



**GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS)**

**KUMBAKONAM – 612 001**

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**IV Cycle of Accreditation**

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## DEPARTMENT OF ECONOMICS

Employability

Entrepreneurship

Skill Development

### SEMESTER-I COURSE COURSE IV

#### ECONOMIC STATISTICS

Hours - 6

Course code:P21ECC104) Credit - 3

#### Module – I Probability

Probability : Introduction , Importance and concept of probability , Theorems of probability- addition and multiplication theorem , Bayes theorem

#### Module - II Theoretical Distribution

Theoretical distribution : Introduction – Binominal – Meaning , Properties , Importance , Applications.Poison distribution –Meaning,Properties , Uses of poison distribution – Normal distribution – Meaning , Properties , Importance.(theory only)

#### Module - III Testing of Hypothesis

Testing of Hypothesis : Introduction – Procedure of testing hypothesis , Standard error and Sampling distribution , Utility of standard error  $\chi^2$  - Test – Definition , Degrees of Freedom , Uses of  $\chi^2$  test, Conditions for applying  $\chi^2$  test- T test – F test and Goodness of fit (simple problems only)

#### Module - IV Index Number and Analysis of Time Series

Index Number – Uses construction of index numbers – Laspeyer's, Paache, Fisher – Marshall, Edge Worth and Bowley's index numbers- Chain index's (simple problems), Analysis of time series – Components of time series – Graphic Methods – Semi- average Methods-Moving Averages Methods- Method of Least Squares



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## **Module - V Indian Statistics**

Agricultural statistics – Agriculture planning – cattle Statistics – sources – uses- industrial statistics – source – uses – population statistics – sources and uses – national income and Accounting statistics – sources and uses.

### **Text Books:**

- 1.Gupta.S.C ----- Fundamentals of applied Statistics. S.Chand& Sons, New Delhi.
- 2.Gupta.S.P ----- Statistical Methods , Sultan & Chand , New Delhi
- 3.Pillai&Bhagavathi ----- Statistics,S.Chand& Company

### **References:**

- 1 . Nagar and Das A.L ----- Basic statistics .Latest edition
2. Sanchetti and V.K.Kapoor ----- Statistics – Theory , Methods and Applications.Sultan Chand and Sons , New Delhi.

## **PG PROGRAMME**

**Semester – I Hours - 5**

**Major Based Elective Course - 1(B) credit - 4**

**Course Code<sup>®</sup> P21EC1MBE1:2)**

### **ACCOUNTING FOR MANAGERS**

#### **Module –I: MANAGEMENT ACCOUNTING**

1. Emergence of Management Accounting – Definition, Functions and Scope.
2. Objectives, significance and limitations of Management Accounting.
3. Role of Management Accountant
4. Management Information System (MIS).

#### **Module-II: BASIC ACCOUNTING PRINCIPLES**

1. Accounting – Meaning – Concepts.



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2. Double Entry Systems, Advantages and disadvantages.
3. Preparation of Journals, Ledgers and Trial balance.
4. Financial Accounts – Trading, profit and Loss Account – Balance sheet.

## Module –III: ANALYSIS OF FINANCIAL STATEMENT

1. Analysis and interpretation of Financial Statement - Meaning and Objectives.
2. Devices used in Analyzing Financial Statement – Comparative Financial Statements – Communize statements - Trend percentage.
3. Ratio Analysis – Nature, significance and limitations – Interpretation of Ratios.

## Module – IV: FUND AND CASH FLOW STATEMENTS

1. Meaning and uses of Fund statements.
2. Construction of Fund statement.
3. Preparation of Sales Mix – Make or buy Decisions.

## Module – V: MARGINAL COSTING

1. Marginal Costing – Contribution – Key Factor.
2. Profit Planning – Break –Even Analysis.
3. Determination of Sales Mix – Make or buy Decisions.

### Text Books:

1. Dennis T. O. Connor and Alberto t. Bueso( 1981). Managerial Finance Theory and Techniques [Prentice Hall, New Jersey].
2. Jawahar Lal (1996). Managerial Accounting [Himalaya Publishing House, Mumbai].

