

**Manonmaniam Sundaranar University Tirunelveli – 627 012**

**Bachelor of Human Resource Development - BHRD**

**Program Regulations and Syllabus**

**For those who joined in 2023 – 2024 onwards**

### **Introduction**

Human resource is an integral part of any organization be it business , government or non government .Human resource management is considered to be a source of competitive and imitating unlike other sources used in framing organizations. The main aim of HRD is to develop a variety of competencies like knowledge, attitude .skill and technical areas, behavioral and human relation and conceptual ideas to perform various task or functions required for the job.HRD is a non core function for many organizations but not lose its importance. The requirement of expert in the field of HR is needed for man power planning ,training ,performance appraisal ,compensation and compliance of welfare laws and maintenance of industrial relations.

Rani Anna Government College For Women, was established with the aim of providing quality education to under prevailaged girl students and economically backward areas in Tirunelveli District. It has been established in the year1970 and it has 15 UG Courses ,12 PG courses,4 M.Phil and few doctoral research centers. Around 4700 students are studying in this campus.

### **Preamble**

Rani Anna Government College for women, Tirunelveli is affiliated to M.S University.B.A HRD is a full time three year programme .The curriculum takes B.A HRD program to next level .It aims at the implementing out come based education along with the choice based credit system. This program dedicated to imparting the knowledge, skill required to manage the people within the organization. This program aims to create the professionals that competent in handling imperative HR role in public and private firms, organization and business. Under this program , students learn about planning, arranging and managing various things through class activities, projects and case studies. In addition , they also study organizational psychology and work place learning. The course work of this program includes basics of HR, labour law, industrial relations, ways of improving employee performance, stress and emotional management organizational development ,grievance addressal and more.

## **Mission**

Offered full opportunities and challenges to develop individually enabling career growth, encouraged to acquire knowledge to meet the challenges of new technologies and business needs in the changing scenario. Educated and guided to include and practice right values as are nurtured by the organization. Through strategic partnerships and collaboration, the Human Resources Department recruits, develops and retains a high performing and diverse workforce and fosters a healthy, safe, and productive work environment for employees, their families, departments, and the public in order to maximize individual and organizational potential and position as an employer of choice.

## **Goals:**

Valuing, Encouraging, and Supporting a Diverse Workforce;  
Continually Improving Individual and Organizational Effectiveness;  
Anticipating and Meeting the Changing Needs of the Workforce / Family;  
Championing Career and Professional Growth;  
Creating and Enhancing Strategic Partnerships; and  
Enhancing Services Through Technology.

## **Program Educational Objectives of HRD**

1. To provide a comprehensive frame work for the development of human resources in the organization.
2. Development of a climate for employees to discover, develop and use their capabilities for the organization.
3. To develop the sense of team sprit ,team work and inter team collaboration.
4. To felicitate systematic information on human resources for man power planning, developmental placements ,career planning, etc.,.
5. To make management graduates conceptualize, critically analyze and acquire in-depth knowledge of business and management by imbibing in them the unique ability of synthesizing knowledge towards adding value areas of management.
6. To promote lateral thinking by way of enabling management graduates to see at the things from different perspectives there by making them to come out with simple solutions for complex managerial problems.

7. To inculcate a spirit of enquiry, so that management graduates search for facts and truths by developing methodologies that supports critical analysis and decision making.
8. To evaluate the role of HRD in driving sustained business performance.
9. To inculcate and a spirit of Ethics and Social Commitment in the personal and professional life of management graduates so that they add value to the society.

