2017-2018

COURSE OBJECTIVES:
1. To prepare students to attain a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the English language and use the vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language usage
4. To develop in them analytical and interpretative skills
5. To train learners in organized, academic and business writing

UNIT – I
PROSE – For Detailed Study
1. Spoon Feeding   W.R.Inge
2. Disaster Management   B.M. Hegde
3. If You are Wrong Admit it   Dale Carnegie

UNIT – II
POETRY – For Detailed Study
1. Psalm of Life   H.W. Longfellow
2. Anthem for Doomed Youth   Wilfred Owen
3. Street Cries   Sarojini Naidu

UNIT – III
SHORT STORY
1. How much Land does a Man Need?   Leo Tolstoy
2. Uncle Podger Hangs the Picture   Jerome K.Jerome

UNIT – IV
DRAMA
1. Excerpts from The Merchant of Venice   William Shakespeare
2. Monkey's Paw   W.W.Jacob

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UNIT –V
FUNCTIONAL ENGLISH
 Enhancing LSRW Skills through Tasks
Note: Each lesson to be followed by text-based Vocabulary, Grammar, and usage Exercises
Synonym and Antonym, Phrasal Verb- Idioms and Phrases, Collocation. Gerund and infinitives, Auxiliaries: Primary and Modals, Use of 'as soon as', 'Ni sooner ….than'. 'Hardly has-when'. 'Scarcely had-when', 'too…to', 'so …. that' –Subject-Verb Agreement.

Comprehension, note-making from an unknown passage, Expanding Hints into a meaningful paragraph, Essay writing.

COURSE LEARNING OUTCOME:
Students completing the general English course
1. Will attain advanced comprehensive knowledge of the four skills of communication viz. LSRW
2. Will understand the nuances of English language as use its vocabulary in appropriate contexts.
3. Will acquire the advanced knowledge of the various techniques in language usage
4. Will acquire advanced proficiency in analytical and interpretative skills
5. Will get trained in organized academic and business writing.

Text Prescribed: Pushkala R. Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

Text Books, Reference Books and Web Resources
1. Pushkala.R, P.A.Sarada, El Dorado: A textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R : Functional English
3. Hancock, Mark, English Pronunciation in Use, Cambridge University Press, 2013
4. McCarthy, Michael et.al,, English Vocabulary in Use, Advanced, Cambridge University Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006.
6. Part I & Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. http://learnenglish.britishcouncil.org
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html

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10. www.better-english.com/grammar/preposition.html
11. http;//www.e-grammar.org/infinitive-gerund//
12. www.idiomsite.com/

HBHR19003	BUSINESS ECONOMICS	L T P C 4 0 0 4

COURSE RATIONALE: As Economics is the bedrock of business activities, understanding the fundamentals of economics and using its knowledge in managerial decisions is important for modern managers.

COURSE OBJECTIVES: To familiarize the students with the fundamental principles of economics To make them understand the relevance of economics in business decisions To help them be equipped with economic tools for business analysis.

UNIT I

Introduction – Natural & Scope of Managerial Economics – Significance of Managerial Economics.

UNIT II

Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.

UNIT III

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

UNIT IV

Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

UNIT V

National Income-definition, measurement – Factors - difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.

TEXT BOOKS
1. Managerial Economics - Sankaran

REFERENCES

1. Managerial Economics -Spencer M.K

2. Managerial Economics -Mote & Paul

3. Managerial Economics -Varshney & Maheswar

HBHR19004	ORGANIZATIONAL BEHAVIOUR	**L T P C** **4 0 0 4**

COURSE RATIONALE:

- The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.

COURSE OBJECTIVE:

- After completing this course, learners should be able to: Understand the implications of individual and group behaviour in organizational context.

- Understand the concept of organizational behaviour, the social• organization and the diverse environment alongside with the management of groups and teams.

UNIT I

Introduction To Organizational Behaviour – Various Disciplines contributing to OB - Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour - Organizational Structure and Design

UNIT II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning - Types of Learning Styles – The Learning Process

UNIT III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement.

UNIT IV

Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

UNIT V

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power.

TEXT BOOKS

 1. L.M.Prasad, -Organisational Behaviour,-Sultan Chand & Sons

 2. Fred Luthans-Organisational Behaviour- McGraw Hill Book Co.

REFERENCES

1. Stephen Robbins - Organisational Behaviour - Pearson Education, New Delhi, 2013
2. Bhattacharya-Organization Behaviour-Oxford University Press, 2013.
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, - Organizational Behaviour,Tata McGraw Hill, New Delhi

III SEMESTER

HBMG17G01	ENTERPRENEURIAL DEVELOPMENT	L T P C 3 0 0 3

COURSE RATIONALE:
This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations. Students will gain awareness of entrepreneurial skills, sources, structures and dynamics.