### Reference Books:

1. Harold Bierman and Thomas R.Dyckman (1976). Managerial Cost Accounting [CallierMacMillan, London].
2. Harold J. Biermam (1968). Managerial Accounting: An Introduction [MacMillan,



  
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London.] 3. Mary E.Murphy (1968). Managerial Accounting [ Affllated East – West Press Pvt. Ltd., New Delhi]

**Semester : I Hours - 5 Major Based Elective - 1 (C) Credit - 4**

## **TOURISM ECONOMICS**

### **Module- I Introduction**

Meaning and Nature of Tourism. Basic components of tourism, Elements of Tourism factors influencing the growth of tourism

### **Module – II Economic and social significance at tourism**

Economic benefits – the Multiplier effect – Development of infrastructure- regional Development – Effect on employment – tourism and economic value of cultural resources- tourism and marketing

### **Module – III Tourism planning and development**

Planning for tourism – Co-ordination- planning Assessment – tourist demand and supply – establishing objectives – basic infrastructure – financial planning – human resource planning – environmental planning

### **Module – IV Accommodation**

Definition – hotel –Type of hotel – supplementary accommodation - classification – registration and graduation

### **Module – V Tourism Promotion**

State and central Government measures – Tourism development during five year plans- ministry of tourism development corporation of India – Tamilnadu tourism development corporation.

### **Text Books:**

1. Bhatia - Tourism Economics



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2. Thangamani - Tourism Economics

3. Swaminathan - Tourism Economics

**Reference :**

1. International tourism management , sterling publishers Pvt ., New delhi
2. Jhon M. Bryder (1973)- tourism and development , Cambridge University press, London

**Semester - II Hours - 6**

**Core course - VIII Credit - 3**

Course Code: (P21ECC208)

**MANAGERIAL ECONOMICS**

**. Module - I Introduction**

Nature and scope – concept – application of economics to managerial decisions – role and responsibilities of managerial economics in the emerging corporate scenario

**Module - II Demand forecasting**

Demand forecasting Need, forms - Methods survey Method – statistical method - forecasting demand for new product – criteria for good Demand forecasting .

**Module- III Pricing Strategies**

Concept – Objectives – Types of pricing – transfer pricing – full cost pricing - odd number pricing – price leadership – product line pricing – price discounts – pricing of multi – product firm – skimming Vs. Penetration – price discrimination – Going –rate pricing – customary pricing – mark - up, mark down pricing.

**Module - IV Capital and profit management**

Capital budgeting – the process – cash flows and outflows – valuation of future cash flows – present value – cost of capital – Method of ranking alternative investment – project appraisal – NPV, IRR Techniques – profit – measurement – break even analysis – profit policy , planning and forecasting .



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## **Module - V International business management**

International business Environment, change in overall macroeconomic environment for business – liberalization and deregulation – implications for managers.

### **Text books:**

1. Varshney , R. L ., Maheswari, - Managerial economics, New delhi sultan chand&sons.
2. Sankara . S. - Managerial economics
3. Mithani. D.M - Managerial economics

### **Reference :**

1. Gupta , G.S ( 1990) , Managerial economics, GUP, New delhi .
2. Mansfield , Edwin. (1993) , Managerial economics, W.W. Norton & Co., New York.
3. Dominick Salvatore . (1989) ,Managerial economics, McGraw Hill, New delhi
4. Joel dean (1951) , capital budgeting, Columbia university press, New york.
5. Dwivedi , D.M (1980), Managerial economics, vikas , New Delhi.

**Semester II Hours -5**

**Major Based Elective Course -II ( c ) Credit -4**

**Course Code® P21EC2MBE:2:3)**

## **FINANCIAL ECONOMICS**

### **Module – I Introduction**

Nature, objectives and scope of financial economics. Fundamental concepts – Capital cash flow, dept, risk and returns, financial modelling.

### **Module –II Capital Market**

Meaning – Characteristics – Functions – Instruments – securities – debt securities, equity securities, Government Securities – Non security forms of investment. Indian Stock Exchange SEBI guidelines – Over the Counter Exchange – CRISIL (Credit Rating Service Institute of India) Rating Procedures and Methodology.

### **Module –III Retail Investment**

Factors favourable for investment – Investment avenues – Objectives of investments.



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Portfolio – Meaning, types, needs – Determinants of retail investment.

### **Module – IV Financial Institutions**

Development Banks – IDB I, IFCI, UTI, SFC, Financial Intermediaries – Nature, Role and importance. Mutual Funds – Types, functions, advantages.

