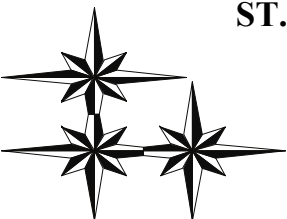


M. A.
PERSONNEL MANAGEMENT AND
INDUSTRIAL RELATION

SYLLABUS (2007-2010)

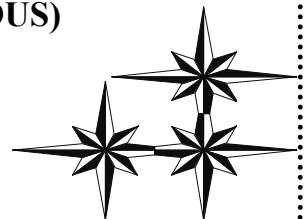
under
CHOICE BASED CREDIT SYSTEM
(CBCS)



ST. JOSEPH'S COLLEGE (AUTONOMOUS)

(Nationally Reaccredited with A+ Grade/
College with Potential for Excellence)

TIRUCHIRAPPALLI - 620 002



FEATURES OF CHOICE BASED CREDIT SYSTEM (PG COURSES)

The Autonomous St. Joseph's College (1978) Reaccredited with A+ Grade from NAAC (2007) has introduced the choice based credit system (CBCS) for UG and PG courses from the academic year 2001-2002.

OBJECTIVES of Credit System:

- * To provide mobility and flexibility for students within and outside the parent department
- * To provide broad based education
- * To help students learn at their own pace
- * To provide students scope for acquiring extra credits
- * To impart more job oriented skills to students
- * To make any course multi-disciplinary in approach

What is credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. However, there could be some flexibility because of practicals, field visits and tutorials. The following Table shows the relation between credits and hours.

Hours in a week	Hours (2-3)	Hours (4)	Hours (5-6)
Theory Credits	1	3	4
Practicals Credits	1	2	3

For PG courses (2 years) a student must earn a minimum of 100 credits. For MCA course (3 years) the student must earn 140 credits to get a pass. For a two year PG degree course the minimum number of papers offered by a department is 18.

COURSE PATTERN

The Postgraduate degree course consists of three major components. They are Core Course, Optional Course and Extra Department Course (EDC).

Core Course

A core course is the course offered by the parent department, totally related to the major subject, components like Practical, Projects, Group Discussion, Viva, Field Visit, Library record form part of the core course. All the students of the course must take the core courses.

Optional Course

The optional course is also offered by the parent department. The objective is to provide choice and flexibility within the department. The student can choose his/her optional. The optional is related to the major subject. The difference between core course and optional course is that there is choice for the student. The department is at liberty to offer optional course every semester or in any two semesters. It must be offered at least in two semesters. The staff too may experiment with diverse courses.

Extra Department Course (EDC)

EDC is an interdepartmental course offered by a department for the students belonging to other departments. The objective is to provide mobility and flexibility outside the parent department. This is introduced to make every course multi-disciplinary in nature. It is to be chosen from a list of courses offered by various departments. The list is given at the end of the syllabus copies. Two EDCs must be taken by students.

Day College student may also take an EDC from PG SFS Course and vice versa. This provision enables students to earn extra credits. The EDCs are offered in the II and III semesters. For the day college student it is offered in the last hour and for the PG SFS course students in the first hour or zero hour. The EDCs are expected to be application oriented and inter-disciplinary.

For Two Year Degree Programme

	Credits
Core	- 84
Optionals	- 8 (2 semesters)
EDC	- 6
Shepherd	- 2
Total	- 100

For Three Year MCA Programme

	Credits
Core	- 121
Optionals	- 8 (2 semesters)
EDC	- 9
Shepherd	- 2
Total	- 140

Credit System Codes:

The various papers in the different courses are coded. The following code system is adopted.

Each code indicates the following particulars

- 1) The year of introduction/revision of syllabus (07)
- 2) Whether it is undergraduate or postgraduate course (U or P)
- 3) The discipline's name is indicated by two letters as shown below:

Sl. No.	Course	Subject Code
1.	Biochemistry	BI
2.	Biotechnology	BT
3.	Business Administration	BU
4.	Chemistry	CH
5.	Commerce	CO
6.	Computer Applications	CA
7.	Computer Science	CS
8.	Economics	EC
9.	English	EN
10.	English - General	GE
11.	Electronics	EL
12.	Foundation Course	FC
13.	French	FR
14.	Hindi	HI
15.	History	HS
16.	Human Resource Management	HR
17.	Information Technology	IT
18.	Mathematics	MA
19.	Physics	PH
20.	Plant Biology & Plant Biotechnology	PB
21.	Personnel Management & Industrial Relations	PM
22.	Sanskrit	SA
23.	Statistics	ST
24.	Tamil	TA
25.	Tamil - General	GT
26.	Transport Management	TM
27.	Journalism (EDC)	JO
28.	Law (EDC)	LA
29.	Short Hand (English) (EDC)	SH

- 4) The semester number (1 or 2 or 3 or 4 for 2-year course)
- 5) The paper number: The courses in the discipline fall into three categories

Core papers-numbers : 20 to 39

Optional papers - numbers : 41 to 49

EDC's : 61 to 70

For MCA course offered by Department of Computer Science, the following paper numbers used:

Core papers : 51 to 80

Optional Papers : 81 to 90

The following examples illustrate the above concept.

The first semester Core papers in Chemistry is given the code 07PCH121

The EDC offered by Chemistry department in Semester III is given the code 07PCH362

Evaluation:

For each course there is formative continuous internal assessment (CIA) and semester examinations (SE) in the weightage ratio 50:50. The following table illustrates how one evaluates the Overall Percentage Marks (OPM) for a student in Chemistry PG course in the all papers put together

$$\text{OPM} = (a_1b_1 + a_2b_2 + \dots + a_{23}b_{23}) / (b_1 + b_2 + \dots + b_{23})$$

Where a_1, a_2, \dots, a_{23} indicate the marks obtained in the 4 semesters for 23 papers and b_1, b_2, \dots, b_{23} indicate the corresponding credits for the 23 courses.