COURSE OBJECTIVE:
After the completion of course the learner should be able to Understanding of the sources of opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship.

Understanding of the industry dynamics of and factors for developing successful innovations and apply this understanding to different sectors. Development of a personal skill set for entrepreneurship and specific concepts and tools for combining and managing an organization.

UNIT I
Concept of Entrepreneurship -Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur

UNIT II
Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI. **UNIT III**
Project Management Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.

UNIT IV
Entrepreneurial Development Programmes (EDP) – Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.

UNIT V
Economic development and entrepreneurial growth Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

TEXT BOOKS
1. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, Reprint 2010.

REFERENCES
1. Dr.C.B. Gupta, Dr.N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons,
   New Delhi, 2009.
2. P.Saravanavel, "Entrepreneurial Development", Ess Pee kay Publishing House, Chennai,

1997.

3. Vasant Desai, "Project Management". Edition, 2. Publisher, Himalaya Publishing House, New Delhi, 1999.

HBHR19005	BUSINESS LAW	L T P C 4 0 0 4

OBJECTIVES:

The course is designed to provide an understanding of legal processes involved in management of an organization. The main focus is on understanding basic laws affecting the operation of a Business Enterprise

UNIT- I

Indian Contract Act – Formation – Terms of contract – Forms of contract – Offer and acceptance - consideration.

UNIT- II

Capacity – Flaw in consent, Void agreements – Illegal agreements.

UNIT- III

Performance – Tender – Quasi contract – Discharge – Remedies for breach of contract.

UNIT -IV

Sale of Goods Act – Sale and agreement to sell – Formation – Caveat emptor

UNIT -V

Conditions and warranty – Rights of unpaid seller.

REFERENCE BOOKS:

1. Business Laws- N.D. Kapoor , Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan , Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
4. Mercantile Law – S. Badre Alam and P. Saravanavel
5. Business Law – R.S.N. Pillai – S. Chand
6. Mercantile Law – Gogna, S. Chand.
7. Business Law – Gogna , S. Chand

8. Business Law – KN. Ramaswamy
9. Business Law – M.C. Shukla , S. Chand & Co.

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HBMG17001	ENVIRONMENTAL STUDIES	L T P C 3 0 0 3

COURSE RATIONALE
To provide the contemporary issues in the Business Environment and to facilitate a better-informed Economic System

COURSE OBJECTIVES:
☐ Understand the various environment, culture and society.
☐ To know the differences between the business and Government.
☐ Contextualize the concepts of public sector in India.

UNIT- I

ENVIRONMENT AND ECOSYSTEMS

Definition, scope and importance of environment – need for public awareness – concept, structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem, Biodiversity at National and local levels – India.

UNIT- II

ENVIRONMENTAL POLLUTION

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

UNIT- III

NATURAL RESOURCES

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

UNIT - IV

HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV /AIDS – women and child welfare – role of information technology in environment and human health.

UNIT - V

HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV /AIDS – women and child welfare – role of information technology in environment and human health.

REFERENCE BOOKS:

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGrawhill, NewDelhi, (2006).

HBHR19006	BUSINESS ACCOUNTING	L T P C 4 0 0 4

COURSE OBJECTIVES
The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

Unit I:
Introduction to Financial Accounting: Introduction, Meaning of Book Keeping, Accounting and Accountancy, Distinction between Book Keeping and Accounting, Accounting Process, Objectives of Accounting, Various users of Accounting Information, Limitations of Accounting, Accounting Terminologies

Unit II:
Accounting Concepts, Principles and Conventions : Introduction, Meaning of Accounting Concepts, Principles, Conventions, Types of Accounting Concepts, Types of Accounting Principles, Types of Accounting Conventions, Accounting standards, International Financial Reporting Standards [IFRS]

Unit III:
Recording of Transactions: Introduction, Meaning of Assets, Liabilities, Equity, Accounting Equation and Effects of Financial Transaction on Accounting Equation, Classification of Accounts under Modern Approach Method, Double Entry System and Rules of Debit and Credit Entries

Unit IV:
Secondary Books: Introduction, Secondary Books, Cash Book, Petty Cash Book , Ledger
Trial Balance and Rectification of Errors: Introduction, Trial Balance, Error in Accounting

Unit V:
Final Accounts – Introduction, Meaning, Objectives and Characteristics of Final Accounts, Final Accounts – Trading Account, Profit and Loss Account, Balance Sheet, Treatment of Adjustments, Practical Problems

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Reference Books :

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers –
New Delhi.