### **Module – V Investment Management**

Fund management – Risk in Investments – Nature and Classification of risks, Efficient Market hypothesis – modern Portfolio theory, Capital Assets pricing model and arbitrage pricing theory.

### **Text Books:**

1. M.Y. Khan (2001) financial Services. (Tata McGraw Hill, New Delhi).
2. M.Y. Khan and P.K. Jain (2006), Basic Financial Management (Tata McGraw Hill New Delhi).
3. Prasana Chandra (2004), Financial Management (Tata McGraw Hill, New Delhi).
4. V.K. Bhalla, (2001) Investment Management: Security analysis and portfolio management, (S. Chand Company Ltd., New Delhi).

### **Reference Books:**

1. Fisher and Johnson (2000), security and portfolio management (Prentice Hall, New Delhi).
2. Kulkarni and Kulkarni (2004). Corporation Finance: Principles and problems, (Himalaya Publishing Company, Mumbai).
3. Stanley B. Block, Geoffrey A Hirt (2002), Foundation of Financial Management, (McGraw Hill, New York).
4. William F. Sharpe, (2000) Investment, (Prentice Hall, New Delhi).

**Semester III Hours -6**

**Course Course -XI Credit -5**

**Course Code: P18ECC311**

**Semester -III Hours -6 Major Based Elective course -III(A)**

**Credit -4**



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## **HUMAN RESOURCE MANAGEMENT**

### **Module-I Introduction**

Meaning-Significance-Functions-Objectives-Evolution and development of HRM-  
Human resource planning: Objectives-Levels-Process-Methods-Challenges of  
HRM.

### **Module-II Recruitment and Training**

Sources and techniques of Recruitment-Selection procedure-Tested-Interviews-  
Placement-Induction training methods – The Training procedure.

### **Module-III Management Development Programme**

Significance of Human Resource Development-Management Development programmes-  
Techniques of Management Development-Performance Analysis and Development-  
Performance Appraisal-Managerial Appraisal.

### **Module-IV Career Planning and Job Evolution**

Career planning-Succession planning-Career Development-Counselling-  
Absenteeism-Managing change-Resistance to change- approaches to  
Organisational Change – Organisation development- the Organisation Development  
process- Job Evaluation methods-Techniques-Advantages of Job Evaluation  
Problems of Job Evaluation-job Satisfaction.

### **Module-V Employee Benefits and Services**

Reward system-Wage and Salary administration-Bonus-Objectives of Fringe  
Benefits-Types of Fringe Benefits-Non Monetary Rewards-Motivation Theories-



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Leadership-Team Building-Morale.

### **Text Books:**

1.P.Subbaroa-Essentials of Human resource Management and Industrial and Relations-Himalaya Publishing House.Bombay.

2.C.S.VenkataRatnam and B.K.Srivastava-Personnel Management and Human Resources. 3.P.C.Tripathi-Personnel Management and Industrial Relations-Sultan Chand&Sons.

### **References:**

1.B.S.Bhatia and G.S Batra-Human Resource Management,Deep&Deep Publication

2.AnitaBandrjee&RajkumarSen,(2000) Women and Economic Development,Deep&Deep Publications Pvt,Limited,New Delhi.

3.Rajkumar,(2000),Women Problems ,Anmol Publications Pvt.Ltd.New Delhi

### **Semester-1 Hours -2**

### **Skill Enhancement(THEORY) Credit-2**

## **FOOD AND NUTRITION**

### **. MODULE-I: INTRODUCTION TO FOOD AND NUTRITION**

Basic terms used in study of food and nutrition, BMI and Nutritional Status, Understanding relationship between food, nutrition and health.

### **MODULE- II: BALANCED DIET**

Functions of food-physiological, psychological and social, Concept of Balanced Diet, Food Groups, Food Pyramid. (lectures 1)

### **MODULE- III: NUTRIENTS**

Classification, digestion, functions, dietary sources, RDA, clinical manifestations of



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deficiency and excess and factors affecting absorption of the following in brief: Energy  
☐ Carbohydrates, lipids ☐ and proteins Fat soluble vitamins-A, ☐ D, E and K  
Water soluble vitamins – ☐ thiamin, riboflavin, niacin, pyridoxine, folate, vitamin B12  
and vitamin C Minerals – calcium, iron, iodine, fluorine, ☐ copper and zinc

#### **MODULE- IV: MEAL PLANNING**

Factors affecting meal planning, understanding specific considerations for planning meal for different groups of people. Dry, moist, frying and microwave cooking, Advantages, disadvantages and the effect of various methods of cooking on foods.