For example if total credit points in 23 papers is 6860 then the OPM is given by

$$\text{OPM} = 6860 / \text{total number of credits} = 6860.0 / 98 = 70.0$$

If OPM is between 50 and 60, the student gets II class. If OPM is 60 and more, then the student is placed in I class. If the OPM score is 75 and more the student gets first class with distinction.

The performance in shepherd programme is indicated by a pass and is not taken into account for computing OPM.

Declaration of result

_____ has successfully completed M. Sc. degree course with FIRST CLASS. The student's overall average percentage of marks is 70. The student has acquired 2 more credits in SHEPHERD programme.

**MA PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS
- COURSE PATTERN**

Sem.	Subject Code	Subject Title	Hrs / Week	Cr
I	07PPM121	Managerial Economics	6	5
	07PPM122	Organizational Behaviour	6	5
	07PPM123	Principles and Practice of Management	6	5
	07PPM124	Managerial Communication Skills	6	5
	07PPM125	Principles of Counselling (Internal)	4	3
		Library	2	
	Total for Semester I			30
II	07PPM226	Human Resources Management	5	4
	07PPM227	Labour Laws - I	5	4
	07PPM228	Research Methods and Statistics	5	4
	07PPM229	Accounting for Managers	5	4
	07PPM230	Introduction to Computers and Internet	5	4
	*	EDC	4	3
		Library	1	
Total for Semester II			30	23
III	07PPM331	Marketing Management	5	4
	07PPM332	Labour Laws-II	5	4
	07PPM333	Industrial Relations and Collective Bargaining	5	4
	07PPM334	Performance Appraisal and Assessment Centres	5	4
	07PPM335	Operation Research	5	4
	*	EDC	4	3
		In-Plant Training (for 45 days in Summer Vacation)		5
		Library	1	
Total for Semester III			30	28
IV	07PPM436	Human Resources Information System	6	5
	07PPM437	Compensation Management	6	5
	07PPM438	Corporate Social Responsibility	6	4
	07PPM439	Personality Development for Managerial Effectiveness	6	5
	07PPM440	Project Work	6	5
	Total for Semester IV			30
	SHEPHERD			2
Total for all Semesters			120	100

* Code numbers according to the subjects chosen.

Sem. I
07PPM121

Hours/week : 6
Credits : 5

MANAGERIAL ECONOMICS

This paper intends to explain the application of economic concepts to the various management issues. It also highlights the relevance of various theories of economics viz., demand, cost of production and profit in solving the vexing issues of modern management.

Unit I

Meaning and scope of managerial economics - fundamental concepts - scarcity, marginalism, opportunity cost - discounting - risk and uncertainty - profits - objectives - basic techniques - derivatives - partial derivatives - optimisation.

Unit II

Demand decisions - Demand concepts - demand analysis - demand elasticity and demand estimates and demand forecasting.

Unit III

Input and output decisions - law of variable proportion - ISO quants - optimal product mix - cost and revenue functions - BEP and its applications.

Unit IV

Price and output decisions - market environment - price and output determination - pricing under perfect and imperfect competition - pricing strategies and tactics.

Unit V

The firm in theory and practice -Economic Theory of the firm - behavioural theory of the firm - Theories of profit - Recent trends in the Industrial policy (1991) - Emerging Industrial scenario and international organisations, IMF, IBRD and WTO.

REFERENCES

1. Webb,S.C., Managerial Economics, Houghton Mifflin, 1976.
2. Varshney and Maheswari, Managerial Economics, New Delhi: Chapman, 1999.
3. Habib-Ur-Rehman, Managerial Economics, New Delhi: Himalaya Publishing House, 1988.
4. Dutt and Sundaram, Indian Economy, New Delhi: Sultan Chand Co., 2004.

Sem. I
07PPM122

Hours/week : 6
Credits : 5`

ORGANISATIONAL BEHAVIOUR

Unit I

Fundamentals of Organisational Behaviour - Historical Development of Organisational Behaviour - Dynamics of people and organisations - Models of organisational Behaviour - Custodial Model - Supportive model - Understanding social system - Social culture - Role - organisational Culture - limitations of Organisational Behaviour

Unit II

Motivation and job Satisfaction - Human needs and wants - Achievement motivation - Power motivation, Maslow's Hierarchy of needs - Herzberg's two factor model - ERG model - Valance model - Expectancy model. job satisfaction - Benefits of job satisfaction - Involvement - Organisational commitment

Unit III

Leadership & Personality Development- Management and Leadership - Traits of effective leader, Positive leader and negative leader. Power styles - Autocratic, participative, free rein leader. Managerial grid model - Situational leadership model. Path-Goal model of Leadership. Qualities of an efficient leader.
Personality Development - Inter Personal relationship - Johari window - Transactional Analysis - Three ego status - Simple and Complex type - Life positions and Benefits of T.A.

Unit IV

Group dynamics - Behaviour and team building - Definition - Concept of Group Dynamics - Group cohesiveness - group behaviour. Problems associated with groups, committees - Structured approach - potential outcome of group process - weakness of group. Ingredients of effective team - team building process - skills useful in team building - individual conflict - group conflict - organisational conflict.

Unit V

Organisational Changes and Organisational Development - The nature of work change - responses to change - cost and benefit - resistance to changes - reasons for resistance - types of resistance - benefits of resistance - implementing changes successfully - three stages of change - organisational learning curve for change - building support for change.
Understanding Organisational development - characteristics of organisational development - organisational development process - benefits and limitations of OD.