HBHR19007	**CAREER MANAGEMENT AND DECISION MAKING**	L T P C
		4 0 0 4

UNIT I

Descriptive dimensions of managerial jobs – Methods – Model – Time dimensions of Managerial jobs – Effective and ineffective job behaviors – Functional and level difference in job behavior.

UNIT II

Managerial Talent – Identification – Selection - Managerial Skills development – Pay and rewards – Motivation – Performance appraisal process – career Management – current practices.

UNIT III

Managerial effectiveness – Meaning – approaches – Measuring Managerial effectiveness – Management of Managerial effectiveness – in private and public sectors.

UNIT IV

Environmental Issues – Organizational processes – Organizational climate – Leader and group influences – Job challenge – Competition – Managerial functional styles.

UNIT V

Organizational and Managerial efforts – Self development – Negotiation skills – Development of the competitive spirit – Creativity and innovation – Development.

Books :

1. Total Career Management, Frances A Clark, MC Graw Hill

2. Effective Decision making, Helga Drummod, Wheeler Publishing

HBHR19A02	CHANGE MANAGEMENT	L T P C
		3 0 0 3

OBJECTIVE:
To enable students to analyse strategic change and how change impacts managerial issues.

UNIT I

Nature, forces, types and models of organizational change - impact of change, transition management.

UNIT II

Progress and challenges in organisational change management - learning organisation, role of politics.

UNIT III

Motivating and enabling change, Managing complex major changes Effective change leader - Mapping Change - the cultural web - cultural attributes to change - resistance to change.

UNIT IV

Mapping change - the cultural web - cultural attributes to change - resistance to change.

UNIT V

Systems approach to change, intervention strategy model, total project management model book.

REFERENCES
1.Harigopal K, Management of Organisational change - Leveraging transformation, Sage Publications Pvt. Ltd., New Delhi
2. Patron A.r. Mc Calman J, Change Management - A guide to effective implementation, Sage Publications Pvt. Ltd., New Delhi.
3. Carr K.D, Hard J.K. Tralant W.J, Managing the change process, Mc GrawHill, New York.

WEB REFERENCES

www.springer.com
www.emeraldinsight.com
www.tatamcgrawhill.com
www.onlinelibrary.wiley.com Manageri

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HBMG17L01	SOFT SKILL - I	L T P C
		1 0 1 2

Common to All UG Courses

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COURSE OBJECTIVES:
1. to diagnose the strength and weakness of the student in Functional English.
2. to develop the functional grammar.
3. to prepare them to use Functional English through LSRW
4. to make them learn through practice and activity
5. to use English Language as a life skill

Periods

Diagnostic Test – Articles, Forms of 'be' verbs, Tense, Preposition, Gerunds & Infinitives, Reported Speech, Active & Passive Voice, Letter Writing.

UNIT - I

Job and career- three types –Govt., Pvt and public sector – Bank, govt.offices, navy, defense, govt.institutions -IT and, BPo and corporate-semi govt like ISRO etc -requirements- advt - - skills needed (download the details) Delivery Audio and video cassettes.

UNIT – II

Technical skill – Communication skill especially in English-strengthening communicative English- Listening, Reading, speaking and writing-Listening – Sounds of vowels and consonants and writing them – functional English – differences between functional and theoretical English.

UNIT – III
Listening and writing

Activity base exercise on articles, modals, prepositions and infinitives. The above topics are choosen as we don't find equivalent 'in L1.

UNIT – IV
Reading and writing

Vocabulary-synonm, antonym, collocations, confused words, homonym, odd man out, words with correct spelling, avoid redundancy – Inferential comprehension (based on BEC and Blog on Soft Skills By me) – browsing, skimming and scanning note-making.

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UNIT – V

Speaking

Introducing yourself (giving questions) – collecting information in pairs and presenting it for 2 minutes – story telling through picture – interpretation of psychometric pictures through question and answer – PPT preparation and presentation – developing the story in pairs as game.

Total:

Text Book, Reference Books and Web Resources:
1. Soft Skill for Everyone – Jeff Butterfield, Part – 1; unit-D & E
2. EFA (English For All) – Dr.Padmasanni Kannan, Libin Roy Thomas
3. English for Competitive Exam – R.P. Bhatnagar, Rajul Bhargava
4. Soft Skill Blog
5. Jobsearch.about.com
6. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- I will be able to
1. Know their weakness in the use of English Language.
2. Understand the functionality of the language in simple context.
3. Improve their communication skill through LSRW.
4. Improve the functional grammar through practice and activity.
5. Understand the necessity of English Language.

IV SEMESTER

		L T P C
HBHR19009	**COMPANY LAW**	**4 0 0 4**

UNIT-I

Company-Definitions-Features-kinds-Private Ltd Company Vs Public Company.