#### **MODULE- V: COOKING**

Importance, global trends, codex guidelines, nutritional labeling in India, FSSAI guidelines. Recommended Readings

#### **TEXT BOOK:**

1. Bamji MS, Krishnaswamy K, Brahmam GNV (2009). Textbook of Human Nutrition, 3rd Edition. Oxford and IBH Publishing Co. Pvt. Ltd.
2. Srilakshmi (2007). Food Science, 4th Edition. New Age International Ltd.
3. Srilakshmi,(2005), Dietetics, Revised 5th edition. New Age International Ltd.

#### **REFERECES:**

1. Wardlaw MG, Paul M Insel Mosby 1996). Perspectives in Nutrition, Third Edition.
2. Codex Guidelines on Nutrition Labelling (CAC/GL 2\_1985) (Rev.1\_1993). Rome, Food and Agriculture Organization of the United Nations / World Health Organization, 1993.
3. Food Safety and Standards Authority of India portal, Government of India
4. Gopalan, C., (1990). NIN, ICMR. Nutritive Value of Indian Foods.
5. Seth V, Singh K (2005). Diet planning through the Life Cycle: Part 1. Normal Nutrition. A Practical Manual, Fourth edition, Elite Publishing House Pvt. Ltd.

**Semester: II Hours:2 Skill Enhancement**

**(Practical) Credit:1**



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## **UG PROGRAMME**

**Semester –I Hours-5 Allied Course -1 Credit-3**

COURSE CODE (U21EC1A1)

### **STATISTICAL METHODS – I**

#### **Module – 1 Meaning and Definition**

Definition , It's relation with other sciences , Functions , Limitations.

#### **Module – 2 Data Collection**

Collection of Data – Primary and secondary sources , Methods of collecting primary data , Secondary data, Precautions in the use of secondary data – Framing a Questionnaire.

#### **Module – 3 Sampling Designs**

Sampling Designs – Census and sample method , Merits and demerits , Essentials of sampling , Methods of sampling , Merits and demerits , Statistical error , Measurement of errors.

#### **Module – 4 Classification and Tabulation**

Classification and Tabulation – Rules and Types , Frequency Distribution , Tabulation – Parts, rules, types of tables.

#### **Module – 5 Diagrams and Graphs**

Diagrams and Graphs – Rules for making a diagram , Types of Diagrams , Graphic Presentation , General rules , Difference between graphs and diagrams, Histogram , Frequency Polygon , Frequency Curve.

#### **Test Books:**

- 1 .Gupta.S.C ----- Fundamentals of applied Statistics. S.Chand& Sons, New Delhi.
- 2.Gupta.S.P ----- Statistical Methods , Sultan & Chand , New Delhi
- 3.Pillai&Bhagavathi ----- Statistics,S.Chand& Company

#### **References:**



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- 1 . Nagar and Das A.L ----- Basic statistics .Latest edition
2. Sanchetti and V.K.Kapoor ----- Statistics – Theory , Methods and Applications.Sultan Chand and Sons , New Delhi.

**Semester –II Hours-5**

**Allied Course-II Credit-3**

COURSE CODE (U21EC2A2)

### **STATISTICAL METHODS – I**

#### **Module – 1 Measures of Central Tendencies**

Measures of Central Tendency- Mean, Median, Mode, Relation between different averages.

#### **Module – 2 Measures of Dispersion**

Measures of dispersion – Properties of a good measure of variation -Range , Quartile deviation , Standard deviation-Their Merits and Demerits Coefficient of variation .

#### **Module – 3 Skewness and Kurtosis**

Skewness – Meaning , Types of skewness , KarlPearson and Bowleymeasures of skewness- Kurtosis – Meaning , Measures of Kurtosis.

#### **Module – 4 Correlation Analysis**

Correlation analysis – Types of correlation ,Scatter diagram , Graphic method , Karl pearson's Co efficient of correlation , Co- efficient of determination , Spearman's rank correlation , simple problems.