REFERENCES

1. Fred Luthans, Organisational Behaviour, New Delhi: McGraw Hill Book Co., 1995.
2. Keith Davis and Newstorm, Human Behaviour at Work, New Delhi: McGraw Hill Co., 1978.
3. Prasad, L.M., Organisational Behaviour, New Delhi: PHI, 1991.
4. Rao V.S.P. & Narayanan P.S., Organisational Theory & Behaviour, New Delhi: Konark Publishers (P) Ltd., 1995.
5. Stephen P. Robbins, Organisational Behaviour, New Delhi: Sultan Chand & Sons, 1995.

Sem. I
07PPM123

Hours/week : 6
Credits : 5

PRINCIPLES AND PRACTICE OF MANAGEMENT

Unit 1: Nature of Management

Definitions, meaning, scope, administration and management, Science or Art, Management as a profession, universality of management, hierarchy [top, middle and supervisory levels]. Principles of management.

Unit 2: Development of Management Thought

Taylor and Scientific Management, principles of scientific management. Contributions of Fayol, Barnard and social systems theory, contributions of Herbert Simon, Contributions of Peter Drucker, contributions of behavioural scientists, contributions of systems scientists.

Unit 3: Planning and organising

Definition and features of planning, Nature of planning, importance of planning, types of planning, steps in planning, management by objectives, strategies and policies, definition of organisation, importance of organisation, principles of organisation, span of management

Authority - meaning, definition, characteristics, nature of authority. Responsibility - meaning, definition, accountability, delegation and decentralisation, departmental and line organisation, line and staff, committees, organisation chart.

Unit 4: Direction and Coordination

Meaning and definition of direction, importance and principles of direction, techniques of direction, meaning of supervision, functions of supervisor, meaning of coordination, elements and features of coordination, importance of coordination, cooperation and coordination. Systems approach, steps for effective coordination, meaning and causes of conflicts, management of conflicts.

Unit 5: Controlling

Definition, meaning, elements, steps in establishing control procedure, control techniques, requirements of good control system. Budget - meaning, definition, types, zero based budgeting responsibility accounting, budgetary control. Report - meaning, types - PERT and CPM - management by exception.

REFERENCES

1. Saxena, S.C., Principles and Practice of management, Agra: Sahitya Bhawan, 1998.
2. Prasad, L.M., Principles and Practice of Management, New Delhi: Sultan Chand and Sons, 1998.
3. Peter F. Drucker, Management Tasks, Responsibilities and Practices, New York: Harper and Row, 1974.
4. Koontz Harold and others, Management, New York: Mc Graw Hill, 1980.
5. Stoner James and others, Management, New Delhi: PHI, 1997.
6. Robbins Stephen P., Organisational Behaviour, New York: PHI, 1998.
7. Dale Yoder : Personnel Management and Industrial Relations, New Delhi: PHI, 1974.

Sem. I
07PPM124

Hours/week : 6
Credits : 5

MANAGERIAL COMMUNICATION SKILLS

Objectives

To help the students prepare themselves to effectively communicate in organisations and in society.

Unit-I

Effective professional communication - Communication process - Congruence Listening, Listening with eyes - communication TRIAD - Inverted curve.

Unit-II

Problem behaviour - Transfer of pain - change of problem behaviour - Realistic expectation - Description / Evaluation statements. Effective criticism statement - 'I' statement - Dealing with feelings.

Unit-III

Communicative Language Teaching (with Basic Language patterns) - Parts of speech; Types of questions; phrases that express one's emotions and feelings; Types of sentences; Making sentences; Describing Animals, Places, Objects and Persons; Introducing oneself to others; Dialogue at the context given.

Unit-IV

Interview : Types- Preparing for interview - facing an interview - Skills for participating in Group discussions and brain-storming.

Unit-V

- a. Public speaking : Preparing a speech - Effective presentation.
- b. Body Language.

Evaluation will be entirely internal. The final evaluation will be conducted by a member of the Dept. of English who has not taught the units.

References

1. Vilanilam, J.V., More Effective Communication, Response Books, 2001.
2. Modi, Y.K., Increase Your Word Power, Hind Pocket Books, 2000.
3. Carissie Wright, Handbook of Practical Communication Skills, Jaico, 2001.

Sem. I
07PPM125

Hours/week : 4
Credits : 3

PRINCIPLES OF COUNSELLING

Unit-I: Introduction to Counselling

- ✧ Basic concepts of counselling and guidance
- ✧ Objectives, types and principles of Counselling
- ✧ Theories of Counselling: Humanistic theory, Psycho-analytic theory, Behavioural theory
- ✧ Counselling and modern trends.

Unit-II: Occupational Health Hazards

- ✧ Meaning, nature, types of occupational disease, sickness and ill health
- ✧ Legal framework - Health and Safety at work - workmen's compensation Act, 1923
- ✧ Management of occupational health hazards - Technical control activity - motivational activity
- ✧ Worker's role in hazard prevention.

Unit-III: Problem worker

- ✧ Causes of problem situation
- ✧ Deviation behaviour among workers - emotionally disturbed, psychotic and neurotic
- ✧ Alcoholism and drug addiction
- ✧ Indiscipline and absenteeism
- ✧ Fatigue and monotony
- ✧ Work stress/Employee stress & frustration, management of stress

Unit-IV: Employee counselling

- ✧ Definition, Principles and functions
- ✧ Counselling in industry: Goals, needs and programmes
- ✧ Prerequisites for employee Counselling
- ✧ Types - Directive vs. Non-directive, Preventive vs. Curative, Referral services to experts
- ✧ Process - Study, diagnosis, treatment, follow up
- ✧ Fields of Industrial counselling
- ✧ T.A. in industrial counselling
- ✧ Performance appraisal and counselling
- ✧ Retirement counseling

Unit-V: Industrial social work

- ✧ Social work practice in industry
- ✧ Working with individual, group and industrial community
- ✧ Qualities and Skills of Industrial Counsellor

Reference

1. Patterson, C. H., Theories of Counselling and Psychotherapy, New York, Harper & Row, 1966.
2. Prasantham, B.J., Therapeutic Counselling, Vellore. Christian Counselling Centre, 1987.
3. Rimm C. David and Masters C. John, Behaviour Therapy, New York, Academic Press, 1974.
4. Veeraraghavan and Vimala, A Textbook of Psychotherapy, New Delhi, Sterling Publishers.