UNIT-II

Formation of companies-Promotion Stage – Commencement Stage –Memorandum of Association - Clauses - -Articles of Association-contents – Prospectus - Contents.

UNIT-III

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types

UNIT –IV

Directors– Definition – Types – Legal Position – Qualification – Appointments – Rights – Duties & Liabilities – Termination .

UNIT-V

Meetings – Types – Statutory, Annual General Meeting - Notice-Agenda-Quorum, Resolution – Types – Duties.

REFERENCE BOOKS:

1. Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand & Co.
2. Company Law and Secretarial Practice – TANDON.
3. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand & Sons.

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		L T P C
HBHR 19010	**STRATEGIC MANAGEMENT**	**4 0 0 4**

COURSE OBJECTIVES:
To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations
To learn the role that various models developed by different thinkers to improve strategic thinking.

UNIT I
BACKGROUND AND BASICS
Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System-Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment

UNIT II -
BASICS OF BUSINESS POLICY
Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics - Differences among policy, strategy , Program and tactics. Environmental Scans and Forecasts, Michael Porter's Five forces-Opportunities and Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage

UNIT III -
STRATEGIC MANAGEMENT
Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT IV
STRATEGIC PLANNING & CHOICE
Strategic planning-Types-Components of the Planning Process, Business Philosophy, Setting quantified Corporate objectives. – MBO & MBE- Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice, , Functional Strategies, Portfolio Analysis-BCG Matrix, GE Matrix, Hofer's Matrix.

UNIT V
STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL
McKinsey's seven _s' Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process
TEXT BOOKS
1. Dr.S.Sankaran -Policy & Strategic Management–Margham Publications 2010
2. LM.Prasad -Strategic Management

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REFERENCES

1. Carpenter-Strategic Management(Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)

		L T P C
HBHR19011	**TRAINING AND DEVELOPMENT**	**3 0 0 3**

COURSE RATIONALE:
This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapid e-learning, new approaches to training evaluation and improving the transfer of training.

COURSE OBJECTIVE:
Understand the concepts, principles and process of training and development
Develop an understanding of how to assess training needs and design training programmes in an Organisational setting
Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.

UNIT I
Introduction to Employee Training and Development - Designing Training - Needs Assessment - Training Process – Conceptual Models
UNIT II
Pre Training- Expectations and Motivations -Training - Exposure to opportunities for learning Training Process for the Participant's Organization - Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments
UNIT III
Training Strategy - External – Establishing Training Goals - Defining Training specifications.
Internal - Organizing Training Inputs - Pre Training Phase – Organisational collaboration through clarifying needs - Individual Motivation
UNIT IV
Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.
UNIT V
Training phase – Developing the Group - Social Process - Standards of Behaviour - Indicators of Group Development, Post Training Phase – Support and Evaluation - Input Overload - Unrealistic Goals - Linkage Failure - E-Learning and Use of Technology in Training - Employee Development .

TEXT BOOKS
1. Raymond Noe, Employee Training & Development, Tata McGraw – Hill Publication, 2011.
2. Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2011.

REFERENCES
1. Rolf Lynton & Udai Pareek, Training for organizational transformation , Sage Publications, New Delhi, 2011
2. Dr. Ratan Reddy, Effective HR Training Development Strategy, HPH, 2005
3. S. Mathews, Designing and Managing a Training and Development Strategy, Pearson, 2005
4. Singh A.K., Duggal B.R. & Puneet Mohan, Human Resource Management and Development, Sun India Publication, 2004.

HBHR19012	**HUMAN RESOURCE DEVELOPMENT**	**L T P C** **4 0 0 4**

OBJECTIVES:

To understand the evolution and functions of HRD¬ To identify the content, process and the outcomes of HRD applications¬ To evaluate and understand diversity issues and their impact on organizations

UNIT I

Human Resource Development – Evolution of HRD - Relationship with HRM - Human Resource Development Functions - Roles and Competencies of HRD Professionals - Challenges to Organization and HRD professionals – Employee Behaviour – External and Internal Influence – Motivation as Internal Influence – Learning and HRD – Learning Strategies and Styles

UNIT II

Frame work of Human Resource Development - HRD Processes - Assessing HRD Needs - HRD Model - Designing Effective HRD Program - HRD Interventions- Creating HRD Programs - Implementing HRD programs - Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming - Case Studies - Role Plays - Simulations - T-Groups - Transactional Analysis.

UNIT III

Evaluating HRD programs - Models and Frame Work of Evaluation - Assessing the Impact of HRD Programs - Human Resource Development Applications - Fundamental Concepts of Socialization - Realistic Job Review - Career Management and Development.