#### **Module – 5 Regression Analysis**

Regression analysis – Meaning and uses , correlation Vs Regression analysis , Two regression lines , Regression co-efficient (simple problems)

#### **Test Books:**

- 1 .Gupta.S.C - ----Fundamentals of applied Statistics. S.Chand& Sons, New Delhi.
- 2.Gupta.S.P ----- Statistical Methods , Sultan & Chand , New Delhi



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3.Pillai&Bhagavathi ----- Statistics,S.Chand& Company

### References:

- 1 . Nagar and Das A.L ----- Basic statistics .Latest edition
2. Sanchetti and V.K.Kapoor ----- Statistics – Theory , Methods and Applications.Sultan Chand and Sons , New Delhi.

**Semester -II Hours- 5 Allied course - III Credit - 3 COURSE**

CODE : (U21EC2A3)

## PRINCIPLES OF COMMERCE

### Module –I Introduction

Fundamentals of commerce – Forms of business organisation- Sole proprietorship- Partnership -Company – Cooperative- Public and joint enterprises – Types of business combinations.

### Module – II Banking

Banks- Definition -Kinds of banks- Central bank- Objectives – Functions - Commercial banks – Nationalized banks -Private sector banks and Regional Rural banks- state co-operative Bank

### Module- III Supply Chain Management

Wholesale and retail business- Supply chain management- General and special shops – Chain stores Multiple shops- Mail order sales- Departmental stores – Super market A to Z shops.

### Module – IV Insurance and Mutual Funds

Insurance – Kinds of insurance life – Fire – Marine – Deposits insurance – Insurance against theft and loss of profit- Types of Mutual Fund (Equity , Debt, Balanced)- Mutual fund Calculator.

### Module – V Advertisement And Marketing



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Advertisement – Objectives – Kinds of Media- forms - Importance – Merits and Demerits of media Marketing – Different strategies of marketing

**Text Books:**

1. Bhushan - Business organisation
2. O.R kirshnaswamy - Essentials of commerce

**Reference Books**

1. Kathireshan and Ratha - Business Organisation
2. Sherlakar S.A - Modern Business Organisation and management

**Semester –IV Hours-5 Allied Course-II Credit-4**

COURSE CODE (U21EC4A5)

Semester IV Hours : 4 Allied Course -VI Credit: 3

**STATISTICAL METHODS- III**

Objectives : To Know about index numbers and construction statistically.

2 To know the methods of obtaining some vital statistics

**Module I Analysis of Time Series:**

Analysis of Time Series-Components of time series-graphic method-  
Semi-Average method Moving average method –method of Least  
Squares.

**Module –II Index Numbers**

Index Numbers-uses and construction of Index Numbers –LaspeyersPaache-Fisher  
Marshall-Edgeworth

Bowleysindex numbers Chain Index Base shifting Splicing reflecting cost of living  
index –Simple problems only.

**Module III Association of Attributes and types of sets.**



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I Association of Attributes ultimate classes frequencies –order of classes –determination of frequencies consistencyOf data –types of association-set and sub sets , finite and Infinite sets. Universal sets disjointed sets , union and inter Section of two sets (simple Problems).

#### **Module IV Indian Statistics**

Agricultural Statistics –Agricultural planning Cattle statistics –Sources –uses internal statistics sources –uses –population statistics sources and uses – National Income and accounting statistics- sources and uses.

#### **Module V Vital Statistics**

Vital statistics Importance –types uses methods –standard birth rate-standard death rate – mortality rate-crude birth rate-life table.

Text Books :

1 Gupta S.P. 1993 –Fundamentals of Applied Statistics.

S.Chand& sons . New Delhi 2 Chou.Y 1975 – Statistical analysis Holt. Reinhart and Winston, New York.

Reference Books:

1 Gupta S.P. 1993 –Statistical Method S.Chand& sons . New Delhi

2 Nagar and R.K Das 1993 –Basic Statistics Oxford University ,New Delhi.

Semester -IV Hours -2

NMEC II Credit - 2

### **ECONOMICS OF INSURANCE**

Objectives: To create knowledge about basic concepts of insurance .