Sem. II
07PPM226

Hours/week : 5
Credits : 4

HUMAN RESOURCE MANAGEMENT

Objectives

This course enables students to understand and apply the principles, policies and practices relating to the procurement, development, maintenance and utilization of human resources. It will consider, in turn, each of the main tasks involved in the management of human resources. The course also provides students with ample opportunities to critically analyse the main approaches which have developed to guide management action. A particular feature of the course is its international perspective.

Unit-I

HRM - meaning, objectives, scope and difference between HRM and Personnel Management - Evolution of HRM, Systems Approach, HRM model, environmental influences, HR philosophy, policy, Strategic HRM, HRM Functions, Organisation of HR department.

Unit-II

HR Planning - objectives, process, forecast - supply and demand of man power, HR inventory, job analysis and its methods, job description, job specification, job evaluation, job design, job study, performance standards.

Unit-III

Hiring and Retaining - sources, methods, outsourcing, selection policy, steps, placement, and induction, importance of Compensation Management and Performance Management.

Unit-IV

Training the work force: Importance, scope, training verses development, training process, techniques - Career Management - Planning and Development.

Unit-V

HR audit, HR accounting, absenteeism, labour turnover, separations, promotion, transfer, research in HRM, HR records, importance of HRIS, management of knowledge workers - HRM in future, International HRM.

REFERENCES

1. Rao,P.S., Human Resources Management and Industrial Relations, Mumbai: Himalaya Publishing House, 2001.
2. Dessler, Gary, Human Resources Management, New Delhi: Prentice Hall of India Pvt. Ltd., 1999.
3. Saiyadain, Mirza S., Human Resource Management, New Delhi: TMH, 2000.
4. Aswathappa, Human Resource and Personnel Management, New Delhi: TMH, 2000.
5. Subba Rao, P., Essentials of Human Resource Management and Industrial Relations, Text, Cases and Games, New Delhi: Himalaya Publishing House, 2001.
6. San Beardwell and Len Holden, Human Resource Management, New Delhi: Macmillan, 1998.
7. Nair,N.G. and Latha Nair, Personnel Management and Industrial Relations, New Delhi: S.Chand & Co., 1999.

Sem. II
07PPM227

Hours/week : 5
Credits : 4

LABOUR LAWS - I

Objectives

A worker is not merely a stimulus-response mechanism who is motivated by some economic incentives. He is a social being and as such must be provided with the necessary facilities to perform his tasks. In order to ensure this, governments enact and enforce laws that help promote the welfare of the workers in different establishments. Our special concern is the Indian situation.

Unit-I: Basic Concepts

1. Labour Law: History - nature scope and object of and labour legislation special features of labour legislation: social security, social assistance, social insurance
2. Labour Policy: Need for such a policy Enactment of various laws Relevance of these laws to society at large
3. Labour Welfare: Meaning - features - scope - importance types - principles.

Unit-II: Safety and Welfare

1. The Factories Act 1948: Health, safety and welfare - hours of work - holidays and leave with pay - employment of women and children inspection and regulation.
2. The Employees Provident Fund Act 1952.

Unit-III: Laws Relating To Industrial Relations

1. The Industrial Disputes Act 1947.
2. The Industrial Employment (Standing Orders) Act 1946

Unit-IV: Laws Relating to Wages

Important legislations concerning these:

1. The Payment of Wages Act 1936
2. The Minimum Wages Act 1948
3. The Payment of Bonus Act 1965
4. The Equal Remuneration Act 1976.

Unit-V: Miscellaneous Act

1. The Contract Labour (Regulation and Abolition) Act 1970 and rules.
2. The Tamil Nadu Payment of Subsistence Allowance Act 1981 and rules.
3. The Employment Exchanges (Compulsory Notification of Vacancies) Rules 1960

References

1. Srikanta Mishra, Labour Laws & Industrial Relations, New Delhi: Deep & Deep Publications, 1995.
2. Mehta,P.L. & Tasmal,S.G., Child Labour & The Law, New Delhi: Deep & Deep Publications, 1996.
3. Vaidyanathan,S., Factory Laws Applicable in Tamil Nadu - 5 Volumes, Chennai: Madras Book Agency, 1997.
4. Agarwal,S.L., Labour Relations Law, New Delhi: Macmillan, 1980.
5. Puri,S.K., An Introduction to Labour and Industrial Laws, Allahabad: Allahabad Law Agency, 1998.

Sem. II
07PPM228

Hours/week : 5
Credits : 4

RESEARCH METHODS AND STATISTICS

Objectives

Research Methodology enables the researcher to pursue Research scientifically and systematically. This paper attempts to give scientific orientation to the budding researchers in the choice of the problem, methods, data collection, analysis and interpretation. The statistical tools help the students to apply the suitable technical tools and also give scientific tinge to the research.

Unit I

Social Research: Definition and objectives of research. Types and Methods: Social surveys, case study, statistical and experimental methods, qualitative research. Hypothesis : Assumptions, hypothesis, theory, law.

Unit II

Selection of research problem: Sources selection, Review of literature, Research Design: Types Random Observations, Explorative, diagnostic and experimental research.

Unit III

Sampling - Types - Primary and Secondary data - methods of collecting primary data - Analysis of Data - Classification - Tabulation - Scaling Techniques - Attitude scales Thurstone and Likert scale - Bogardus socio-metric scale - Research report - Foot notes - Appendices.