UNIT IV

Management Development - Employee counseling and wellness services – Counseling as an HRD Activity - Counseling Programs - Issues in Employee Counseling - Employee Wellness and Health Promotion Programs - Organizational Strategies Based on Human Resources.

UNIT V

Work Force Reduction, Realignment and Retention - HR Performance and Bench Marking - Impact of Globalization on HRD- Diversity of Work Force - HRD programs for diverse employees - Expatriate & Repatriate support and development.

REFERENCES

1. HUMAN RESOURCE DEVELOPMENT, Werner & Desimone, Cengage Learning, 2006 William E. Blank,
2. HANDBOOK FOR DEVELOPING COMPETENCY BASED TRAINING PROGRAMMES, Prentice-Hall, New Jersey, 1982. Uday Kumar Haldar,
3. HUMAN RESOURCE DEVELOPMENT, Oxford University Press, 2009 Srinivas Kandula, STRATEGIC HUMAN RESOURCE DEVELOPMNET, PHI Learning, 2001

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HBMG17L02	SOFT SKILL - II	L T P C
		1 0 1 2

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics)., B.S.c., (Chemistry) etc.,

COURSE OBJECTIVES:
1. to strengthen the students with the needed vocabulary
2. to infer information from the given passage through reasoning
3. to train them in attending Group Discussion
4. to face the Technical and HR interview of the corporate
5. to raise communication proficiency to global standards.

HBMG14L02

UNIT - I
Preparation of resume-functional resume with objective according to different advts-how to have interview file – how to send it by email-concept of writing email-practise through BEC method (question and answer)

UNIT – II
Writing secretarial letters like intra-mail and inter-mail, agenda, memo and business reports-introducing GD through video-conduct of GD on a topic and also case studies

UNIT – III
Body language-grooming-Interview skill-Dos and Donts-mock interview-exchange of interviewer practical session.

UNIT – IV
Number system – H.C.F & L.C.M – Problem on ages – Percentage – Profit & Loss – Ratio & Proportion – Partnership.

UNIT – V

Time & Work – Time & Distance – Clocks – Permutations & Combinations – Heights & Distances – Odd man out and Series.

Text Book, Reference Books and Web Resources:
1. Soft Skill for Everyone-Jeff Butterfield, Part-1; Unit-D & E
2. EFA (English For All) – Dr. Padmasanni Kannan, Libin Roy Thomas
3. English for Competitive Exam- R.P. Bhatnagar, Rajul Bhargava
4. Placement Interview – S.Anandamurugan, Chapter- 2 & 3
5. Alex K, Soft Skills ; S. Chand & Company Pvt Ltd, 2009
6. Rizvi Ashraf M, Effective Technical Communication ; Tata McGraw – Hill ; 2005
7. Thorpe, Edgar, Course in Mental Ability and Quantitative Aptitude ; Tata McGraw – Hill, 2003.
8. Agarwal, R.S, A Modern Approach to verbal and Non – verbal Reasoning, S.Chand & Co ; 2004
9. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations, S.Chand & Co., (2017)
10. Jobsearch.about.com
11. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- II will
1. be strengthened in the vocabulary
2. improve their reasoning and finding a logical sequence in the passage given
3. be prepared to face Group Discussion
4. know the nuances of the interview of the corporate
5. raise communication proficiency to global standards.

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V SEMESTER

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HBHR19014	INDUSTRIAL RELATION MANAGEMENT	L T P C
		4 0 0 4

COURSE OBJECTIVES:

To impart basic knowledge of the Indian Industrial legislations.

To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.

To familiarize with the different concepts and practices of the Public Relations in organizations.

UNIT I
FACTORIES ACT, 1948:

Definitions – Health – Safety – Welfare – Working hours of Adults. Employment of women – Employment of young person"s – Leave with wages.

UNIT II
THE PAYMENT OF WAGES ACT, 1936 :

Definitions – Responsibilities for payment – Wage periods – Time of payment – Deductions – claim for wrongful deductions. MINIMUM WAGES ACT, 1948 : Interpretation – Fixing minimum rates of wages – Minimum rate of wages – Procedures for fixing – Committee and Advisory boards – Payment of minimum wages – Register and Records – Inspectors – Claims – Penalties and Procedures – The schedule.

UNIT III
THE INDUSTRIAL DISPUTES ACT, 1947 :

Definitions – Authorities under the Act – Reference of disputes – Procedures and powers of authorities – Strikes and Lockouts – Layoff and Retrenchment – Special provision relating to Lay – off – Retrenchment and Lock - outs.

UNIT IV
TRADE UNION ACT 1926

Growth & Functions of Trade Union – Definitions – Agreements not affected by the Act – Regulation – Rights & Privileges , Duties & Liabilities of a Registered Trade Union – General & Special Fund – Amalgamation & Dissolution of Trade Union.