## **LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK**

### **GUIDELINES BASED REGULATIONS FOR B.A., (HRD) PROGRAMME**

#### **Program learning out comes**

- POs -1 Apply knowledge of management theories and practices to solve business problems. Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
- POs-2 Foster analytical and critical thinking abilities for data-based decision making. Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- POs-3 Ability to understand, analyze and communicate global, legal and ethical aspects of Business. Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- POs-4 Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation
- POs-5 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- POs-6 Management graduates to acquire in-depth knowledge of business management and Ability to lead themselves and others in the achievement of organizational goals ,contributing effectively to a team environment.
- POs-7 Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

- POs-8 Entrepreneurship embedded with ethics and a sense of social commitment and to strive towards personal victory and value creation to the society.
- POs-9 Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
- POs-10 Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
- POs-11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion
- POs-12 Students studying management to be passionate about multidisciplinary approach for problem solving, critical analysis and decision making by giving due importance for lateral thinking so that they see things from a perspective which are not just simple but effective.

**Programme Specific outcomes (PSOs)**

- PSOs-1 Ability to define, analyze the solutions for different business problems and using logical reasoning patterns of evaluating information, materials and data for practical implementation
- PSOs-2 Provides verbal reasoning, data interpretation and communicative skill to solve the business problems and decision making.
- PSOs-3 Apply ethical principles and commitment towards professional ethics and responsibility.
- PSOs-4 Function effectively as a member, leader individual or group in diverse environment.
- PSOs-5 Ability to conceptualize a complex issue into a coherent written statement and oral presentation and communicate effectively on complex activities with technical community.
- PSOs-6 Providing opportunities for the students to gain practical exposure towards the work place and make them industry ready.
- PSOs-7 Promotes entrepreneurship by providing understanding of fundamentals of creating and managing innovation, new business development and high growth potential entities.
- PSOs-8 Ability to demonstrate technical competence in domestic and global area of business through the study of major disciplines within the fields of business.

	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

**Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

**Value additions in the Revamped Curriculum:**

<b>Semester</b>	<b>Newly introduced Components</b>	<b>Outcome / Benefits</b>
<b>I</b>	<b>Foundation Course</b> To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> <li>➤ Instill confidence among students</li> <li>➤ Create interest for the subject</li> </ul>
<b>I, II, III, IV</b>	<b>Skill Enhancement papers</b> (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> <li>➤ Industry ready graduates</li> <li>➤ Skilled human resource</li> <li>➤ Students are equipped with essential skills to make them employable</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.</li> </ul>

<p><b>III, IV, V &amp; VI</b></p>	<p>Elective papers</p>	<ul style="list-style-type: none"> <li>➤ Strengthening the domain knowledge</li> <li>➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature</li> <li>➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.</li> </ul>
-----------------------------------	------------------------	--

<b>IV</b>	Elective Papers	<ul style="list-style-type: none"> <li>➤ Exposure to industry moulds students into solution providers</li> <li>➤ Generates Industry ready graduates</li> <li>➤ Employment opportunities enhanced</li> </ul>
<b>V Semester</b>	Elective papers	<ul style="list-style-type: none"> <li>➤ Self-learning is enhanced</li> <li>➤ Application of the concept to real situation is conceived resulting in tangible outcome</li> </ul>
<b>VI Semester</b>	Elective papers	<ul style="list-style-type: none"> <li>➤ Enriches the study beyond the course.</li> <li>➤ Developing a research framework and presenting their independent and intellectual ideas effectively.</li> </ul>
<b>Extra Credits: For Advanced Learners / Honors degree</b>		<ul style="list-style-type: none"> <li>➤ To cater to the needs of peer learners / research aspirants</li> </ul>
<b>Skills acquired from the Courses</b>		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill



### Credit Distribution for UG Programme

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course –CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC - XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva- voce CC -XII	4	5	6.4 Elective - VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement - (Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	<b>23</b>	<b>30</b>		<b>23</b>	<b>30</b>		<b>22</b>	<b>30</b>		<b>25</b>	<b>30</b>		<b>26</b>	<b>30</b>		<b>21</b>	<b>30</b>
<b>Total – 140 Credits</b>																	