2 To import knowledge about insurance agents and information technology.



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Module I Meaning and Importance

Meaning –features –Characteristics of Insurance –Importance of insurance – principles and functions of insurance.

Module II Insurance Organisation

Kinds of insurance –types of insurance organizations –insurance organizations in India- case study IRDA Certification.

Module III LIFE INSURANCE

LIFE Insurance Policy –Kinds of life insurance policies- advantages of life insurance policies difference between life and

Non life insurance policies –performance of private companies.

Module IV OTHER INSURANCES

Health insurance- Fire insurance –property insurance –marine insurance – personnel accident insurance fidelity

Insurance workman's compensation insurance- Automobile

insurance –Crop Insurance .Module V INSURANCE

SALESMANSHIP

Insurance agent –definition –characteristics - qualities of development officers and insurance agents –usages of information technology .

**Text Books:**

1 Murthy A – Elements of Insurance

2 Periasamy P- Insurance Principles and practices . Himalaya

Publishing house Mumbai. **Reference**

1 Mishra .M.N –InsurancePrinciples and practices S.Chand and sons and

Company Ltd New Delhi 2 Indrajit Singh and Rakesh Katyal Arora -

InsurancePrinciples and practices KalyaniKollkotta



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**Semester V Hours -5 Core course X Credit -5**

## **CAPITAL MARKET**

### **Objectives :**

1. To create knowledge about capital market , growth and functions.
2. To make the students aware of the concepts, the shares , bonds and debentures.

### **Module- I Functions and Importance:**

Capital market – Definition-features – concepts – functions – structure – importance and growth of capital market in India – money market – definition – features –capital market VS money market – Role of Commercial Banks.

### **Module II Corporate Securities**

Long term sources- corporate securities – Equity shares – merits and demerits – preference shares – merits and demerits – Debentures and Bonds – convertible and non-convertible debentures.

### **Module III Financial Institutions**

Financial Institutions - LIC – UTI -IDBI -SIDBI-SFCS- Mutual funds – open and close ended mutual funds – Global depository Receipts

### **Module IV Primary Market And Secondary Market :**

**Public Issues Of Shares – Primary Market –Secondary Market – Issue Of Shares At Par and at Premium – Right Issue Of Shares- Issue Of Bonus Shares - Underwriting Of Shares –Merchant Banks - Foreign Institutional Investors**

### **Module -V Stock Exchange**

Stock Exchange - meaning – definition – Characteristics – Functions – listing of securities – dealers in stock Exchange -Capital –securities and exchange Board of India(SEBI)- functions – Powers and performance

### **Text books**

1. Kutchals .C - Corporate Finance
2. Varma and Agawal - Corporate Finance



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### Reference books

1. Ishwan .c .Dingra - Indian Economic Problems
2. Khan and Jain - corporate finance

**Semester : V Hours :5 Major Based Elective :I(A)**

**Credit:5**

## **ECONOMICS OF TOURISM**

### **Module- I Introduction**

Meaning and Nature of Tourism. Basic components of tourism, Elements of Tourism factors influencing the growth of tourism

### **Module – II Economic and social significance of tourism**

Economic benefits – the Multiplier effect – Development of infrastructure- regional Development – Effect on employment – tourism and economic value of cultural resources- tourism and marketing

### **Module – III Tourism planning and development**

Planning for tourism – Co-ordination- planning Assessment – tourist demand and supply – establishing objectives – basic infrastructure – financial planning – human resource planning – environmental planning

### **Module – IV Accommodation**

Definition – hotel –Type of hotel – supplementary accommodation - classification – registration and graduation

### **Module – V Tourism Promotion**

State and central Government measures – Tourism development during five year plans- ministry of tourism development corporation of India – Tamilnadu tourism development corporation.

### **Text Books:**



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1. Bhatia - Tourism Economics
2. Thangamani - Tourism Economics
3. Swaminathan - Tourism Economics

#### **Reference :**

1. International tourism management , sterling publishers Pvt ., New delhi
2. John M. Bryder (1973)- tourism and development , Cambridge University press, London

**Semester - V Hours – 5 MBEC - I (B) Credit - 5**

### **PERSONNEL MANAGEMENT**

#### **Module I – meaning , principles and functions**

Meaning and definition of personal management – Characteristics, scope , objectives – principles – functions – managerial and operative functions.