UNIT V
WORK MEN COMPENSATION ACT 1923 -

Definition – need – Scope and coverage of act – Employer liability for compensation including theory of national extension – Employer and occupational diseases – Defenses available to employer - Amount and distribution of compensation – Notice of claim – Medical examination – Obligation and rights of employer and employee – Schedule of Act .

TEXT BOOKS
1. N.D. Kapoor - Mercantile Law
2. P.C. Tripathi - Industrial Law
REFERENCE
1. Dr. M.R. Sreenivasan – Industrial Law.

HBHR19015	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	L T P C 4 0 0 4

OBJECTIVE: To inculcate the knowledge on ethics, values and corporate governance among the students.

UNIT I
INTRODUCTION Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

UNIT II
ETHICS THEORY AND BEYOND Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practiceethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.

UNIT III
 LEGAL ASPECTS OF ETHICS Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

UNIT IV
ENVIRONMENTAL ETHICS   Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

UNIT V
CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.
TEXTBOOKS
1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011
3. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.

REFERENCES

1. W.H. Shaw, Business Ethics, Cengage Learning, 2007.
2. Beeslory, Michel and Evens, Corporate Social Responsibility, Taylor and Francis, 1978.
3. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
4. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the ugly, Edward Elgar Publishing, 2007.
5. Satheesh kumar, Corporate governance, Oxford University, Press, 2010.

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HBHR19016	KNOWLEDGE MANAGEMENT	L T P C
		4 0 0 4

Objectives:

☐ To familiarise the concepts of Knowledge Management.

☐ To understand the challenges of Knowledge Based Organisations and the HR mechanisms to manage them effectively.

☐ To identify the importance of the values of autonomy and accountability in Knowledge based organisations.

UNIT-I

Introduction to Knowledge Management - Knowledge Society - Types of Knowledge - An Introduction to life in organizations - Concept and Characteristics of KBOs - Dimensions of HRM in KBOs - New Role and Challenges for HRM in the KBOs.

UNIT-II

Managing Knowledge for organizational effectiveness - Process and Methods- Concept of Intellectual Capital and Learning Orientation in the Organizations - Knowledge and Role related issues - Performance Appraisal in a KBO - Intellectual Property Rights (IPR).

UNIT-III

Managing Knowledge and Personnel & Organizational Health - Rewarding Knowledge - Management of Retention.

UNIT-IV

ICTs in KBOs - HRIS for KBOs - Concept, Mechanisms, and Software Orientation - Performance Management – Mechanisms.

UNIT-V

Technologies to Manage Knowledge – Artificial Intelligence – Digital Libraries – Repositories – Knowledge Discovery – Creating Systems that Utilize Knowledge - Knowledge Process Outsourcing - Innovation Clusters.

REFERENCES

1. **Frances Horibe**, MANAGING KNOWLEDGE WORKERS, *John Wiley & Sons*
2. **Ganesh Natarajan and Sandhya Shekhar**, KNOWLEDGE MANAGEMENT - ENABLINGBUSINESS GROWTH, *Tata McGrawHill, New Delhi*
3. **Fernandez & Leidner,** KNOWLEDGE MANAGEMENT, *PHI Learning, New Delhi,2008*
4. **Mruthyunjaya,** KNOWLEDGE MANAGEMENT, *PHI Learning, New Delhi, 2011*

HBHR19017		**L T P C**
	BUSINESS TAXATION	**4 0 0 4**

COURSE OBJECTIVES:

Compare and contrast sole proprietorships, partnerships, and corporations to advise clients in organizing a new business.

Describe how choice of entity relates to the type of records to keep, noting issues related to substantiation and documentation.

Outline available accounting periods and methods and the methods for identifying and valuing inventory items

UNIT I

Taxes – meaning – types - History- principles of taxation – canons of taxation – advantages, disadvantages – importance – Difference direct and indirect tax - Basic concepts - Definitions - Assesses - Assessment year - Previous Year .

UNIT II

Income - Residential Status - Scope of Total Income - Exempted income - Agricultural income - Capital income and expenditure - Revenue

Income and expenditure – taxable income – deemed income - Heads of Income - Income from Salaries.

UNIT III

Income from House property - Income from Business or Profession –Income Tax Returns Filing, Forms. Indirect Taxes, Theories – Meaning – Types – Valuation procedure – warehousing- significance – Customs duty – meaning – scope – items covered - significance – import and export procedure – warehousing.