**CREDIT DISTRIBUTION FOR U.G.**

<b>3 – Year UG Programme Credits Distribution</b>			
		<b>No. of Papers</b>	<b>Credits</b>
<b>Part I</b>	Tamil( 3 Credits )	4	12
<b>Part II</b>	English( 3 Credits)	4	12
<b>Part III</b>	Core Courses (4 Credits)	15	60
	Elective Courses :Generic / Discipline Specific ( 3 Credits)	8	24
<b>Total</b>			<b>108</b>
<b>Part IV</b>	NME ( 2 Credits)	2	4
	Ability Enhancement Compulsory Courses Soft Skill( 2 Credits)	4	8
	Skill Enhancement Courses (7 courses) Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	2
	EVS ( 2 Credits)	1	2
	Value Education ( 2 Credits)	1	2
	<b>Part IV Credits</b>		
<b>Part V</b>	Extension Activity (NSS / NCC / Physical Education)		1
<b>Total Credits for the UG Programme</b>			<b>140</b>

## Consolidated Semester wise and Component wise Credit distribution

<b>Parts</b>	<b>Sem I</b>	<b>Sem II</b>	<b>Sem III</b>	<b>Sem IV</b>	<b>Sem V</b>	<b>Sem VI</b>	<b>Total Credits</b>
<b>Part I</b>	3	3	3	3	-	-	12
<b>Part II</b>	3	3	3	3	-	-	12
<b>Part III</b>	11	11	11	11	22	18	84
<b>Part IV</b>	6	6	6	7	3	3	31
<b>Part V</b>	-	-	-	-	-	1	1
<b>Total</b>	23	23	23	24	25	22	<b>140</b>

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree**

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
25 Marks		
<b>External Evaluation</b>	End Semester Examination	
75 Marks		
	Total	
100 Marks		
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Fundamental of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Individual Behavior	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Business Economics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course Social Entrepreneurship		Y	-	Y	-	2	2	25	75	100
	Foundation Course Managerial Communication						2	2	25	75	100
Total							30	21			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-III	Human Resource Management	Y	-	-	-	5	5	25	75	100
	Core Paper-IV	Developing Professional Practice	Y	-	-	-	5	5	25	75	100
	Elective -II	Managerial Economics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course Managerial Skill for Development		Y	-	-	-	2	2	25	75	100
	Foundation Course Creativity and Entrepreneurship Management						2	2	25	75	100
Total							30	22			

**Remarks: English Soft Skill Two Hours Will be handled by English Teachers**

(4+2 = 6 hours for English).

### Semester-I

L	T	P	C
5	-	-	5

### Corepaper-1

### Fundamentals of Management

#### Learning objectives:

- CLO-1- To help the students gain knowledge on the evolution, functions in management and contemporary perspectives in management.
- CLO-2- To enable them to analyze the nature, pupose of management and tools for planning and decision making process.
- CLO-3- To enable them to analyze and understand the types of the organization, and delegation of authority.
- CLO-4 -To help the students develop cognizance of the importance of staffing, system of performance management, training and development .
- CLO-5- The students acquainted vast knowledge about need and techniques followed in controlling and reporting.

### Fundamentals of Management

#### Unit-I

Evolution of management thought – Management – Science or Art – Different Types of managers – Managerial roles – Levels of Management - Recent trends and contemporary perspectives in management.

#### Unit-II

Planning: Nature and purpose of planning – Types of Planning - Planning premises – Planning Tools and Techniques – Objectives and Policies - Decision making process.

#### Unit-III

Organizing: Purpose and Structure – Formal and informal organization - organization chart - departmentalization - delegation of authority – centralization and decentralization - Span of Control – Line and Staff functions

#### Unit-IV

Staffing: Recruitment and selection - Training and Development- Performance Management - Career planning. Directing: Foundations of individual and group behavior - types and theories of leadership - process of communication - motivational theories and techniques

#### Unit-V

Controlling: Need and techniques - System and process of controlling - control and performance – Direct and preventive control - Reporting.

