



மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்

MANONMANIAM SUNDARANAR UNIVERSITY

**SYLLABUS FOR DIPLOMA IN CORPORATE MANAGEMENT
PROGRAM OFFERED THROUGH DIRECTORATE OF VOCATIONAL
EDUCATION (COMMUNITY COLLEGES AND VOCATIONAL SKILL DEVELOPMENT
CENTRES) FROM 2019 - 2020**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON
ACADEMIC AFFAIRS HELD ON WEDNESDAY
THE 22nd JANUARY 2020**

DIPLOMA IN CORPORATE MANAGEMENT

பெருநிறுவன மேலாண்மை பட்டயம்

SCHEME OF EXAMINATION

Subject code	Title of the Course	Credit	Hours	Passing Minimum
Semester I				
C19CM11/E19CM01	Fundamentals of Management	6	90	40/100
C19CM12/E19CM02	Statistics for Management	6	90	40/100
C19CM13/E19CM03	Fundamentals of Financial Accounting	6	90	40/100
C19CE10/E19CE10	Communicative English	6	90	40/100
C19CMP1/E19CMP1	Practical I-Business Application Software	4	120	40/100
Semester II				
C19CM21/E19CM04	Organizational Behaviour	6	90	40/100
C19CM22/E19CM05	Human Resource Management	6	90	40/100
C19LS23/E19LS05	Life Skill	6	90	40/100
C19CMP2/E19CMP2	Practical II-Managerial Skill Development –I	4	120	40/100
C19CMPW/E19CMPW	Internship	10	150	40/100

Eligibility for admission: Pass in 10thstd examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

Examination: Passing Minimum for each Course is 40%. Classification will be done on the basis of percentage marks of the total marks obtained in all the Courses and as given below:

40 % but less than 50 %	- Third class
50 % but less than 60 %	- Second class
60 % and above	- First class

Theory Paper

Internal Marks-25

External Marks-75

Syllabus

Semester I

- Course I - Fundamentals of Management
- Course II - Statistics for Management
- Course III - Fundamentals of Financial Accounting
- Course IV - Communicative English
- Course V - Practical I-Business Application Software

Semester II

- Course VI - Organizational Behavior
- Course VII - Human Resource Management
- Course VIII - Life Skill
- Course IX - Practical II-Managerial Skill Development -I
- Course X - Internship

***(Semester Pattern for Community College Only)**

PROGRAM OBJECTIVE

- 1- To study new products, services, and business models.
- 2- To find out the exact steps that accompany must follow to reach its goal.
- 3- To generate profit in order to maximize shareholder value.

SEMESTER I

COURSE I

(C19CM11/E19CM01)FUNDAMENTALS OF MANAGEMENT

Objective

- The course is designed to expose the student on the principles of management and associated concepts so as to facilitate him manage the affairs of organization.

Unit-I

18 Hrs

Nature and functions of Management – Skills and levels of management – Different approaches to management – systems approach – Social Responsibility of Business.

Unit-II

18 Hrs

Planning – Nature – Importance – Types – Steps in planning process – MBO – Strategic planning process.

Unit-III

18 Hrs

Formal / Informal organization – Organizational structure – organizing process – Departmentalization – Authority delegation – Decentralization – Coordination.

Unit-IV

18 Hrs

Staffing procedure-Recruitment, Selection, Induction, Performance and Potential Appraisal;- Training and development, Methods, Design & Evaluation of T & D Programmes.

Unit-V

18 Hrs

Direction and Communication – Processes, Barriers and Types, Decision making, System and process of controlling, Control techniques, Total quality management – Use of IT in management functions

Outcome

The student will have the knowledge of management and would be efficient in managing the routine affairs of the organization and steer the organization towards success.

References

- Essentials of Management – Harold Koontz, Heinz Weihrich
- Principles of Management – Tripathi, Reddy
- Management: A competency based approach – Hellriegel and Slocum

COURSE II

(C19CM12/E19CM02)STATISTICS FOR MANAGEMENT

Objective

The course intent to educate the student on the basic statistical principles and the related concepts that help in the analysis. The course also would help the incumbent to present on the data for logical understanding and decision making.