UNIT IV

The Central Sales Tax Act, 1956 - Inter-State sales, Intra-State sales and sales in the course of import and export, taxability of inter depot/inter-branch transfer of goods, levy and collection of sales tax procedure; appeals, revision and rectification of assessments - procedure; VAT.

UNIT V

Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax.

TEXT BOOK

1. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
2. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
3. Indirect Taxes - Datty
4. Business Taxation - T.S. Reddy & Dr. Y. Hariprasad Reddy
5. Jayakumar A. & C.Dhanapal - Income Tax Theory, Law and Practice – Learnetech Press, Trichy
6. Gaur V.P & Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi, Dr. Vinod Sighania, Direct Taxes, Tax Man Publications, New Delhi.
7. Dinkar Pagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi
8. Business Taxation by T.S.Reddy & Dr.Y.Hari Prasad Reddy, Margham Publication

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HBHR19018	RESEARCH METHODOLOGY	L T P C
		4 0 0 4

COURSE OBJECTIVES:

To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.

To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

UNIT I

Introduction to Research: Introduction, Meaning and Purpose of Research, Characteristics of Good Research, Types of Research, Steps in the Research Process.

UNIT II

Formulation of Research Problem: Introduction, Meaning of Research Problem, Guidelines and Criteria for Selecting a Research Problem, Formulating a Research Problem, Techniques for Formulating a Research Problem

UNIT III

Research Design: Introduction, Meaning of Research Design, Characteristics of Good Research Design,Concepts related to Research Design, Types of Research Design. Sample Selection: Introduction, Importance and Advantages of Sampling, Census vs. Sample,Characteristics of Good Sample, Sampling Techniques, Criteria for Selection of a Sampling Technique

UNIT IV

Data Collection: Introduction, Sources of Data, Primary Data Collection Techniques, Secondary Data Collection Techniques, Secondary Data – Advantages and Disadvantages, Qualitative vs. Quantitative Data. Questionnaire Design: Introduction,Types of Questionnaire, Methods of Sending the Questionnaire, Guidelines for Questionnaire Design, Characteristics of Good Questionnaire

UNIT V

Data Processing: Introduction, Editing, Coding the Data, Tabulation, Quantitative and Qualitative Analysis. Analysis, Interpretation and Presentation of Findings: Introduction, Statistical Analysis and Interpretation, Techniques of Interpretation, Report Writing Steps, Components and Format of Research Reports, Guidelines for Writing Research Reports.

TEXT BOOK

1. Research Methodology – Dr.P.Ravilochanan, Margam Publication.

REFERENCES

1. Rao K.V. Research Method for Management and Commerce – Sterling
2. Kothari C.R. – Research Methodology
3. Wilkinson Bhadarkar – Methodology and Techniques of Social Research
4. Anderson et.al.- Assignment and Thesis writing

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HBHR19019		L T P C
	BUSINESS ANALYTICS - I	2 0 2 4

OBJECTIVES

Practically understand how to use and apply selected business analytics software for Finance, Marketing, Operations and Human Resources Management.

Gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

UNIT I

Overview of Business analytics – Components of Business analytics

UNIT II

Data warehousing – data mining – mindset required for a business analytics profession

UNIT III

Concept of Data Warehousing – Online analytical processing –

UNIT IV

Business Analytics and Data visualization

UNIT V

Introduction to Data, Text and Web mining

REFERENCES:

1. E.Turban, R.Sharda, J.Aronson, and D.King , Business Intelligence : A Managerial Approach, Pearson Prentice Hall, 9th edition, 2011.
2. Darren George and Paul Mallery,‖SPSS for Windows STEP BY STEP-
   A simple guidance and Reference 17.0 UPDATE‖, PEARSON, First Impression 2011
3. Dean P. Foster, Robert A. Stine, Richard P. Waterman, ―Business Analysis using Regression – A Casebook‖, Springer International Edition
4. Computer Applications in Business by S. V. Srinivasa Vallabhan – Sultan Chand & Sons

VI SEMESTER

HBHR19020		L T P C
	EVENT MANAGEMENT	**3 0 0 3**

OBJECTIVES

Enhance event management skills.

