

# SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)

(Affiliated to Bharathidasan University)  
(Accredited by NAAC&AnISO9001:2015 Certified Institution)  
(Ranked in NIRF-2024)  
SUNDARAKKOTTAI, MANNARGUDI -614016.



## DEPARTMENT OF COMMERCE

### DETAILS OF VALUE ADDED COURSES OFFERED

#### ACADEMIC YEAR 2025-2026

S. No.	Class	Semester	Title of the Course	Course Code
1.	I B.Com (G)	II	Life Coping Skills	U25CMVA21
2.	I B.Com (CA)	II	Professional Etiquettes	U25CCVA21
3.	II B.Com(G)	III	Compensation Management	U24CMVA32
4.	II B.Com(CA)	III	Luxury Marketing	U24CCVA32
5.	III B.Com	V	New Venture Planning	U23CMVA53
6.	I M.Com	II	Leadership and Team Development	P25CMVA21
7.	II M.Com	III	Interview Techniques And Interpersonal Communications	P24CMVA32

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(Autonomous)

SUNDARAKKOTTAI, MANNARGUDI-614016

(For the Candidates admitted in the academic year 2025–2026)

**DEPARTMENT OF COMMERCE**

**B.Com (GENERAL)**

**Semester : II-VAC-I: Life Coping Skills**

**Ins. Hrs: 30**

**Course Code: U25CMVA21**

## OBJECTIVES

- To manage emotions that come as a result of life changes.
- To develop skills are helpful when you realize you are becoming very emotional or stressed of events.
- To very helpful especially before an outburst occurs.

### **Unit I: Self –Concept, Self-Acceptance and Personality Development**

**(6Hours)**

Concept and definition of Self-Esteem, Factors influence Self-Esteem, Low Vs High Self-Esteem, Step to raise Self Esteem, Definition of Self of Self Concept, Characteristics of the Self-Concept, Introduction, Definition and Theoretical perspective of self-Acceptance, Benefits of Self- Acceptance, Characteristics and Elements of Personality and Identity of the Individual..

### **Unit II: Positive Thinking, Motivation and Self Actualization**

**(6Hours)**

Positive Thinking and Positive Attitude, The power of positive thinking, positive imaging, Concept and Theories of Motivation and Self-Actualization and Factors of Motivation.

### **Unit III: Goal Setting**

**(6Hours)**

Definition of Goal Setting, Different types of Goals, Importance of Goal setting, Obstacles to set Goals and Steps to Goal Setting.

### **Unit IV: Coping Skills**

**(6Hours)**

Depression, Fear, Anger and Failure – Definition, Symptoms, Causes and Impact of Depression, How to overcome Depression, Theoretical Input of Fear, Kinds of Fear, Coping with Fear, Ways to overcome Fear, Consequence of Anger, Managing Anger, Steps toward Anger Management, Positive Attitude towards Failure, Coping with Failure.

### **Unit V: Leadership**

**(6Hours)**

Emergence and Functions of Leader, Characteristics of Leadership, Attributes of Leadership, Types of Leadership, and Characteristics of Successful Leadership.

**Total Lecture Hours-30**

## COURSE OUTCOMES

The students are able to

1. Explain the Identify their conflict styles and the basic values of self and others
2. Develop meaning ful inter-personal relationships in different environments
3. In collate a positive mind set and a humanistic attitude

4. Student will be able to Fear, Consequence of Anger
5. Students to become good businessman, Leadership

#### **TEXT BOOK(S):**

1. Xavier Alphones, S.J. (2004).
2. *We Shall Overcome-A Textbook on Life Coping Skills*. Chennai: ICRDCE Publication.
3. Shiv Khera, "You Can Win", Macmillan Books, New York, 2003
4. Barun K. Mitra, "Personality Development & Soft Skills", Oxford Publishers, Third impression, 2017.
5. Self-knowledge and self-discipline by B. W. Maturin

#### **REFERENCE BOOK(S):**

1. Fryden berg, E. (2010). Think positively!: A course for developing coping skills in a dole scents . A & C Black.
2. Harper , F.G., & LPC-S, A.C.S. (2019). Coping Skills: Tools & Techniques for Every Stressful Situation. Microcosm Publishing.
3. Larry James, "The First Book of Life Skills"; First Edition, Embassy Books, 2016
4. Kalyana, "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd, 2015
5. ICT Academy of Kerala, "Life Skills for Engineers", McGraw Hill Education (India) Private Ltd., 2016.

#### **E-RESOURCE**

1. <https://www.verywellmind.com/forty-healthy-coping-skills-4586742>
2. <https://www.calm.com/blog/coping-strategies>
3. <https://universitykart.com/course/coursedetails/certificate-in-life-coping-skills>
4. <https://nagalanduniversity.ac.in/files/nep2020/SEC/2023-Education-SEC.pdf>
5. <https://www.unicef.org/india/media/2571/file/Comprehensive-lifeskills-framework.pdf>

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(For the Candidates admitted in the academic year 2025–2026)

**DEPARTMENT OF COMMERCE**

**B.Com (CA)**

**Semester : II-VAC-I: Professional Etiquettes**

**Ins. Hrs: 30**

**Course Code: U25CCVA21**

## OBJECTIVES

- To learn the principles of business etiquettes and professional behavior.
- To understand the etiquettes for making business correspondence effective
- To be able to present yourself confidently at various business situations.