Unit I

18 Hrs

Introduction

Role of statistics: Applications of inferential statistics in managerial decision making; Measures of central tendency: Mean, Median and Mode and their implications

Unit II

18 Hrs

Dispersion

Measures of Dispersion: Range, Mean deviation, Standard deviation

Unit III

18 Hrs

Correlation

Meaning and types of correlation, Karl Pearson and Spearman rank correlation

Unit IV

Probability

18 Hrs

Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

Unit V

18 Hrs

Sampling Theory and Data Collection

Sampling theory; Methods of Sampling. Methods of Data Collection. Scaling Techniques

Text Book:

1. Bhardawaz-Business Statistics (Excel Books)
2. Gupta C B, Gupta V-An Introduction to Statistical Methods (Vikas 1995, 23rd Edition).
3. Black-Business Statistics (Wiley Dream tech)
4. Sharma J K-Business statistics (Pearson education 2nd edition)
5. Render and Stair Jr-Quantitative Analysis for Management (Prentice-Hall, 7th edition).

Reference Books:

1. Montgomery D.C. and : 1976, Forecasting and Time Series Analysis, McGraw Hill, L.A. Johnson New York
2. Moskowit, H and : Operations Research : Technique for Management Wrete G.P. (Prentice Hall)

COURSE III
(C19CM13/E19CM03)FUNDAMENTALS OF FINANCIAL ACCOUNTING

Objective

- The course is intended to expose the student on the accounting principles and various aspects related to costing and management accounting. The course will impart the required training so as to make him ready to work in industry.

UNIT I **18 Hrs**

INTRODUCTION

Cost Terms, Concepts, and Classifications- General Cost Classifications- Cost Classifications on Financial Statements

UNIT II **18 Hrs**

Trial Balance

Book Keeping, Journal Entry, Ledger, Trial Balance

UNIT III **18 Hrs**

Final Accounts

Procedure for preparing final accounts: Profit and Loss Account. Balance Sheet.

UNIT IV **18 Hrs**

Costing Techniques

Cost Sheet, Types of Costing, Product Costing, Process Costing, Activity Based Costing

UNIT V **18 Hrs**

Long-term Decision Making

Capital investment appraisal techniques- Accounting rate of return- Payback- Discounted payback- Net present value- Internal rate of return- Profitability index

Outcome

- The students on learning this course would be able to understand the need and the importance of accounting and record keeping. It would facilitate the student to take rational decisions using the financial data.

Text Book :

1. Al L., Morse, Wayne J. Hartgraves, 2015, Managerial Accounting , Cambridge Business Publishers; 7th edition
2. Jonathan Berk , Peter De Marzo, Jarrad Harford, 2014, Fundamentals of Corporate Finance (3rd Edition)(Pearson Series in Finance) 3rd Edition, Pearson Series in Finance
3. Gitman, L.G. and Zutter, C.J, 2014. Principles of Managerial Finance. U.S.A.: Pearson

Reference Books:

1. RH Macve, 2015 Fair value vs conservatism? Aspects of the history of accounting, auditing, business and finance from ancient Mesopotamia to modern China, The British Accounting Review, - Elsevier
2. T Loughran, B McDonald, 2016, Textual analysis in accounting and finance: A survey- Journal of Accounting Research, - Wiley Online Library

COURSE IV
(C19CE10/E19CE10) Communicative English

1. Basic Grammar:

- a. Review of grammar
- b. Remedial study of grammar
- c. Simple sentence
- d. Word passive voice etc.

2. Bubbling Vocabulary:

- a. Synonyms
- b. Antonyms
- c. One – work Institution

3. Reading and Understanding English

- a. Comprehension passage
- b. Précis – writing
- c. Developing a story from hints.

4. Writing English

- a. Writing Business letters.
- b. Paragraph writing
- c. Essay writing
- d. Dialogue writing

5. Speaking English

- a. Expressions used under different circumstances
- b. Phonetics

Reference :

1. V.H.Baskaran – “English Made Easy”
2. V.H.Baskaran – “English Composition Made Easy”
(Shakespeare Institute of English Studies, Chennai)
3. N.Krishnaswamy – “Teaching English Grammar”
(T.R.Publication, Chennai)
4. “Life Skill” – P.Ravi, S.Prabakar and T.TamzilChelvam,
M.S.University, Tirunelveli.

