### <u>Soft Skill</u>

### **Objective for Soft Skill**

1. Ability to convey and implement thoughts and ideas

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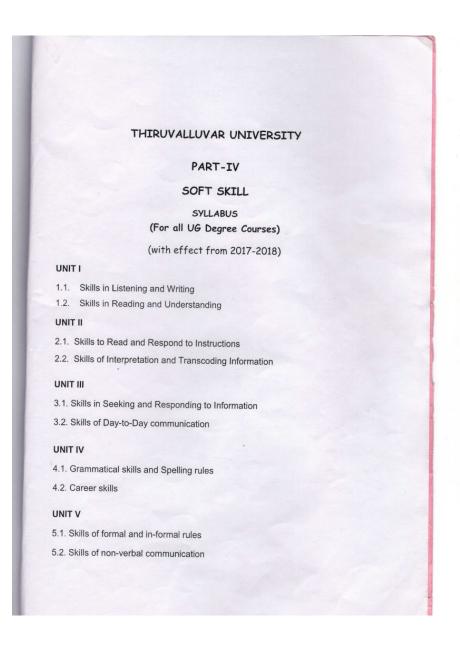
2.Good communication skills with effective listening

3. Ablity to be Goal oriented and focus

4. Ability to work efficiently and within timelines

### **Learning Outcome**

Acquire soft light social graces, communication abilities, Language Skills, Personal Habits, Cognitive or emotional empathy, time management, team work and leadership trades.



## Value Education BGA 20

### **Objective for Value Education**

1.To develop good character with morality

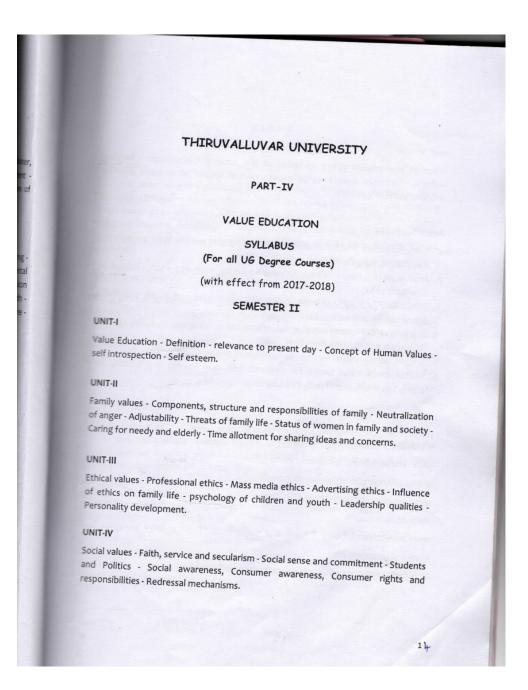
2.To develop cultural and spiritual values

3.To develop positive attitude

4. To develop national Integration being a responsible citizen.

### Learning Outcome

Become a good human with integrated moral values for overall development



#### UNIT-V

Effect of international affairs on values of life/ Issue.of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

#### **Reference Books**

- 1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995)
- 2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
- 3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
- 4. Daniel and Selvamony Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
- 5. S. Ignacimuthu Values for Life Better Yourself Books, Mumbai, 1991.
- 6. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

#### WEBSITES AND e-LEARNING SOURCES:

www.rkmissiondhe/.org/education.html/

www.clallam:;org/lifestyle/education.html/

www.sun.com/../edu/progrmws/star.html/

www.infoscouts.com

www.secretofsuccess.com

www.tmillionpapers.com

http://militarlyfinance.umuc.edu/education/edu-network.html/



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#### **Human Resource Management**

### **Objectives of HRM**

1.To understand the evaluation of HRD, the functions of HRD, Linkage of HRD with organizational goals & strategies

2.To become sensitive to the HR management process & to adopt conceptual learning to real life situations

3.To Appreciate the methods & mechanics to bring out the best in people directing their energies towards corporate goals with personal satisfactions.

### **Learning Outcome**

1.Understanding Of the basic concept, functions and process of HRM

2.Awareness of the role, Functions & functioning of HRD of the organization

3.Design & formulate various HRM process.

