



SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)

(Affiliated to Bharathidasan University)

(Accredited with "A" Grade by NAAC; An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI -614016.

TAMILNADU, INDIA

PG AND RESEARCH DEPARTMENT OF COMMERCE

Details of courses offered by the institution that the focus on employability / entrepreneurship / skill Development during the year.

S.NO	SEMESTER	Name of the Course	Course Code	Activities/Content with a direct bearing on Employability/ Entrepreneurship/ Skill development
1.	I	Principles of Marketing	20CM102	Employability
2.	I	Business Management	20ACM101	Employability
3.	III	Business Communication	16CACCM1C	Skill development
4.	V	Auditing	16CCCCM10	Employability
5.	V	Computer Applications in Business(Theory + practical)	16CCCCM11T/P	Skill development
6.	V	Entrepreneurial Development	16MBECM1	Entrepreneurship
7.	I	Services Marketing	20PCM102	Entrepreneurship
8.	II	Human Resources Management	20PCM209	Employability
9.	II	Fundamentals of Information Technology (Practical Only)	20PCM210P	Skill development
10.	IV	Project Work	P19MCPW	Skill development

Bhagyashree Sai
Dr. B. KAYATHIRIBAI, M.Com., M.Phil., Ph.D.,
Head of the Department
PG & Research Department of Commerce
S.T.E.T Women's College (Autonomous)
MANNARGUDI - 614 001, TVR (Dt.)

PRINCIPLES OF MARKETING

OBJECTIVES:

- To enable the students to gain various aspects of Marketing and its Promotional Aspects.
- To Understand the Marketing Environment.
- To Learn about Marketing Process for different types of Products and Services.

UNIT I

Marketing - Evolution – Definition- classification of Market- objectives- selling vs. marketing – Is Marketing a Science or Art? - Modern Concept of marketing – role of marketing in economic development - Approaches to the study of Marketing — Marketing Mix- Functions –ISO Series and AGMARK - ISI.

UNIT II

Buyer's behaviour – Buying motive- Buying Decision Process -Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding .

UNIT III

Pricing – Objectives – Factors – Methods and strategies. Channels of Distribution–Wholesaler and Retailer – Services rendered by them - Factors to be considered for choosing a channel of distribution.

UNIT IV

Sales Promotion –Types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.

UNIT V

Marketing Information System - Marketing Research - Features –Direct marketing – E Business – Mail order business.

COURSE OUTCOME:

1. Gain knowledge of basic concepts of Marketing and its functions
2. Students can learn about the factors which influence consumer behaviour.
3. Learn about the factors determining the price of the product
4. Develop knowledge about Promotion Mix and how it is helpful to increase the sales of the product.
5. Gain knowledge about the benefit of using online

TEXT BOOK(S):

1. R.S.N.Pillai & Bagavathi , “Modern Marketing,” S.Chand& Co., NewDelhi.
2. RajanNair.N.,SanjithR.Nair,” Marketing,” Sultan Chand & Sons, NewDelhi.
3. Kotler Philip, “Marketing Management,” Prentice Hall ofIndia(Pvt) Ltd., NewDelhi.
4. Monga&ShaliniAnand, “Marketing Management,” Deep &Deep Publications, NewDelhi.
5. Dr. L. Natarajan , “Marketing,” Margham Publications, Chennai

REFERENCE BOOK(S)

- 1 Grewal , “Marketing,” Tata McGraw Hill management, NewDelhi.
- 2 Dr. J. Jayasankar, “Marketing,” Margham Publications, Chennai.
- 3 Marketing Management - S.A. Sherlekar, Sultan Chand & Sons, and New Delhi.
- 4 Marketing Management – Memoria & Joshi, Sultan Chand & Sons, NewDelhi.

E-RESOURCES:

1. [https://www.researchgate.net/publication/27536145 Promoting and Marketing E-Resources](https://www.researchgate.net/publication/27536145)

BUSINESS MANAGEMENT

OBJECTIVES:

- To make the students to gain expert knowledge of Management Concept.
- To know the business data with ultimately translate information for decision making.
- To enable the new business trends and customer needs.

UNIT I

Management – Definition, nature, scope, functions and Levels of Management— Management an Art or, Science or Profession a debate - Difference between management and administration - Development of management thought – Contribution by F.W.Taylor, Henry Fayol, Elthon Mayo and Hawthorne Experiments.

UNIT II

Planning –Classification – Objectives – Characteristics-Steps -Process- types- Methods- advantages - MBO and MBE - Forecasting - Forecasting Techniques.

