<u>Soft Skill</u>

Objective for Soft Skill

1. Ability to convey and implement thoughts and ideas

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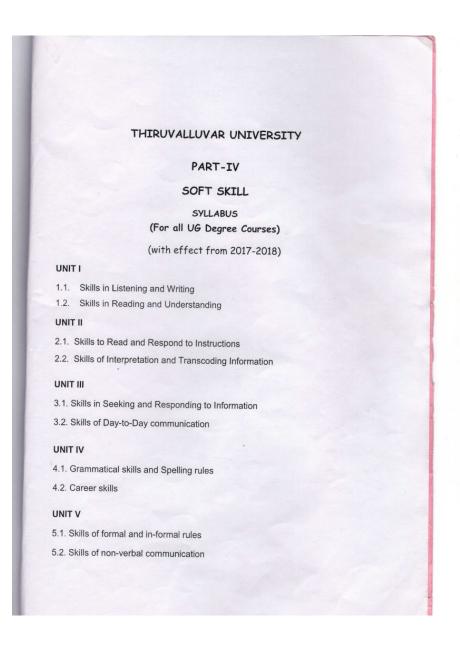
2.Good communication skills with effective listening

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

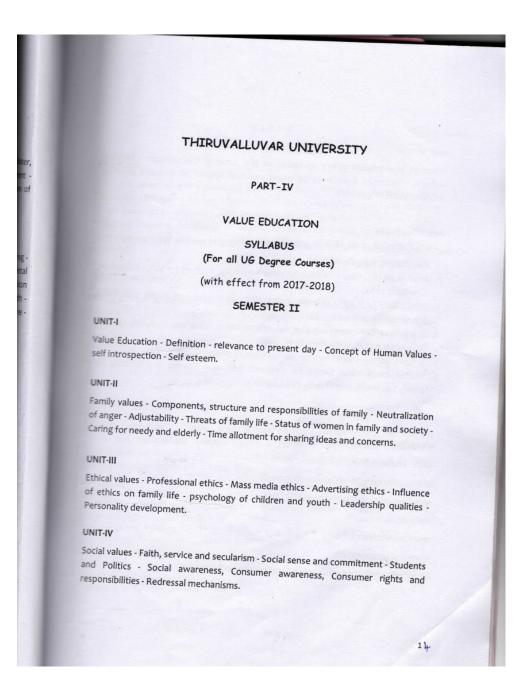
2.To develop cultural and spiritual values

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)
PAPER - 6
HUMAN RESOURCE MANAGEMENT
UNIT-I Humans and other physical resources - development of the human potential - Implications of Behavioral Science theories to HRM - Link between organization planning and HR planning.
UNIT-II
UNIT-II Acquisitions and maintenance of personnel - recruitment and selection - purposes and methods of recruitment and selection - Maintenance of personnel - motivation for increased productivity - Q W L.
UNIT-III
UNIT-III Rewards and incentives - financial and non-financial incentives - Grievance procedure - conflict - process - stress vs. challenge - sources - resolution.
UNIT-IV
UNIT-IV 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 Human development - training - need and importance - methods of training - designin training program - Evaluation of training program - Executive development. Organization change - change agents - resistance to change - managing the resistance.
Reference Books 1. Dressler- Human Resource management, 8 th Ed. Pearson Education, 2002
 Dressler- Human Resource Management, Prentice Hallof De Cenzo and Robbins, Personnel/Human Resource Management, Prentice Hallof India, 1998.
 S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999 S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999
4. Aswathappa, Human Resource and Personnel Management, Tataweenaw Tim,
 NewDelhi, 2002. A.M. Sheikh, Human Resource Development and Management, S. Chand & Co, Ne Delhi.

Organizational Behavior

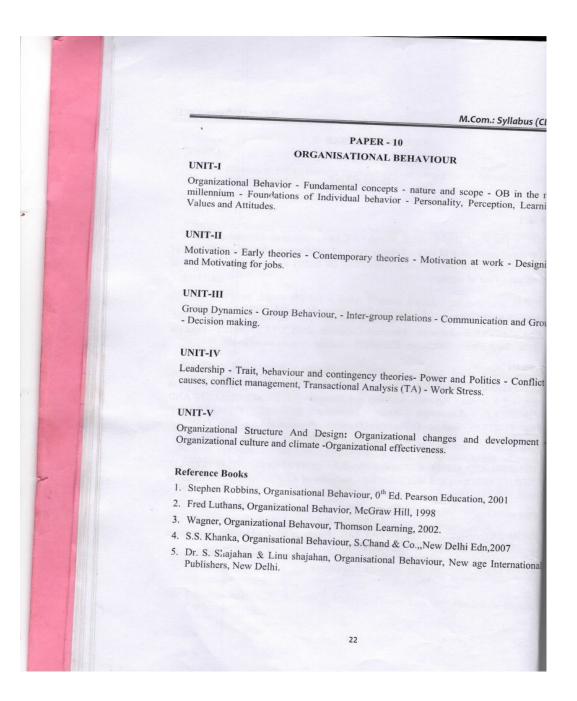
Objectives of organization behavior

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.
 Dr.N.Premavathy, Business Communication (in Tamil), Sri Vishnu Publicatio Chennai.