Unit IV

Measures of central tendency; Mean, Median and Mode - Measures of Dispersion - Quartile Deviation - Mean Deviation - Standard Deviation - Skewness, Coefficient of Variation

Unit V

Correlation - Karl Pearson's correlation coefficient - Rank correlation - Regression equations test of significance - 't' Test, 'F' test and Chi square test

REFERENCES

1. Young Pauline V., Scientific Social Surveys and Research, Sultan Chand and Sons, New Delhi, 1993.
2. Kothari, C. R., Research Methodology, New Delhi: Wiley Eastern Ltd, 1988.
3. Bajpai S.R., Methods of Social Survey and Research, Kanpur: Kithab Ghar, 1960.
4. Gupta S.P., Statistical Methods, Sultan Chand & Sons, New Delhi, 1995.

Sem. II
07PPM229

Hours/week : 5
Credit : 4

ACCOUNTING FOR MANAGERS

Aim

This paper aims at enabling future personnel manager to be familiar with basic financial accounting method that can be used for managerial decision making.

Unit 1

Accounting - meaning and definition - features - accounting concepts - branches of accounting - double entry system - recording of transaction in journal and ledger. Preparation of trial balance.

Unit 2

Financial statements and their nature- meaning and definition of capital and revenue items - preparation of trading, profit and loss account and balance sheet.

Unit 3

Management Accounting - meaning - functions - scope - limitation. Financial statement analysis - ratios - solvency, profitability and turnover ratios.

Unit 4

Cost accounting - meaning - elements of cost-classification of cost - cost reduction meaning and definition - cost volume profit analysis - break even analysis - application of marginal costing technique in managerial decision making.

Unit 5

Budgetary control - meaning - budget as a management tool - classification of budgets - functional budgets - fixed and flexible budget.

References

1. Grewal, T.S., Introduction to Accountancy, New Delhi: S.Chand, 1979.
2. Maheswari, S.N., Principles of Management Accounting, New Delhi: S.Chand, 1988.
3. Shukla, M.C., Grewal, T.S., Gupta, S.C., Advanced Accounts, New Delhi: S.Chand, 1999
4. Gupta, R.L. and Radhasamy, M., Advanced Accounts, New Delhi: S.Chand, 1998
5. Maheswari, S.N., Cost and Management Accounting, New Delhi: S.Chand, 1987

Sem. II
07PPM230

Hours/week : 5
Credits : 4

INTRODUCTION TO COMPUTER AND INTERNET

Objectives

Computers provide effective platform to handle rapidly changing modern managerial scenario. This paper introduces the essential features of Computers, emerging technologies and its applications in personnel administration.

Unit 1

Introduction to Computers - classifications - Applications of Computers - Data representation - Peripheral devices - programming languages - Software and its types - language processors - Operating system concepts - Electronic Data Processing (EDP) - Role of Computers in modern management - advantages of computerization.

Unit 2

Networking fundamentals - Network options - communication interface devices - Network protocols - Intranet and Extranet - Internet fundamentals - working of Internet - services - service providers - search engines - Domain names - E-Commerce - an overview - Benefits and shortcomings - E-commerce applications - Electronic Data Interchange (EDI) - Tele conferencing - video messaging.

Unit 3

Windows basics - window operations- working with Control panel - Folder operations- windows explorer - accessories - working with Recycle Bin - MS-Word - Creating and Editing a document - Formatting features - Find, Replacing a text and spell check - Table manipulations - Mail-merge.

Unit 4

Features of Electronic spread sheets - cell manipulations - Printing a sheet - Charting features - Functions and formulas - conditional formatting - Data validations - sorting - Filters - Criteria.

Unit 5

MS-PowerPoint features - Creating and Enhancing of presentations - presenting a show - PowerPoint views. MS-Access - features - creation of Databases - Database manipulations - Forms - Queries - Reports.

Hands on experience: Windows - MS-Word - MS-Excel - MS-PowerPoint - MS-Access - SPSS.

Text Books

1. V.K. Kapoor, “ Computers and Information Technology”, Sultan Chand & Sons, 2004 (Units 1 & 2)
2. Sanjay saxena, “A first Course in Computers”, Vikas Publishing House Pvt. Ltd., 2001 (Units 3, 4 & 5)

Sem. III
07PPM331

Hours/week : 5
Credits : 4

MARKETING MANAGEMENT

Unit-I

Marketing - Definition - Scope - Core marketing concepts - Marketing tasks - Company orientations toward the market place - Levels, Patterns and bases for market segmentation.

Unit-II

Process of New Product Development - Product levels - Product line and mix decisions - Meaning of brand and trade mark - Packaging and labeling.

Unit-III

Setting the Price - adapting the Price - initiating and responding to Price changes.

Unit-IV

Channel functions, Flows, Levels service sector channels - Channel management - Types of retailing and whole saling - Trends in retailing - Direct marketing - benefits - Channels of direct marketing on-line marketing - Conduct - advantages - disadvantages.

Unit-V

Developing and Managing an Advertising programme - deciding on media and measuring effectiveness - Purpose and decisions in sales promotion - Principles of Personal selling - relationship marketing.

Reference

1. Kotler, Philip, Marketing Mamagement, New York: Prentice Hall Publishing, 2000
2. Cravens, Hills and Woodruff, Marketing Management, Richards D. Irwin, 1988
3. Pillai, R.S.N. and Bagavathi, Marketing Management : Principles and Practices, New Delhi: S.Chand Co., 1998.

Sem. III
07PPM332

Hours/week : 4
Credits : 4

LABOUR LAWS - II

Unit I

- The Mines Act 1952.
- Trade Union Act 1926
- Plantation Labour Act 1951

Unit II

Accidents And Compensation:

- The Workmen's Compensation Act 1923
- The Tamil Nadu Workmen's Compensation Rules

Unit III

Social Security Legislation:

- The Employees State Insurance Act 1948.
- The Payment of Gratuity Act 1972.