#### Course outcomes:

- CO-1.** On completion of this course, the students will be able to understand the concepts ,evolution , contemporary perspectives related to Business
- CO -2.** Demonstrate the roles, skills and functions of management and analyze the nature, purpose of management and tools for planning and decision making process. .
- CO -3.** Analyze and understand the types of the organization, and delegation of authority at various levels.

**CO -4.** Understand the complexities associated with management of human resources in the organization and integrate the learning in handling these complexities.

**CO-5.** The students acquainted vast knowledge about need and techniques followed in controlling and performance and reporting.

**References:**

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Koontz and O’ Donnel, Management: A System Approach, Tata McGraw Hill.
3. Weihrich and Koontz, Management: A Global Perspective, McGraw Hill.
4. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999.
5. Robert Kreitner & Mamata Mohapatra, “ Management”, Biztantra, 2008.

**Methods of Evaluation**

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Mrks
	<b>Total</b>	<b>100 Marks</b>

**Methods of Assessment**

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	Course Code & Title : <b>Fundamentals of Management</b>													
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2
CO -4	2	2	2	2	3	3	2	2	3	3	3	2	2	2
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	2	3

- Strongly Correlated- (3)
- Moderately Correlated –(2)
- Weakly Correlated - (1)
- No Correlation - (0)

# INDIVIDUAL DEVELOPMENT

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>			<b>5</b>

## Learning Objectives:

- CLO-1. To help the students to learn about self esteem, its types and concept of self regulation.
- CLO-2 To enable them to analyse self improvement, types of attitude and create positive atmosphere
- CLO-3 To makes the students to understand about motivation, self management
- CLO-4 To enable the students to learn about communication.
- CLO -5 To makes the students to analyse the faces of conflicts and adjustment

## Unit 1:

Self-esteem-Meaning- developing self esteem, accepting reality; accepting Self-esteem. Values-meaning and types-meaning of IQ, EQ,.SQ and Q-emotion meaning and concepts, self regulation of emotions.

## Unit 2:

Self improvement- Planning-long term goals-short term objectives- Action Plans- Strategies to improve oneself. Developing Positive attitude - Meaning, Learning attitude-steps for improvements. Avoiding Negative attitudes, creating positive atmosphere.

## Unit-3

Self Motivation-Initiative, sources of Motivation- accepting responsibility-Social Motives, Achievement Motivation and Power Motivation(Meaning). Self Management-Efficient work habits, orderliness. Time management-Resource Management-Stress Management Stress signals- controlling stress-Developing self control.

## Unit -4

Communication-Meaning Process, Importance, barriers. Types of communication - Formal, written -oral, upward downward horizontal, Informal communication- Grapevine & consensus with Merits & demerits.Communication to resolve conflicts- Conflict- types-simple ego, false values & beliefs conflicts.

## Unit-5

Faces of conflicts-taking sides, keeping scores showdown, Adjustments-Handling conflict adjustment - negative & positive conflict adjustment.Relating to clients & customers, Customer- communications - attentiveness, Knowledge, respect, helpful, professionalism- Educating customers.

## Course Outcomes

- CO-1- Understad the oncept of self esteem,its type and concept of self regulation.
- CLO-2 Analyse the complexities of self improvement and types of attitude.
- CLO-3 Demonstrate the applicability of self motivation and self management.
- CLO-4 It mkes the students competent and develop the communicative skill.
- CLO-5 Demonstrate the skills for analysing the faces of conflict and adjustment.

## Reference:

1. Personality Development Harold R.Wallace & L. Ann Masters.Cengage Learning India (P)Ltd. New Delhi-2009.
2. Personality Development & Career Management- R.M.Omka, S.Chand Company Ltd., New Delhi-2009
3. Essentials of Business Communication- Rajendra Pal & J.S.Korlahalli, Sulthan Chand & Sons, New Delhi.2005
4. Basic Managerial Skills for all- 6t Edition, E.H.McGrath, S.J., Prentice:
5. Personality Development- Jain G.C., Tech Media, New Delhi, 2003.e superiors. Meeting superios expectations -eo mmunicating with superiors. Hall of India Pvt. Ltd., New Delhi, 2003.