4.Develop business strategy

5. Evaluate the developing role of human resource in the global area.

| M.Com.: Syllabus (CBCS)  |
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| PAPER - 6  |
| HUMAN RESOURCE MANAGEMENT  |
|  |
| <b>UNIT-I</b><br>Humans and other physical resources - development of the human potential -<br>Implications of Behavioral Science theories to HRM - Link between organization<br>planning and HR planning.   |
| UNIT-II  |
| <b>UNIT-II</b><br>Acquisitions and maintenance of personnel - recruitment and selection - purposes and<br>methods of recruitment and selection - Maintenance of personnel - motivation for<br>increased productivity - Q W L.  |
| UNIT-III   |
| UNIT-III<br>Rewards and incentives - financial and non-financial incentives - Grievance procedure -<br>conflict - process - stress vs. challenge - sources - resolution.   |
| UNIT-IV  |
| <b>UNIT-IV</b><br>Performance appraisal - Ranking, rating scales, critical incident method - MBO as a method of appraisal - Removing subjectivity from evaluation - Criteria for promotions and job enrichment.  |
| UNIT-V   |
| UNIT-V<br>Human development - training - need and importance - methods of training - designin<br>training program - Evaluation of training program - Executive development.<br>Organization change - change agents - resistance to change - managing the resistance. |
|  |
| Reference Books           1. Dressler- Human Resource management, 8 <sup>th</sup> Ed. Pearson Education, 2002  |
| <ol> <li>Dressler- Human Resource Management, Prentice Hallof</li> <li>De Cenzo and Robbins, Personnel/Human Resource Management, Prentice Hallof<br/>India, 1998.</li> </ol>  |
| <ol> <li>S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999</li> <li>S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999</li> </ol>   |
| 4. Aswathappa, Human Resource and Personnel Management, Tataweenaw Tim,  |
| <ol> <li>NewDelhi, 2002.</li> <li>A.M. Sheikh, Human Resource Development and Management, S. Chand &amp; Co, Ne<br/>Delhi.</li> </ol>  |

# **Organizational Behavior**

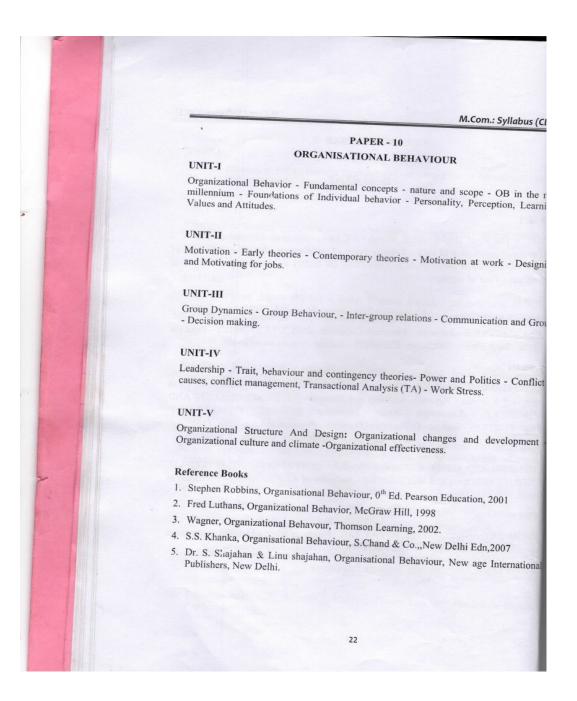
## **Objectives of organization behavior**

To understand & appreciate the fact that why & how of human behavior in organizations is critical for its success & to orient the managers-to-be to develop people skills to make & run the workplace effective, innovative and stake-holder centric.

### **Learning outcome**

1. Identify personal dimensions of personality, job satisfaction, motivation & learning

- 2. Evaluate the development of basic conflict resolutions
- 3.Discuss the main problems about stress, poer and politics & ethics.



# **Business communication**

# **Objectives of Business communication**

To equip students effectively to acquire skills in reading, writing, comprehension & communication & also to use electronic media for business communication

# **Learning outcome**

1. The effective use of various types of oral, written & digital communication modes geared to a range of business audiences.

2. The planning, research, management & communication of a project for a business.

3. The employment of effective techniques to resolve conflict & negotiate in a business settings

| [B.Com.: Syllabus (CBCS  |
|--|
| CORE PAPER - 11  |
| BUSINESS COMMUNICATION   |
| hjective:  |
| To enable the students to know importance of communication in commerce an                                  |
| the and to draft business letters.   |
| NIT-I  |
| Communication - Meaning - Definition - Features of Business Communication                                  |
| importance of effective Communication in Business - Classification of Communication                        |
| Characteristics (7cs) and Guidelines of Effective Business Communication.                                  |
| NIT-II   |
| analysis of Business Letters - Basic Principles in Drafting - Appearance, Structure ar                     |
| nout – Letter Styles.  |
| NIT-III  |
| arious types of Business Letters - Letters of Enquiry - Offers, Quotations, Order                          |
| Implaints and Settlement, Circular Letters, Status Enquiry - Collection Letters.                           |
| INIT-IV  |
| eners of Application - Essential Qualities - Letters of Application with CV, Resumes                       |
| replication with reference to an Advertisement - Solicited and Unsolicited Letters                         |
| leference Letters.   |
| INIT-V   |
| Residess Report - Importance - Characteristics - Types - Reports by Individuals a                          |
| Committees.  |
| Text Books:  |
| Dr.K.Sundar, Business Communication, Vijay Nicole Publications, Chennai.                                   |
| 2. Rajendra Pal & J S Korlahali, Essentials of Business Communication.                                     |
| Reference Books:   |
| 1. Ramesh and Pattanchetti, Business Communication, R Chand & Co.  |
| 2. Dr.N.Premavathy, Business Communication, Sri Vishnu Publications, Chennai.                              |
| <ol> <li>Dr.N.Premavathy, Business Communication (in Tamil), Sri Vishnu Publicatio<br/>Chennai.</li> </ol> |