Unit IV

Legislation on Employment of Women and Children

- The Maternity Benefit Act 1961.
- The Employment of Children Act 1986.
- The Child Labour (Prohibition and Regulation) Act 1986.

Unit V

Tamil Nadu Acts

- The Tamil Nadu Industrial Establishments (National and Festival Holidays) Act, 1958.
- The Tamil Nadu Industrial Establishments (Conferment of Permanent status to Workmen) Act 1981.
- The Tamil Nadu Control of Industrial Major Accident Hazards Rules 1994.

References

1. Srikanta Mishra, Labour Laws & Industrial Relations, New Delhi: Deep & Deep Publications, 1995.
2. Mehta,P.L. & Tasmal,S.G., Child Labour & The Law, New Delhi: Deep & Deep Publications, 1996.
3. Vaidyanathan,S., Factory Laws Applicable in Tamil Nadu - 5 Volumes, Chennai: Madras Book Agency, 1997.
4. Agarwal,S.L., Labour Relations Law, New Delhi: Macmillan, 1980.
5. Puri,S.K., An Introduction to Labour and Industrial Laws, Allahabad: Allahabad Law Agency, 1998.

Sem. III
07PPM333

Hours/week : 5
Credits : 4

INDUSTRIAL RELATIONS AND COLLECTIVE BARGAINING

This paper aims at orienting the students to the functions of Industrial relations with relevance to the Indian context.

Unit I: Industrial relations

1. Definition of Ir-concepts-the Indian Scenario today-state Government's intervention-Machineries for settlements and prevention of Industrial disputes in India. Works committee, conciliation, Adjudication, Voluntary Arbitration.
2. Present day industrial worker - comparison with predecessor Industrial disputes: meaning-causes. Importance of good labour management relations-causes of industrial unrest.
3. Directive principles of State policy-creating and adopting labour policy.
4. Role of ILO in industrial relations.

Unit II: Trade Union Movement in India

1. History and growth of trade Union-purpose and functions.
2. Trade Unions and Economic Developments.
3. Pitfalls and suggestions to improve.

Unit III: Collective Bargaining

1. Meaning, Nature, Types, Process and Importance of CB-prerequisites issues involved.
2. Status of Collective Bargaining in India.
3. Suggestions to improve Collective Bargaining.
4. Negotiations-Types of Negotiations-Problem solving attitude.
5. Exit policy, Voluntary retirement and Golden Handshake.

Unit IV: Discipline and Grievance handling

1. Discipline - Causes of Indiscipline - Maintenance of discipline. Domestic enquiries - concept and practice - Principles of Natural Justice - Some important industrial pronouncements - Principles of Hot stove rule.
2. Grievance handling - Constitution of Grievance committee - Meaning of Grievance - Sources-level of Grievance-benefits of Grievance system. Grievance redressal machinery in India-Law on the subject.

Unit V: Worker's participation in management

Concept- practices in India works committees, Joint management councils. Employee Directors on board of Nationalised Banks. The voluntary scheme of worker's participation followed-Quality circles. Practices of Germany, Yugoslavia, U.K in this regard.

REFERENCES

1. Chand, K.V.K., Industrial relations
2. Manoppa, A., Industrial relations, TMH, 1999
3. Laldas D.K., Industrial relations in India
4. Manohar Lal, Industrial Relations & Labour Legislation
5. Yoder, Dale and others, Personnel Management & Industrial Relations, New Delhi, Prentice Hall, 1959
6. Mamoria, C.B., Industrial Labour and Industrial Relations in India, Kitab Mahal, 1975
7. Mamoria, Mamoria and Gankar, Dynamics of Industrial Relations, Bombay: Himalaya Publishing, 2001.

Sem. III
07PPM334

Hours/week : 5
Credits : 4

PERFORMANCE APPRAISAL AND ASSESSMENT CENTRES

Objectives

To understand the value and uses of Performance Appraisals and Develop skills in effective appraisal and develop capacities of human resources.

Unit I

Performance, Performance Management - meaning, approach, process, Formal and Informal Appraisal

Merit rating and performance appraisal - meaning, importance and objectives.

Potential Appraisal - Meaning and objectives

Unit II

Performance Planning and Development

Job analysis, role analysis, job description, Performance Standard setting process, Preparation of performance standards and job descriptions for different categories of jobs.

Unit III

Designing an Appraisal System

Appraisers, Appraisees, Contents of Appraisal for different categories, preparation of contents for appraisal for different categories, Process of Appraisal, Factors affecting appraisal, Essentials of good appraisal system.

Unit IV

Appraisal Methods

Traditional Methods

Modern Methods: Assessment Centre, Management by Objectives, BARS, Human Asset Accounting, 360 degree appraisal

Unit V

Rating errors, Control of rating errors, Feedback and Post-appraisal Interview - Uses of Appraisee Data, Career Planning, Career Development within the organisation.

Reference

1. Aswathappa K : Human Resource & Personnel Management, Tata McGraw-Hill, 1998.
2. Mamoria C.B: Personnel Management, Himalaya Publishing House, 1998.
3. Prem Chdha: Performance Management, New Delhi: Macmillan India Ltd., 2003.
4. John Bernardin, H.: Human Resource Management, New Delhi: Tata McGraw-Hill Publishing Co. Ltd., 2003.
5. Tripathi, P. C.: Personnel Management and Industrial Relations, New Delhi: Sultan Chand & Sons, 2002.

Sem. III
07PPM335

Hours/week : 5
Credits : 4

OPERATION RESEARCH

Objectives

The objective of the paper is to equip the students of management to acquire the knowledge of Mathematical tools to solve the complex managerial and business problems.

Unit I: Linear Programming Problem

Introduction - Mathematical formulation of the problem - Graphical solution method - General linear programming problem - Canonical and standard forms.