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	Course Code & Title : Individual Deelopment													
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	2	3	2	2	2	2	2	3	2
CO -2	2	3	3	2	2	3	2	3	2	3	3	3	2	2
CO -3	3	2	3	3	2	3	3	2	3	2	3	2	3	2
CO -4	2	2	3	2	3	3	3	3	2	3	2	3	2	3
CO -5	2	3	2	2	2	3	2	2	3	3	2	2	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)



## **Business Economics      Elective**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>			<b>3</b>

### **Learning objectives:**

CLO-1- To familiarize the students with the basic concept of micro economics.

CLO-2- To make students to understand the demand and supply analysis and relationship between price elasticity and sales curve in business applications.

CLO-3 - To familiarize students with the production and cost structure under different strategies of production.

CLO-4- To understand the supply and cost analysis under various market structure.

CLO-5- To help the students understand and apply the various decisions tools to understand the market structure.

## **BUSINESS ECONOMICS**

### **Unit-I**

Business Economics- Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Production function - Industry equilibrium - Factor pricing theory.

### **Unit-II**

Demand and Supply - Demand determinants – Law of demand and demand curves – Types of demand – Elasticity of Demand – Measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

### **Unit-III**

Production Analysis- Factors of production– Production possibility curves – Concepts of total product, Average product and Marginal Product – Fixed and variable factors – Consumption goods, capital goods, final goods, intermediate goods; stocks and flows; gross investment and depreciation.

### **Unit-IV**

Supply and Cost analysis- Factors affecting supply – Law of supply – Elasticity of supply and types – Concepts of cost – Sunk cost and future cost, direct cost and indirect cost – Total, Average, Marginal cost curves – Fixed and variable cost curves.

### **Unit-V**

Forms of Market and Price Determination - Perfect competition - Features; Determination of market equilibrium and effects of shifts in demand and supply - Other Market Forms - monopoly, monopolistic competition, oligopoly - their meaning and features.

### **Reference:**

1. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
2. Chaturvedi. D.D., Gupta. S.L, and Sumitra. A.L., Business Economics-Test and cases, Galgotia publishing company, New Delhi, 2001.
3. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
4. Manab Adhkary, Business Economics (2<sup>nd</sup> Edition), Excel Books, New Delhi, 2002.

## Course outcomes:

- CO-1.** To understand the concepts and basic concept related to micro economies.  
**CO-2.** The students demonstrate various factors on demand and supply analysis and relationship between price elasticity and sales curve in business applications.  
**CO-3.** The students analyze the concept, factors about production, gross investment and depreciation.  
**CO-4** The students understand about various types of markets, competition analysis in market structure.  
**CO-5** The students understand and apply the various, decisions tools to understand the market structure.

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

		Course Code & Title : Business Economics													
CO/PO	PO	PSO						PSO							
		1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1		3	2	3	2	1	2	2	2	1	1	2	1	1	2
CO -2		2	2	1	1	1	2	2	2	1	1	2	2	2	2
CO -3		1	2	1	1	1	1	2	1	2	1	3	2	2	2
CO -4		2	2	3	3	3	2	2	2	1	2	1	2	2	2
CO -5		3	3	2	2	1	2	3	3	2	2	1	2	1	2

- Strongly Correlated- (3)  
 Moderately Correlated –(2)  
 Weakly Correlated - (1)  
 No Correlation - (0)

## **Skill Enhancement Course**

### **SOCIAL ENTREPRENEURSHIP**

#### **Learning Objectives**

- CLO-1 To learn the Contribution the well being of the Society.
- CLO-2 . To understand the value addition activity and sources of income generation.
- CLO-3. To evaluate the relationship between the role of NGO and State.
- CLO-4. To makes the students to understand the opportunities for social enterprises.
- CLO-5. To develop the students to gain knowledge about decentralization and social entrepreneurship.