### Unit I: Business Etiquette, Greeting and Introduction

**(6Hours)**

who to introduce first, Guidelines for Determining Importance, A few tips, Shaking Hands, Use of Names, Business Card, Remembering Names

### Unit II: The well Groomed Man

**(6Hours)**

Hair, Face, Hands, Personal Hygiene, formal dresscode, Shirts and Trousers, Business Suits, Ties, Shoes, Belt, Socks, Handkerchief, wallet, Jewellery, Eyeglasses, Fragrance, Business Casuals.

Well Groomed The Women:

Hair, Personal Hygiene, Makeup, Hand and Nails, Feet, Shoes, Jewellery, Formal Dresscode, Indian Dressing, Western Dressing, Accessories, Business Casuals

### Unit III: Workplace Etiquette

**(6Hours)**

Behavior, Body Language, Everyday Courtesies, Use of office Machine Etiquette, Using Facilities, Washroom Etiquette, Holding Doors, Elevator Etiquette, Managing Conflict, Visiting Other Offices, Receiving Visitors in Your Offices, Telephone Etiquette, CellPhone Etiquette, Meeting Etiquette.

### Units IV: Dining Etiquette

**(6Hours)**

Rationale for a Dining Etiquette, Table Setting, Napkin Use, Cutlery Awareness, Eating Consideration, Eating Soup, Breaking Bread, Managing Difficult Food, Specific Dishes, Avoiding Elementary Dining Mistakes, Knowing Wines.

### Unit V: Restaurant Etiquette

**(6Hours)**

Reservation, Ordering, Problems, Paying Bills and Tipping, Buffet Dining Etiquette. Office Party Etiquette: some Consideration, when is a Person a Bad Guest. Travel Etiquette: Airplane Travel, Hotel Stay. Cross-Cultural Consideration: Awareness, Cultural Sensitivities of some Countries, Giving Gifts. Email Etiquettes.

**Total Lecture Hours-30**

## **COURSE OUTCOMES**

The students are able to

1. Students will Well Etiquette, workplace Etiquette, dinning Etiquette, and restaurant Etiquette
2. The students will improve Professional behavior in business environment.
3. Students will also learn Behavior, Body Language, Everyday Courtesies, Use of office Machine Etiquette
4. The students will learn Cutlery Awareness.
5. The students will Cross-Cultural Consideration..

## **TEXT BOOK(S):**

1. BarbaraPachter,&MarjorieBrody,(1994).BusinessEtiquette.NewYork:Mcgraw-Hill Education.
2. SarveshGulati,(2012).CorporateGroomingandEtiquette.Kolkatta:RupaPublicationsPvt. Ltd.
3. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015
4. Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
5. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. Print

## **REFERENCE BOOK(S):**

1. Ferguson,(2009).Professional Ethics and Etiquette. New York :In fobase Publishing.
2. Shitkal Kakkar Mehra,(2012). Business Etiquettes-A Guide for the Indian Professional .New Delhi:Harper Collins India Publisher
3. Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
4. Rani, D Sudha, TVS Reddy, D Ravi, and AS Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016
5. Raghu Palat, Indian Business Etiquette, Jaico Books, 2015

## **E-RESOURCE**

1. <https://graduate.northeastern.edu/knowledge-hub/workplace-etiquette/>
2. <https://learn.saylor.org/course/view.php?id=62>
3. [https://psou.ac.in/beta/asset/docs/stc\\_syllabus/Certificate%20Course%20in%20Business%20Etiquettes%20and%20Professionalism.pdf](https://psou.ac.in/beta/asset/docs/stc_syllabus/Certificate%20Course%20in%20Business%20Etiquettes%20and%20Professionalism.pdf)
4. <https://learn.saylor.org/course/view.php?id=62>
5. <https://www.lsib.ae/prepositions1.aspx?id=40518&CourseTitle=Professional>

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**DEPARTMENT OF COMMERCE**

**B.Com (GENERAL)**

**Semester : III-VAC-II: Compensation Management**

**Ins. Hrs: 30**

**Course Code: U24CMVA32**

## OBJECTIVES

- To understand the significance of compensation management..
- To develop a clarity about economical behavioural dimension of compensation management.
- To analyse the emerging issue and trends in compensation methods.

### UNIT I : Compensation

**(6Hours)**

Meaning, Constituents and Types of compensation, Conceptual Framework of Compensation Management, Theories of wages; Criteria of wage fixation; Institutional and Cultural factors on Compensation Practices; National differences in compensation; Compensation System Design Issues: Compensations Philosophies, Compensation Approaches.