COURSE V

(C19CMP1/E19CMP1)BUSINESS APPLICATION SOFTWARE

Objective

- The course is intended to expose the student on the usage of basic software used for the daily office management. The exposure would improve the incumbents' level of confidence to work in the computerized environment.

UNIT I 18 Hrs

Introduction

Basics of MSWord and MS Excel Creating and Saving Files, Tools, Printing documents -Understand terminology – Various Navigation techniques

UNIT II 18 Hrs

Editing MS Office Documents

Various Printing Techniques -Formatting of Cells -Uses of Conditional Formatting and Auto Formatting -Auditing features and Tracing Formula errors

UNIT III 18 Hrs

Excel Basic Functions

Sum, Subtotal, Address, Average, Exact, Hyperlink, Search, Time, Date, Day, Month, Year, Find, Replace, Round, Rows, Substitute, Today, Transpose, Trim

UNIT IV 18 Hrs

Tally Fundamentals

Introduction to accounting, Types of accounting, Credit and Debit, Different account registers, Bank a/c, Tally screen components

UNIT V 18 Hrs

Tally Application

Maintaining Company data, Chart of a/c –orienting to Basic and Advanced Accounting

Course Outcome: The students on completion of this course would be capable of handling an automated office.

Text Books

- 1.Davidwhigham, Business data analysis using excel, Oxford publishing, 2011
- 2.Ajay S. Gaur & Sanjaya S. Gaur, Statistical methods for practice and research-A guide to data analysis using SPSS, Sage publication

Reference Books

- 1.Jerry Joyce & Marianne Moon, Microsoft Office Word 2007 Plain and Simple
- 2.JohnWalkenbech, Excel 2010 Bible, John Wiley & Sons, 2010 Edition
- 3.Greg Harvey, Excel 2007 forDummies.
- 4.George and Mallery, SPSS for windows -Step by Step, 17.0 update, Pearson,10th Edition
- 5.KiranPandyaSmrutiBulsari Sanjay Sinha, Spss In Simple Steps, Dreamtech press

SEMESTER II
COURSE VI
(C19CM21/E19CM04)**ORGANIZATIONAL BEHAVIOR**

Objective

- The course helps to understand the behavior of people as individual, as group and in system. This will facilitate the student to manage the workforce in a better way.

Unit I

18 Hrs

The Nature of Organizational Behavior

The meaning of Organizational Behavior- The need of an international approach- Culture and organizational behavior

Unit II

18 Hrs

Individual Behavior

Individual behavior in organization- Biographical characteristics - Ability

Unit III

18 Hrs

Learning & Perception

Learning- Factors influencing perception - Making judgments about others - The link between perception and individual- Decision making

Unit IV

18 Hrs

Leadership

The meaning of leadership- The foundation of leadership- Approaches to leadership-

Unit V

18 Hrs

Organizational Culture

Meaning Organizational Culture - Creating and sustaining culture- Employees learning culture - Customer-responsive culture

Text Book:

- 1.Robbins, S., & Judge, T. A. (2014). Organizational behavior in Global Context, Student Value Edition (16th Edition). Prentice Hall.
- 2.Robbins, S., Judge, T. A., Millett, B., & Boyle, M. (2013). Organizational behaviour. Pearson Higher Education, AU.

Reference Book:

- 1.McShane, S., & Glinow, M. V. (2014). M: Organizational behavior in Global Context. 2nd Edition. ISBN-13: 978-0078029516
- 2.Nahavandi, A., Denhardt, R. B., Denhardt, J. V., & Aristigueta, M. P. (2014). Organizational behavior in Global Context. SAGE Publications.

COURSE VII
(C19CM22/E19CM05)HUMAN RESOURCE MANAGEMENT

Objective

- The course helps to understand the employment environment and manage the human resources by creating necessary systems and structure. This will facilitate the student to manage the workforce in a better way.

Unit I **18 Hrs**

Introduction

Concept and perspectives on Human Resource Management - Objectives, scope and functions; Human Resource Management in a changing Environment.