UNIT III

Organisation and Structure – Types – Supervision and Span of Control –Departmentation– Organisation charts – Authority and Responsibility- Delegation – centralization and Decentralization- Problems in delegation.

UNIT IV

Motivation - types - Theories of Motivation – Leadership - Functions - styles - theories – Communication -Principles - types and barriers of communication.

UNIT V

Co- ordination – features – types and techniques. Control- Importance – Steps -Process- effective control system - Techniques of control.

COURSE OUTCOME:

1. Understand what management is and the basic concepts of Management.
2. Make an effective plan for the success of the Management
3. Identify common organizational structures and Authority, Responsibility relationships.
4. Differentiate leadership and management; identify the traits, dimensions, and styles of effective leaders.
5. Describe the different types and techniques of control.

TEXT BOOK(S) :

1. Dinkar Pagare, “Principles of Management,” Sultan Chand & Sons New Delhi
2. K. Sundar, “Principles of Management,” Vijay Nicole Imprints Private Limited, Chennai
3. Drucker Peter F, Butterworth Heinemann, “Management Challenges,” Oxford
4. Wehrich and Koontz, et.al, “Essentials of Management,” Tata- McGraw Hill, New Delhi.
5. Fred Luthans, “Organizational Behaviour;” McGraw Hill, New York

REFERENCE BOOK(S):

1. Louis A.Allen, “Management and Organisation,” McGraw Hill, Tokyo.
2. Hampton, David R, “Modern Management”, McGraw Hill, New York.

3. Stoner and Free, "Management," Prentice - Hall, New Delhi. 9. Prasad. L.M, "Principles & Practice of Management", Sultan Chand & Sons, New Delhi.
 - a. Gupta C.B and Srinivasan, Business Management, S. Chand Publication, New Delhi.
 - b. Y.K. Bhushan – Business Organization and Management
4. Sherlekar, 2016 Principles of Business Management, Himalaya Publications, New Delhi
5. Aswathappa Karminder Ahuman 2017 Management Concept and Cases, Mc Graw Hill Education, New Delhi

E-RESOURCES:

1. <https://libguides.westminster.ac.uk/az.php?s=125592>

BUSINESS COMMUNICATION

Objective:

To enable the students to write business letters effectively And develop communication skills.

Unit - I

Nature and Scope of Business Communication – Meaning and Importance of Communication, Kinds of Business Letters – Layout – Barriers to Communication.

Unit - II

Enquiry and Reply – Orders and their Execution – Credit and Status enquiries – Claims and Adjustments.

Unit - III

Collection Letters – Sales letters – Circular Letters – Bank Correspondence; Correspondence of a Company Secretary.

Unit - IV

Application Letters – Meaning, Types- Guidelines to write Application letters and Resumes - Form and content of an Application letter. Report writing – Features, Types of Reports, Organisation of a Business Report, Preparation of Report – Long and Short Report: Report by Individuals and Committees.

Unit - V

Modern Communication methods – Online Communication – Fax, E-mail, Voicemail, SMS, Internet, Tele – Conferencing, Video – Conferencing, Electronic Bulletin Boards.

Text and Reference Books (Latest revised edition only)

1. Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli.
2. Effective Business English and Correspondence by M.S.Ramesh and Pattenshetty –R.Chand& Company
3. Business Correspondence and Report writing by Sharma and Krishna Mohan – TMH

AUDITING

Objective:

To provide students an understanding about the principles and practice of Auditing.

Unit – I

Introduction – definition of audit – objects of audit – classification of audit – Internal audit – Periodical audit – Continuous audit – Interim audit – Balance sheet audit. Internal check – Internal control. Procedure of audit – audit programme – test check – Auditing vs. Investigation.

Unit – II

Vouching – cash and trading transactions, personal and impersonal ledgers.

Unit – III

Valuation and Verification of assets and liabilities. Depreciation and Reserves – Auditors duties regarding Depreciation and Reserves.

Unit – IV

Audit of Limited companies – share capital audit – share transfer audit – appointment, qualification, rights and liabilities of company auditors – Audit reports.

Unit – V

Divisible profits and Dividends – Audit of computerized Accounting.

Text and Reference Books (Latest revised edition only)

1. Spicer and Pegler's Practical Auditing by Ghatalia, S.V. - Allied Publishers Pvt Ltd.
2. Practical Auditing by B.N. Tandon, S.Sudharsanam and S.SundaraBalu – S.Chand publishing, New Delhi.
3. Text Book of Auditing by V.K. Batra and K.C. Bagarrta – TMH.
4. Auditing by Jagadish Prakash – Kalyani Publishers, Chennai.
5. Auditing by Dinker Pagare – Sultan Chand & Sons, New Delh

COMPUTER APPLICATIONS IN BUSINESS

Objective:

To enable the students to know the importance of computer application in business.