Unit II: The Simplex Method

Introduction - The Computational procedure

Unit III: Transportation Problem (TP)

Introduction - Loops in Transportation table - Finding initial basic feasible solution (NWC method, LC method, VAM method) - Moving towards optimality - Unbalanced TP

Unit IV: The Assignment Problem

Introduction Assignment algorithm

Unit V: Sequencing Problems

Introduction - Problems with n Jobs and two machines - Problems with n Jobs and R machines

References

1. P.K. Gupta, D.S. Hira: Problems in Operations Research
2. P.K. Gupta, D.S. Hira: Operations Research
3. Kanti Swarup, P.K. Gupta, Operation Research, Sultan Chand & Sons, New Delhi, 1995.

Sem. IV
07PPM436

Hours/week : 6
Credits : 5

HUMAN RESOURCES INFORMATION SYSTEM

Unit 1

Introduction to Information Systems - Establishing the framework - Business models - Information System Architecture - Evolution of Information Systems - System Development - Modern Information System - System development Life Cycle - Structured Methodologies - Designing Computer based methods, procedures, control - Designing structured programs.

Unit 2

Modern project management - Organization strategy - project selection - Defining the project - managing risk - Leadership - Overview of International projects.

Unit 3

Human capital accounting: Measuring human resource strength - Skills measurement - Matching Project requirements - Measuring Cost - Accounting Flexi-hours - Flexi office employment compensation accounting.

Unit 4

Systems: Systems for Leave accounting, Payroll, LTC, Incentives, Welfare measures, Career growth monitoring, Performance appraisals & statutory requirements.

Unit 5

Changing world of HR, Integration of HR systems, Paperless Office, Outsourcing of HR.

Reference

1. Kenneth C. Laudon and Jane Price Laudon, "Management Information Systems - Managing the Digital firm", Pearson Education, Asia, 2002. (Unit I)
2. Clifford F. Gray and Erik W. Larson, "Project Management - The Managerial Process", McGraw Hill International Edition, 2006.

Sem. IV
07PPM437

Hours/week : 6
Credits : 5

COMPENSATION MANAGEMENT

Unit-I: Basic concepts

1. Wages and salary - concept - meaning - purpose and structure.
2. Concept of wages - Minimum wage, Fair wage, Living wage, Statutory minimum wage, Need based minimum wage.
3. Principles to be followed in wage fixation.
4. Problems in wage and salary administration.
5. Authorised deductions in wages and conditions regarding imposition of fines on employees.
6. Wage surveys

Unit-II: Theories of Wages

1. Ricardo's subsistence theory of wages (Iron law of wages), Adam smith's Wage fund theory, Surplus value theory of Karl marx, Residual claimant theory of Francis A.Walker, Bargaining theory of Wages, Marginal productivity theory. Purchasing Power theory, Elliot jacques theory of wages.
2. Wages policy - Concept - importance - ILO on Wage policy.
3. National wage policy in India - Hurdles.

Unit-III: Methods of wage fixation.

1. Computation of salary - time rate and piece rate payments - merits and demerits.
2. Wage differentials.
3. Linkage of wages with productivity.
4. Consumer price index numbers.
5. Dearness allowance and fringe benefits.
6. Executive remuneration and perks.
7. ESOP Schemes.

Unit-IV: Machineries for wage fixation.

1. Wage boards
2. Pay commissions.
3. Role of conciliation, Adjudication and arbitration in wage fixation.
4. Collective agreements and productivity agreements
5. Landmark judgements of the supreme court in wage area
6. Profit sharing and bonus.

Unit-V: Incentive systems.

1. Incentive payment plans: Halsey, Rowan, Emerson, Scanlon, Taylor, Gantt, Merrick and Priestman details of the schemes: merits and demerits. - Why Incentives fail ?
2. Production oriented incentive schemes with examples. Premium and Group Bonus Schemes.
3. Labour Cost - Control of Labour Cost

REFERENCES

1. Sharma, A.M., Understanding Wage system, Bombay: Himalaya Publishing House, 1999.
2. Prasad, N.K., Principles and Practice of Cost Accounting.
3. Jain, S.P. and Narang, K.L., Cost Accounting.
4. Alka Gupta, Wage and Salary Administration in India, New Delhi: Anmoe Publications Pvt. Ltd., 2000.

Sem. IV
07PPM438

Hours/week : 6
Credits : 4

CORPORATE SOCIAL RESPONSIBILITY

Objectives

In this paper an attempt is made to drive home to the prospective personnel management, that he needs to possess certain basic principles of life which in the long run will guide him to have a sense of social responsibility in doing his business.

Unit I: Basic Concepts

1. Society in transition - challenges of modern personnel management.
2. Need for values in management : mutual relationship of values and management : Organisational and managerial values
3. Impact of Indian values and culture on work ethics.

Unit II: Managerial Ethics

1. Meaning, need
2. Foundations of managerial ethics: interests, self, society
3. Ethical standards - work culture
4. Ethical standards - work culture
5. Problems in management : characteristics, examples, analysis

Unit III: Ethical Dilemmas

1. Relationship between law and moral standards
2. Meaning of ethical dilemma
3. Managers facing an unethical - options open to them - Whistleblowing and institutional loyalty

Unit IV: Local and Global Issues in Management

1. Ethics of marketing research - hoarding, adulterating food - Bluffing in business - misleading advertisement.
2. Ethics and global poverty, population explosion, illiteracy, black money, ecology, genetic engineering, multinational business.
3. Structural causes of unethical behaviour - solutions to get rid of them.

Unit V: Corporate Social Responsibility

1. Social obligations industry - Role of govt. employers, trade unions with regard to this
2. Employer's rights and responsibilities
3. Social responsibilities of management to owners, employees, consumers, community - the responsibilities of private enterprise - role of consumer courts.
4. The manager as an agent of social change.