Unit II **18 Hrs**

Staffing

Human Resource Planning, Job analysis : Job description and specification

Unit III **18 Hrs**

Human Resource Development

Recruitment and selection, Induction, training and development career planning.

Unit IV **18 Hrs**

Compensation

Wage and salary administration - its objectives and elements, Fringe benefits, mechanism of wage fixation

Unit V **18 Hrs**

Employee Welfare

Health and safety statutory and non statutory welfare schemes, outline of social security measures in India.

Text Book

1. Beach, D.S. Personnel : The Management of People at work (New York, Macmillan Publishing Co. Inc.)
2. Dale Yoder : Personnel Management and Industrial Relations(New Delhi, Prentice Hall of India Ltd.)
3. Davis, Kelth : Human Behaviour at work; OrganizationalBehaviour (New York, McGraw Hill Book Company)
4. Fippo, E.b. : Principles of Personnel Management - (New York, McGraw Hill Book Company)

Reference Book:

1. Yodder, D. : Personnel Management and Industrial Relations - (New Delhi, Prentice Hall of India)
2. Ubeku, Abei, K. : Industrial Relations in Developing Countries, - (London, McMillan)

Course VIII

(C19LS23/E19LS05)LIFE SKILL

I Life Coping or adjustment

- (a) External and internal influence in one's life
- (b) Process of coping or adjustment
- (c) Coping with physical change and sexuality
- (d) Coping with stress, shyness, fear, anger far live and criticism.

II Attitude

- (a) Attitude
- (b) Self acceptance, self – esteem and self actualization
- (c) Positive thinking

III Problem Solving

- (a) Goal Setting
- (b) Decision Making
- (c) Time Management and stress Management.

IV Computers

- (a) Introduction to Computers
- (b) M.S.Office
- (c) Power Point

V Internet

- (a) Introduction to internet
- (b) E – mail
- (c) Browsing

References:

- 1) Life Skill Programmecourse I & II by Dr. Xavier Alphona MCRDCE Publications. R.K.Mutt Road, Chennai – 28
- 2) ஆளுமைபண்புவளர்த்தல் மற்றும் தகவல் தொடர்பு by M.Selvaraj Community College,Palayamkottai
- 3) “Life Skill” –P.Ravi, S.Prabahar&T.TamilChelvam, M.S. University, Tirunelveli

COURSE IX
Practical II

(C19CMP2/E19CMP2)MANAGERIAL SKILL DEVELOPMENT -I

Course Objective: The course helps the student to understand skills that are required for a manager on his daily professional life. It expresses the need for self analysis, Ettiquette training to manage time and to hone the presentation skills.

1) Introduction to Personality Development

Physical appearance, Body Language, Voice, Personality and Career Choice - Matching your career and personality

2) Working on Personality Changes

SWOT Analysis, Focusing on attitude, Staying motivated, Increasing confidence, Handling other people Interpersonal Skills

3) Business Etiquettes

The ABC's of Etiquette, Good manners in Business, Making introduction and greeting people -Meeting and Board Room Protocol, Dress Codes, Multicultural Etiquettes; Telephone, Etiquettes, E-mail Etiquettes.

4) Time Management

Time Management Techniques- Identifying Time Stealers;

5) Presentation Skills

Pre-preparation of presentation-Developing a presentation, Usage of audio-visual aids

Course Outcome: The students on completion of this course would have developed the required skills for the managerial profession.

Text Books

- 1.Wallance, Masters, Personality Development, Cengage Learning,2009
- 2.Abrams Business Plan in a Day, PHI Learning, 2009

Reference Books

- 1.Mohan, Developing Communication Skills, Macmillan,2010
- 2.Hurlock, Personality Development, Tata McGraw Hill,2010
- 3.Bhatti, The Dynamics of Personality, Pearson Education , 2010

COURSE X

(C19CMPW/E19CMPW)INTERNSHIP

- The students of this course are required to take up Internship training or undertake a project work on a specific topic during the second semester and submit a report at the end of the semester but before the commencement of the end semester examination. The period of the internship can be decided the centres concerned according to the availability of the training opportunities available. The choices could be either the internship can be on a daily basis in the afternoon or evening throughout the semester or for a period of one month after completion of the classes, before the examinations.