#### **Unit –I**

Introduction to Social Entrepreneurship - History of NGO - Contribution to the wellbeing of the society and the economy - Social enterprise and profits.

#### **Unit – II**

Profile of Social Enterprises - Outcome of 'social value addition' activity- Sources of income generation- Functional/geographical orientation of NGO – Social activism.

#### **Unit- III**

Relationship of Social Enterprises - Factors that affect the relationship between the NGOs and the State - Barriers to a Healthy State-NGO Relationship- National Policy on the Voluntary Sector

#### **Unit – IV**

Issues and Concerns of Social Enterprises - Opportunities for Social Enterprises - Voluntarism Vs. Privatization.

#### **Unit – V**

In sourcing Vs. Outsourcing - Implications of Decentralization - Conflict Vs. Consensus - Models of consensus – Case studies on successful social entrepreneurship models.

#### **Course Outcomes**

- CO-1. Demonstrate the concept of well being of the society, Social enterprise and profits
- CO-2. To develop the understanding of social value addition activity and social activism.
- CO-3. Understand the nature and factors effecting and barriers of healthy relationship between state and NGO.
- CO-4. Demonstrate the skill for the require the bet use of opportunities for social enterprise.
- CO-5. To familiarize the concept of decentralation and social entrepreneurship.

#### **References:**

- “Social Entrepreneurship (What Everyone Needs To Know)” by Bornstein and Davis
- “Social Entrepreneurship: Working towards Greater Inclusiveness” by Rama Krishna Reddy Kummitha
- “Social Innovation and Entrepreneurship: Case Studies, Practices and Perspectives” by Francesco Molinari and Brendan Galbraith
- “Getting Beyond Better: How Social Entrepreneurship Works” by Roger L Martin and Sally Osberg
- “Social Capital and Entrepreneurship (Foundations and Trends in Entrepreneurship)” by Phillip H Kim and Howard E Aldrich
- “The Business of Good: Social Entrepreneurship and the New Bottom Line” by Jason Haber

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : <b>Social Entrepreneurship</b>														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2
CO -4	2	2	2	2	3	3	2	2	3	3	3	3	2	2
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

## **Foundation Course**

### **Managerial Communication**

- CLO-1 - To educate students role & importance of communication skills
- CLO-2 - To build their listening, reading, writing & speaking communication skills.
- CLO-3 - To introduce the modern communication for managers.
- CLO-4 - To understand the skills required for facing interview
- CLO-5 - To facilitate the students to understand the concept of Communication.

#### **UNIT-I**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

#### **UNIT-II**

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

#### **UNIT-III**

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language .

#### **UNIT-IV**

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

#### **UNIT-V**

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites .

**Course Outcomes:** On completion of this course, students will;

- CO-1- Understand communication process and its barriers.
- CO-2- Develop business letters in different scenarios
- CO- 3- Develop oral communication skills & conducting interviews
- CO- 4- Use managerial writing for business communication
- CO- 5- Identify usage of modern communication tools & its significance for managers

#### **References Books**

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Soans, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : **Managerial communication**

CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2
CO -4	2	2	2	2	3	3	2	2	3	3	3	3	2	2
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

## II<sup>nd</sup> semester

### Human Resource Management

L	T	P	C
5	-	-	5

#### Course objectives:

To enable the students to understand the HR management, concept, scope, objectives and importance in HR practices.

To help the students focus on analyze HRP strategies, and describe difference between HR and personal management.

To makes the students to know about recruitment system and process of selection and application in HR related issues .

To enable the students to analyze the need of induction and problems faced during induction.

The students are aware of performance management, employee relation, counseling and employee empowerment.

#### Course outcomes:

**CO-1** To students develop the quality of understanding of the concept ,scope and importance of human resource management.