(Theory - 60 marks ; UE: 45 ; IA: 15)

Unit – I

Computer – Meaning – Characteristics – Areas of application – Components – Memory control unit – Input and output devices – Ms Word – Creating word documents – creating business letters using wizards – editing word documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct working with tables – opening, saving and closing documents – mail merge.

Unit – II

Spread sheet – Spread sheet programmes and applications – Ms Excel and features – Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts - application of financial and statistical function– creating, analyzing and organizing data – opening and closing work books – Introduction to Pivot tables.

Unit – III

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounting - Architecture and customization of Tally – Features of Tally – latest version – Configuration of Tally – Tally screens and menus – Creation of company – Creation of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers – Vouchers entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Contra vouchers – Journal vouchers – Editing and deleting vouchers.

Unit – IV

Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items- Configuration and features of stock item– Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders – Stock vouchers – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centres – Editing and deleting cost centres & categories – Usage of cost category and cost – centres in vouchers entry – Budget and controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format.

Unit – V

Day books– Trial balance – Profit and Loss account – – Balance sheet . Ratio analysis, Cash flow statement – Fund flow statement – Cost centre report – Inventory report - Bank Reconciliation Statement.

(Practical – 40 marks

UE:30 IA:10marks)

LIST OF PRACTICAL

MS (Unit I)

1. Creating business letters
2. Creating an application for the job with the bio-data
3. Creating Circular letter with mail-merge options
4. Creating a Table by using the split and merge options

MS-Excel (Unit II)

1. Creating a work sheet like mark sheet, Pay Slip, PF Contribution list etc.
2. Creating Charts
3. Creating a list for the enclosures
4. Filtering the date using Auto filter custom filters using comparison operations
5. Creating Pivot tables

Accounting Package (Unit III,IV and V)

1. Preparing voucher entries for the given transactions.
2. Preparing final accounts from the trial balance given with any ten adjustments
3. Inventory report
4. Bank Reconciliation Statement

Text and Reference Books (Latest revised edition only)

1. Computer Applications in Business – S.V. SrinivasaVallabhan – Sultan & Chand Publication.
2. Microsoft office – Jones & Derek – John wiley & sons inc.
3. Implementing Tally – A.K. Nadhani, BPB Publications.
4. Computer Application in Business – R. Paramasivam – S.Chand & Co, New Delhi.
5. Computer Application in Business: Dr.Joseph Anbarasu, Learntech Press

ENTREPRENEURIAL DEVELOPMENT

Objectives:

To enable the students to understand the conceptual and applied knowledge about Entrepreneurship.

Unit – I

Entrepreneurship – Definition, Concept, Nature , Characteristics , functions , types and phases of EDP, Development of women and rural entrepreneurs – Women Council Scheme.

Unit – II

The start-up process, Project identification – selection of the project – project formulation and evaluation – feasibility analysis, Project Report.

Unit – III

Institutions in the development of entrepreneurs – DIC, SIDO, NSIC, MSMEDI – SSIC, SIDCO – ITCOT, IIC – KVIC.

Unit – IV

Institutional finance to entrepreneurs: IFCI, SFC, TIIC, LIC and GIC, SIPCOT – SIDBI – Commercial banks - Venture capital.

Unit – V

Incentives and subsidies – Subsidised services – seed capital assistance – Taxation benefit to SSI. Role of entrepreneur in export promotion and import substitution.

Text and Reference Books (Latest revised edition only)

1. Dynamics of Entrepreneurial Development by Vasant Desai – Himalaya Publishing House, New Delhi.
2. Entrepreneurship & Small Business Management by Dr.C.B. Gupta and Dr.S.S.Khanka-Sultan Chand & Sons, New Delhi.
3. Fundamentals of Entrepreneurship and Small Business by Renu Arora & S.KI.Sood – Kalyani Publishers, Chennai.
4. Entrepreneurial Development by Dr.S.S. Khanka – S.Chand & Co, New Delhi.
5. Entrepreneurial Development by Dr. P. Saravanavel, Learntech Press Trichy.
6. Entrepreneurial Development by Dr.S.G. Bhanushali- Himalaya Publishing House, New Delhi

SERVICES MARKETING

Objective :

To enable students to gain expert knowledge on marketing of various services.

Unit I

Services Marketing – Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

Unit II

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process. Delivering Quality Service - TQM in services marketing - Quality standards - process and technological requirements to implement Quality Standards in services marketing.