REFERENCES

1. Frederick and others, Business and Society, New York: McGraw Hill.
2. Fritzsche, Business Ethics - A Global and Managerial Perspective, New York: McGraw-Hill, 1997.
3. Hosmer, Larne Tone, The Ethics of Management, Universal Book Stall, New Delhi, 1987.
4. Sekhar, R.C., Ethical Choices in Business, New Delhi, Response Books, 1997.
5. XLRI Papers, Ethics for Business, Jamshedpur, XLRI, 1988.

SEM: VI
07PPM439

Hours/week : 6
Credit : 5

PERSONALITY DEVELOPMENT FOR MANAGERIAL EFFECTIVENESS

Objectives

To make the students understand the determinants of a successful and integrated Personality and help them to grow with the optimum realization of individual potentialities and capacities

Unit 1: Understanding the self

Personality - Meaning, Types. Theories- Trait Factor Theory, Psychoanalytic Theory, Socio-Psychological Theory, Self Theory, Personality Factors, Process of Personality Development, Vision and Goal in Life. Introduction to Briggs - Myers personality types.

Unit 2: Developing the Self

Positive Psychology - optimism - Dimensions of Optimizing - Emotional Management: Emotions of Intelligence Roles -Emotional Intelligence in workplace - Self Efficacy - Process, & Impact of Implications - Self assertiveness

Unit 3: Behavioral Development

Behavioral Performance management - Behaviouristic Theory/ Longnitive/ Social Learning and Social Longnitive Theories - Laws of Behavior - Positive and Negative Reinforcement - Role of Financial / Non- Financial rewards - Behavioral Performance Management or OB Modification - Application Exercises.

Unit 4: Personal and Managerial Effectiveness

Time Management, Organizing Life, Burn Out and Stress Management, Career Identification and Career Development. Steps to Effectiveness: Proactive, put first things first, Think win-win, Understand than being to be understood, Synergy, Sharpen the saw.

Unit 5: Developing Soft Skills

Developing Leadership Potentials - Effective Communication skills, Development of positive thinking, Interpersonal relationships, Consensus building, Business and Social Etiquette

References:

1. Hurlock.B,Elizabeth(2001), Personality Development, New Delhi, Tata McGraw Hill.
2. Shiv Khera (2002), You can Win, Macmillan India Ltd., New Delhi.
3. Steven.R Covey, Seven Habits of Highly effective people.
4. Fred Luthans, Organizational Behavior
5. Steven R Covey - First things first

**EXTRA DEPARTMENT COURSES (EDC)
OFFERED BY THE VARIOUS DISCIPLINES DURING II AND III SEMESTERS**

Sem	Code No.	Title of the Paper	Hr	Cr
Department of Biochemistry				
II	07PBI261	Applied Nutrition*	4	3
III	07PBI362	First Aid Management*	4	3
Department of Biotechnology				
II	07PBT261	Basics of Bioinformatics*	4	3
III	07PBT362	Geomics and Proteomics	4	3
Department of Botany				
II	07PBO261	General Microbiology	4	3
III	07PBO582	Remote Sensing and Geographical Information System	4	3
Department of Chemistry				
II	07PCH261	Environmental Science	4	3
III	07PCH362	Industrial Chemistry	4	3
Department of Commerce				
II	07PCO261	Fundamentals of Accounting for Managers	4	3
III	07PCO362	Management Concepts and Organizational Behaviour	4	3
Department of Computer Science (SFS)				
II	07PCS261	Internet Concepts*	4	3
III	07PCS362	Interpersonal Soft Skills*	4	3
III	07PCS363	Computer Applications for Social Sciences*	4	3
Department of Computer Science (MCA)				
II	07PCA261	Internet Concepts	4	3
II	07PCA262	Foundations of Computer Science	4	3
III	07PCA363	Computer Applications for Social Sciences	4	3
III	07PCA364	Fundamentals of Programming	4	3
Department of Economics				
II	07PEC261	Economics for Managers	4	3
III	07PEC362	Indian Economy	4	3
Department of Electronics				
II	07PEL261	Electronics in Communication*	4	3
III	07PEL362	Computer Hardware*	4	3
Department of English				
II	07PEN261	English for Specific Purposes	4	3
III	07PEN362	Interviews and Group Dynamics	4	3

Department of French

II	07PFR261	Beginners Course in French	4	3
III	07PFR362	Advanced Course in French	4	3

Department of History

II	07PHS261	Public Administration*	4	3
III	07PHS362	Applied Tourism*	4	3

Department of Human Resource Management

II	07PHR261	An Introduction to Human Psychology	4	3
III	07PHR362	Personality and Soft Skills Development	4	3

Department of Mathematics

II	07PMA261	Operations Research	4	3
III	07PMA362	Numerical Methods	4	3

Department of Physics

II	07PPH261	Physics for Rural Development**	4	3
II	07PPH262	Modern Photography**	4	3
III	07PPH362	Medical Physics**	4	3

Department of Tamil

II	07PTA261	அரசுப் பணித்தேர்வுத் தமிழ் - I*		
III	07PTA362	அரசுப் பணித்தேர்வுத் தமிழ் - II*	4	3

Non-Departmental Courses**Journalism** (Rev. Dr. Joseph Lourduraj)

II	07PJO261	Beginners Course in Journalism	4	3
III	07PJO362	Advanced Course in Journalism	4	3

Law (Mr. C. M. George)

II	07PLA261	Beginners Course in Law	4	3
III	07PLA362	Advanced Course in Law	4	3

Shorthand (Mr. Santhanasamy)

II	07PSH261	English Shorthand-I	4	3
III	07PSH362	English Shorthand-II	4	3

* Offered by Self Financing Section

** Both Day & Self Financing Section