**CO-2** To develop necessary skill set for application of various HR issues and HR planning and the difference between HR and personal management.

**CO-3** To makes the students to know about recruitment system and process of selection and application in HR related issues followed in the organization.

**CO-4** The students understand the system of performance management, employee relation, need of induction and problems faced during induction.

**CO -5** To integrate the knowledge of Human Resource concept with personality attitude and employee relations and analyze the strategic issues and strategies required to select and develop man power resources.

### HUMAN RESOURCE MANAGEMENT

#### Course Objective:

To make understand the applications of human resource and its effective utilization in the organization.

## **Unit-I**

Concept of Human Resource Management – Objectives and Functions - Scope and Development of Human Resource Management - Importance of Human Resource Management - Human Resource Practices.

## **Unit-II**

Human Resource Planning – HRP Process – Functions of Human Resource Manager - Difference Between Personnel Management and Human Resource Management.

## **Unit-III**

Concept of Recruitment - Factors Affecting Recruitment - Types of Recruitment - Concept of Selection, Process of Selection - Selection Tests - Barriers in Selection.

## **Unit-IV**

Definition of Induction - Need for Induction - Problems Faced during Induction - Induction Programme Planning - Concept and Significance of Training - Training Needs and Methods- Types of Training.

## **Unit-V**

Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal - Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling - Concept of Employee Empowerment

## **References:**

1. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
2. Kaushal Kumar, Human Resources Management – ABD Publishers.
3. Personnel the Management of Human Resources, Robbins, Stephen. P
4. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
5. J. Jayasankar, Human Resource management, Margham Publications, Chennai.



## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : <b>Human Resource Management</b>														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	3	2	3	3	3	2	2	2	2	3	3	2
CO -2	2	2	2	3	3	3	3	2	2	2	3	2	3	3
CO -3	2	2	3	2	2	2	3	3	3	2	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	2	2	3	3	3	3	2	2	3	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

## DEVELOPMENT OF PROFESSIONAL PRACTICES

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>

### Learning objectives

CLO-1 To makes the students to understand the concept of self confidence

CLO-2 To create awareness about the assessment of interpersonal skill and communication

CLO-3 To develop the understanding the concept of leadership and its importance.

CLO-4 To know the basics of stress and conflict management.

CLO-5 To understand the importance and planning of proper time management.

### 1. SELF ANALYSIS SKILL -

Meaning, tips for developing self esteem, meaning and tools for improving self- confidence, Developing motivation and concentration skill, personal skill audits and SWOT analysis.

### 2. INTERPERSONAL AND COMMUNICATION

Assessing interpersonal skills, emotional intelligence, and Different types of body languages. Communication skill - different types of communication, communication process, presentation skill.

### 3. LEADERSHIP SKILLS-

Meaning of leader and leadership, Importance and types of leadership styles, Theories of leadership Skills for a good leader and leader in a work environment.

### 4. STRESS, AND CONFLICT MANAEENT s

Meaning and Causes for stress, steps to manage stress. Emotional intelligence and conflict management. Conflicts in Human relations, Approaches to conflict resolution, managing conflict in workplace, crisis management

### 5. TIME MANAGEMENT SKILLS

Principles of time management, Time management skill; prioritization, Appropriate use of time, planning and focus on effective time management strategies.-

**Course Outcomes:** On Completing the course students will

CO 1- To develop the understanding of self confidence and SWOT analyses.

CO2- Demonstrate the skill required for interpersonal and communication.

CO3- Evaluate the different types of leadership

CO4- To understand the basics f stress and conflict resolution.

CO5- Assess the importance ,planning of proper time management.

## References:

1. Covey Sean – Seven Habits of Highly Effective teens, New York, Fireside publishers, 1998
2. Thomas A Harris- I am OK , You are OK – New York- Harper and Row, 1972
3. Principles and practices of management- T.N.Chaabra
4. Wallace and Master- Personality Development.