Unit III

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategies during the Product Life Cycle – Product Planning Strategy – Development of new products – Diversification and elimination.

Unit IV

Bank Marketing – Insurance Marketing – Transport Marketing.

Unit V

Tourism and Hotel Marketing – Education Marketing – Communication Services Marketing – Health services.

Text and Reference Books :(Latest revised edition only)

1. S.M.Jha, Services Marketing, Himalaya Publishing House, Mumbai.
2. M.Y.Khan, Services Marketing, Tata McGraw Hill, New Delhi.
3. C.B.Memoria&R.K.Suri, Marketing Management, Kitab Mahal,
4. Kotler -Marketing Management , Sultan Chand & Sons, New Delhi.
5. Cowell.- Marketing of Services, Heinemann Publishers, London.
6. Christopher Lovelock, Jochen Wirtz & Jayanta Chatterjee – Service Marketing People, Technology, Strategy. Pearson Education

HUMAN RESOURCE MANAGEMENT

Objective :

To impart knowledge on the concepts and principles of HRM followed in different types of organization.

Unit I

Human Resource Management- Meaning – Nature and Scope, Objectives - Functions - Distinction between HRM and Personnel Management. Personnel Policies: Procedure and Programmes. Organization of HRM Department – Needs – Recent Trends in HRM Practices – Personnel Audit- Human Resource Information System- need and benefits.

Unit II

Man Power Planning – Characteristics: Need, Process - Job Analysis- Job Description- Job Specification - Job Design- Job Evaluation Methods – Merits and Demerits - Job Enrichment- Job Enlargement – Re-Engineering - Recruitment – Sources - Selection- Selection Procedure, - Interviews – Placement – Induction.

Unit III

Training – Meaning, Need - Selection of Trainees- Methods of Training – Evaluation of Training - Management Development Programmes- Methods.- Promotion – Types, Merits- Demotions; Career Planning - Transfers

Unit IV

Performance Appraisal – Purpose- Factors Affecting Performance Appraisal – Criteria for Performance Appraisal – Performance Appraisal Techniques – Limitation of Appraisal Methods. Quality of Work Life – Issues in Quality of Work Life- Measuring QWL – Workers Participation in Management.

Unit V

Grievance – Meaning, Causes of Grievance- Grievance Redressal Procedure – Collective Bargaining – Meaning – levels – methods – pre-requisites – Benefits.

Text and Reference Books (Latest revised edition only)

1. Pravin Durai, Human Resource Management, 2nd Edition, Pearson Education, New Delhi
2. Dr. Ashwathappa, Human Resource Management, McGraw Hill Education (India) Pvt. Limited, New Delhi.
3. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.
4. L.M. Prasad, Human Resources Management, Jain Book Agency, New Delhi.
5. Dale Yoder & Paul D. Staudohar, Personnel Management, Prentice Hall.

6. S.S. Khanka, Human Resource Management ,S.Chand& Sons, New Delhi.
7. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
8. H.John Bernardin&JoyeeE.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
9. David A. DeCenzo& Stephen P.Robbins, Personnel/Human Resource Management, Thirddedition, PHI/Pearson.
- 10.VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, NewDelhi.

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Objective :

To enable the students to acquire knowledge in computers, Information Technology and to develop skills in Computerized Accounting System both theory and inpractical.

Unit I

Introduction to Computers – Classification of Computers – Generations of Computer– Memory Units – Auxiliary StorageDevices – Input and Output Devices -Computer Software–Operating System – Programming Languages.

Unit II

Fundamentals of Computerized Accounting – Computerized Accounting Vs Manual Accounting - Procedure for Creating a new company – Groups Creation – Ledger Creation.

Unit III

Vouchers creations – Payment voucher – Receipts voucher – Sales voucher – Purchase voucher – Journal voucher – Contra voucher.

Unit IV

Creation of a new company – Groups Creation – Multiple Groups and Single Groups - Creation of ledgers – Multiple Ledgers and Single Ledgers.

Unit V

Vouchers creations – Voucher entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Journal voucher and Contra vouchers.

Internal Assessment: Theory – 15 Marks; Practical – 10 Marks University

Examinations : Theory- 45 Marks ; Practical - 30 Marks.

ExaminationDuration:Theory 2 Hours ; Practical 2 Hours

(Theory & Practical)

(Theory 45 Marks)

Text and Reference Books (Latest revised edition only)

1. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi
2. Alexis Leon and Mathews Leon by Fundamentals of Information Technology.Vikas Publishing Company, New Delhi
- 3.Deepak Bharihoke, Fundamentals of Information Technology, Excel Publications, New Delhi.