360 degree perspective on event management

Gain thorough knowledge and understanding of multiple facts of team management

UNIT I

Event Management - Meaning, Importance, Designing corporate events that meet customer's needs - the fundamentals of corporate hospitality - - Managing customer expectations - Types of corporate events

UNIT II

In-house vs. event management companies - Corporate event packages - Staff events - Customer events -Team building - Nature of Teams - Types of Teams

UNIT III

Charity Events and Award Ceremonies - Setting fund raising targets and objectives - Working with volunteers and committees - Generating goodwill and media exposure - Commissioning celebrities - MCs and entertainment

UNIT IV

Outdoor Events,- Concerts – Logistics - Risk Management - Types of outdoor events - Risk management - Planning and logistics, Marketing and sponsorship

UNIT V

Celebrity events- Concerts – Launches - Fashion shows - National festivals and high-profile charity events - Liaising with agents - Contract negotiations - Client briefings - Celebrity wish lists and expectations - Paparazzi and entourages

TEXT BOOKS:

1. Mark Sonder -Event Entertainment and Production, , Wiley & Sons, 2010
2. Doug Matthews -Special Event Production, Routledge Publications, 2011

REFERENCES

1. Barbara G. Kanki, Robert L. Helmreich, and Jose Anca -Crew Resource Management, , Academic Press, second edition, 2010
2. Julia Rutherford Silvers -Professional Event Coordination, , Wiley Desktop Editions, 2012
3. Lynn Van der Wagen -Human Resource Management for Events -, Routledge Publications, 2006

Human Resource Management – Regulation -19

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HBHR19021	TOTAL QUALITY MANAGEMENT	L T P C 4 0 0 4

OBJECTIVE:
To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

UNIT- I
Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential benefits of TQM

UNIT- II
TQM PRINCIPLES   Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement.

UNIT –III
 PDSA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools - Basic Concepts in Six Sigma

UNIT- IV
What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

UNIT- V
Organising for TQM – System approach – The People dimension – Small groups and employment team for TQM – ISO 9000 – Universal standards of Quality – Benefits of ISO certification.

TEXT BOOKS
1. Dr.V.Jayakumar ,Dr.R.Raju ., Total Quality Management , Lakshmi Publications, 2005
2. Beyond Total Quality Mangement – Geg Bounds, Lyle Yorks Meladams G.Ranney.
3. PoornimaM.Charantimath ., Total Quality Management , Pearson Education, 2003

REFERENCES
1. Subburaj Ramasamy ., Total Quality Management , Tata McGraw – Hill , 2005
2. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 2003
3. Kanishka Bedi ., Quality Management ,Oxford University Press, 2006
4. Quality for progress and Development – P.K. Bose, S.P. Mukhersee, K.G. Ramamoorthy, Tata McGraw Hill.
5. Total Quality Mangement - (Weiley Eastern) Joel E. Rose (Deep to Deep Publication)

HBHR19023	LEADERSHIP AND TEAM MANAGEMENT	L T P C 4 0 0 4

OBJECTIVES
To understand vision and mission of a leader.
Identify and describe several theories of leadership
Learn to have an increased awareness of leadership skills within the context of their daily life.
Acquire thorough knowledge and understanding of multiple facts of team management

UNIT I
Leadership Attributes - Styles – Theories of Effective Leadership - charismatic leader, transformational leader.
UNIT II
Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.
UNIT III
Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.
UNIT IV
Description of teams in the organizations - organizational context of teams -- structure, culture, support, human resource policies - team topography - purpose of teams, types of teams, size, diversity, extent of use
UNIT V
Intra-team processes (task-related) : mission, goals, objectives, action planning - intra-team processes (relationship-related) : communication, conflict, trust, decision-making - inter-team processes: conflict, coordination - team effectiveness - measures of productivity, satisfaction, etc.

TEXT BOOKS
1. Jan Carmichael, et.al. Leadership and Management Development, Oxford Publications, 2011.
2. Uday Kumar Haldar, Leadership And Team Building, Oxford Publications, 2011

REFERENCES
1. Chandra Mohan, Leadership and Management, , Himalaya Publishing House , 2007
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6th Edition, 2011
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill Publication, 2012
4. Bonnie T Yarbrouch , Leading groups & Team, Cengage Learning, New Delhi, 2011

HBHR19022		L T P C
	BUSINESS ANALYTICS -II	4 0 0 4

UNIT I
Performance Management -Data mining methods and Applications

UNIT II
Frequency analysis, Correlation, regression

UNIT III
Chi-square, Forecasting

UNIT IV
Factor analysis, T-Test, Cluster analysis using Predictive Analytics Software (SPSS)

UNIT V
Finance – Marketing – Operations – Human Resource analytics using SPSS

REFERENCES:
1. E.Turban, R.Sharda, J.Aronson, and D.King , Business Intelligence : A Managerial Approach, Pearson Prentice Hall, 9th edition, 2011.
2. Darren George and Paul Mallery,‖SPSS for Windows STEP BY STEP-
A simple guidance and Reference 17.0 UPDATE‖, PEARSON, First Impression 2011
3. Dean P. Foster, Robert A. Stine, Richard P. Waterman, ―Business Analysis using Regression – A Casebook‖, Springer International Edition
4. Computer Applications in Business by S. V. Srinivasa Vallabhan – Sultan Chand & Sons