## Websites

<https://hr.berkeley.edu/development/career-development>

<https://www.mindtools.com>

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Development f professional Practices

CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	3	2	3	3	3	2	2	2	2	3	3	2
CO -2	2	3	2	3	3	3	3	2	2	2	3	2	3	3
CO -3	2	3	3	2	2	2	3	3	3	2	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	3	2	3	3	2	3
CO -5	2	2	3	3	3	3	2	2	3	2	3	3	3	3

- Strongly Correlated- (3)
- Moderately Correlated –(2)
- Weakly Correlated - (1)
- No Correlation - (0)

**Elective Paper I**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>

**Managerial Economics**

- CLO1-To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
- CLO-2-To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
- CLO-3-To Understand the optimal point of cost analysis and production factors of the firm
- CLO-4-To describe the pricing methods and strategies that are consistent with evolving marketing needs
- CLO-5-To Provide insights to the various market structures in an economy.

**UNIT-I**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives affirm.

**UNIT-II**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis  
 Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

**UNIT-III**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

#### UNIT-IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

#### UNIT-V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

**Course Outcomes:** On completion of this course, students will;

CO1-Analyze & apply the various managerial economic concepts in individual & business decisions.

CO2- Explain demand concepts, underlying theories and identify demand forecasting techniques.

CO3- Employ production, cost and supply analysis for business decision making

CO4- Identify pricing strategies/Classify market structures under competitive scenarios.

#### Reference Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

#### Methods of Evaluation

<b>Internal Evaluation</b>	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Mrks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Managerial Economics														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

## Skill Enhancement Course

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	-	-	<b>2</b>

### MANAGERIAL SKILL DEVELOPMENT

1. To improve the self-confidence, groom the personality and build emotional competence
2. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence
4. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
5. To improve professional etiquettes

#### UNIT-I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

#### UNIT-II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

#### UNIT-III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

#### UNIT-IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

## **UNIT- V**

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

**Course Outcomes:** On completion of this course, students will;

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of immediate use in management or leadership positions
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

## **References Books**

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan



## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Managerial Skill Development														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

## Foundation Course

### CREATIVITY INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

#### Learning Objectives

CLO-1. To make the students understand the importance of creativity its impact on economy.

CLO-2. Demonstrate the applicability of various mechanisms in problem solving.

CLO-3 Evaluate the application of creative intelligence and thinking strategies.

CLO-4 Understand innovative ideas, methods of outsourcing.

CLO-5 Analyze the system approach to various types of innovation

#### Unit I:

**The Creativity Phenomenon:** Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities- Quality of Creativity Existential, Entrepreneurial and Empowerment Creativities – Criteria for evaluating Creativity Credible Evaluation- Improving the quality of our creativity.

#### Unit II:

**Mastering Creative Problem Solving:** Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving

#### Unit III:

**Creative Intelligence:** Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity- fears and Disabilities- Strategies for Unblocking Energy for your creativity- Designing Creativogenic Environment.

#### **Unit IV:**

**Innovation Management:** Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories.

#### **Unit V:**

**Micro and Macro Perspectives of Innovation:** Systems Approach to Innovation- Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Framework- Innovations developed by Open Technology Communities.

**Course Outcomes:** On successful completion of this course, the students will be able:

CO1: Explain concepts and importance of Creativity for economic development.

CO2: Outline various models and mechanisms of creative problem solving.

CO3: Interpret creative intelligence abilities and thinking strategies.

CO4: Formulate an Appropriate innovative ideation methods and theories of outsourcing.

CO5: Identify the system approach to Micro and Macro Perspective of Innovation.

#### **Reference Books:**

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
2. Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education, 2014.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.
4. A. Dale Timpe, Creativity, Jaico Publishing House, 2003.
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.
6. P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan 2009.

## Methods of Evaluation

<b>Internal Evaluation</b>	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	<b>Total</b>	<b>100 Marks</b>

## Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : creativity and Entrepreneurship Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)