#### **Module II - Man power planning**

Meaning – Definition – importance of man power planning - characteristics – objectives – Needs – factors influencing man power planning ; Internal and External factors – steps involved in man power planning – Limitations.

#### **Module III – Job Analysis**

Recruitment , selection and placement of personnel – Job analysis , Job description , Job specification , Job evaluation – interviews and tests , promotion , transfer , training and methods of training

#### **Module I V - Motivation**

Meaning – definition – Nature and characteristics of motivation – importance – theories of motivation –maslow’s Need Hierarchy theory – MC. Gregor’s X and Y theories – Herbler’s two factor theory - Vroom’s Expectancy theory.

#### **Module V - Leadership**

Concept and characteristics of leadership – importance – qualities – functions –Types of leadership – theories of leadership – traits theory ; behavioural theory – situational theory.



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**Text books :**

1. Memoria C.B - Personnel Management
2. Bhushan Y.K - Business Management

**Reference Books :**

1. Date - Personnel Management
2. Agarwal R.D - Dynamics of Personnel Management
3. Ghoshs - Personnel Management

**Semester –VI Hours 6 MBEC - III (A) Credit 4**

**ENTREPRENEURSHIP DEVELOPMENT**

**MODULE: I MEANIGN AND IMPORTANCE**

Entrepreneurship – Definition – Concepts Scope – Significance of Entrepreneurship – Functions – Types – growth of Entrepreneurship – Theories –Intrapreneur – Features of successful Entrepreneur – Role of Entrepreneurship in Economic Development.

**MODULE:II BUSSINESS VENDORS.**

Bussiness Vendors – Steps for Starting a small Scale Industries – Significance of Small Scale Industries – Problem of Small Scale Industries –Industrial Policies on Small Scale Industries – Incentives and Subsidies.

**MODUL:III PROJECT ANLAYSIS:**

**Project– Meaning – Objectives – Identification –classification - Project selection –Internal and external constraint –project formulation –feasibility project preparation and project Report**

**MODULE:IV SOURCES OF FINANCE**

Financial planning –needs –sources –internal sources external sources- role of DIC– TIIC – SIDBI STDC,SIPCOT – Industrial Estate.Commercial banks –Micro Finance.

**MODULE V WOMEN ENTREPRENEURS:**

Women Entrepreneur – objectives of EDPS- Performance and criticism of EDPS women Entrepreneur features –growth Problems and Prospects and Development schemes –SHGS’’s.



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### **Text Books:**

1. Gupta, C.B and Srinivasan, N.p. Entrepreneurship and Development in India.
2. Saravanavel, Entrepreneurial Development.
3. Strinivasan, N, Entrepreneurship Development.

### **References:**

1. Bhattacharee, H, Entrepreneurial Development
2. Rao S.K; Entrepreneurial Development in India.
3. Dhingraishwan. C. Indian Economic Development.
4. Datt and Sundharam, Indian Economy.

SEMESTER V HOURS : 2 PART IV - (SKILL BASED ELECTIVE COURSE - III CREDIT :2

## **OFFICE COMMUNICATION**

### **UNIT I**

Communication meaning and definition – medium of communication –barriers to communication

### **UNIT II**

Office communication – methods of office communication – internal and external communication – mailing Handling of mailing –procedures for inwards mail and outwards mail.

### **UNIT III**

Office forms meaning purpose of forms types –advantages .- factors to be consider in designing office forms.

### **UNIT IV**



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Office report writing –meaning advantages –characteristics of good report –  
classification of report.

## UNIT V

Collection and recording of data –factors to be consider for collection of data –  
sources of data –recording of Data.

**SEMESTER V HOURS : 2**

**PART IV - (SKILL BASED ELECTIVE COURSE - III CREDIT :2**

### **OFFICE MANAGEMENT**

**UNIT I** Communication – definition ,elements types communications barriers

#### **UNIT II**

Office Communication Types of office communication methods internal communication  
external communication Methods of handling post.-incoming post and outgoing post.

#### **UNIT III**

Office forms details – objectives and types communications factors determining  
shaping of office forms.

#### **UNIT IV**

**Preparation of Office report -explanations - Benefits –Nature of office report**

#### **UNIT V**

Collection and recording of statistical data – factors to be considered – methods of collection  
- recording of statistical data.



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