### UNIT I : Strategic Compensation Planning

**(6Hours)**

Developing a total compensation strategy; Competitive Advantage; Job evaluation systems ,the compensation structure Wage and Salary Surveys, The Wage Curve, Pay Grades and Rate Ranges ,Preparing Salary Matrix, Fixing Pay, Significant Compensation Issues. Variable Pay: Strategic reasons for Incentive Plans, Administering Incentive Plans, Individual Incentive Plans; Group Incentive Plans; Team Compensation, ESOPs Performance measurement issues, incentive application and globalization

### UNIT III : Managing Employee Benefits

**(6Hours)**

Nature and types of benefits, Employee Benefits Programs; Security Benefits, Retirement Security Benefits, Health Care Benefits, Time Off Benefits, Benefits Administrations, Employee Benefits Required by Law Discretionary Major Employee Benefits, Employee Services; Designing a Benefits Package..

### UNIT I : Executive Compensation

**(6Hours)**

Elements of executive compensation and its management, Executive compensation in an international context, Wage Determination: Principles of wage and salary administration, methods of wage determination in India; Internal and external equity in compensation systems, Wage administration in India: Wage Policy in India, Wage Boards: Structure, Scope and Functions, Pay Commissions.

### UNIT V: International Compensation

**(6Hours)**

Global convergence of compensation practices; Pay for performance or global employees; Practices indifferent industries; Employee benefits around the world; CEO pay in a global context; Beyond compensation.

**Total Lecture Hours-30**

## COURSE OUTCOME:

The students are able to

1. How pay decisions help the organization achieve a competitive advantage.
2. It enables students to designed to provide the student with a thorough knowledge of various methods and practices of Compensation Management
3. It enables students to understand and perform job evaluation for various job positions of different fields.
4. It also serves to develop and strengthen over all analytical skills of students Related to various HR Functions.
5. It enables students to understand Participate in simulation activity on Job Description.

#### **TEXT BOOK(S):**

1. IGNOU: Study materials on Compensation Management
2. Milkovich,Newman&Gerhart,Compensation,TMH,2011,10th Edition
3. Luis R.Gomez- Mejia&Steve Werner, Global compensation-Foundations and perspectives Routledge, 2008.
4. RichardI. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 2009, 10th Edition.
5. BDSingh,CompensationandRewardManagement,ExcelBooks,2008

#### **REFERENCE BOOK(S):**

1. Satrapi,K.(2007).Human Resource Management .New Delhi:Tata McGraw-Hill.
2. Chhabra,T.N.(2004).Human ResourceManagement.Delhi:DhanpatRai &Co.
3. Gupta,C.B.(2018). HumanResourceManagement.Delhi:SultanChand& Sons.
4. Decenzo,DA,&Robbins,SP.FundamentalsofHumanResourceManagement. Wiley
5. Director Soms, MS- 27, Wage and Salary Administration IGNOU, New Delhi

#### **E – RESOURCE:**

1. <https://www.aihr.com/blog/compensation-management/>
2. <https://www.compport.com/blog/types-of-compensation-management-in-hrm>
3. <https://www.kluniversity.in/mba/pdf/Compensation%20Management.pdf>
4. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/HRM/3CompensationManagemnt.pdf>
5. <https://www.vtcbsr.edu.in/files/syllabus/603%20HSE>

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**DEPARTMENT OF COMMERCE**

**B.Com (CA)**

**Semester : III-VAC-II: Luxury Marketing**

**Ins. Hrs: 30**

**Course Code: U24CCVA32**

## OBJECTIVES

- To Analytical skills by hands-on experience and business case analysis, discussion, and presentation.
- To contradict the essence of a particular luxury brand
- To understanding of the luxury segment of the market as it applies to a variety of industries

### **UNIT I : Historical and contemporary perspectives in Luxury (6Hours)**

Historical and contemporary perspectives in Luxury: Concept of Luxury ,Fashion and Premium,RelevanceofLuxuryandLuxuryMarketing,Luxuryproductandservice,ApproachestoTypologyofLuxuryProdut/MarketCombinatios,Commodity Approach, Functional Approach, Distinguishing Luxury, Fashion & Premium Strategies ,Luxury, Individual and Society: Opportunities and pitfalls..

### **UNIT II : Business models regulating luxury brands (6Hours)**

Luxury Business Model, Distributing the Luxury Goods;. Exclusivity vs. Selectivity, Facets of luxury, Luxury: Product and brand, Ingredients of the Luxury Product: Complexity and Work. Luxury and Culture.

### **UNIT III: Luxury Consumer (6Hours)**

Segmenting beyond SES, Customer attitudes vis-à-vis luxury, Heavy Users and DayTrippers,Kapfeners4luxury clienteles, Luxury differences across Countries: Western Countries and Emerging Markets, India's Luxury clients; Motivation for Luxury Consumptions.

### **UNIT IV: Developing Brand Equity (6Hours)**

Brand identity Vs Positioning, Luxury Brand Identity Prism, Luxury Brand Building, Luxury Brand Architecture, Counterfeiting, Clients of Counterfeits.

### **UNIT V: Strategies for Luxury Brand (6Hours)**

Managing the Pricing, Distribution, and Communication, Enter and Exit in Luxury Segments, Select business models ;Automobile, Haute Couture, Perfume and High Tech Models, Life Cycle and Sustainability of Luxury Brands.

**Total Lecture Hours-30**

## COURSE OUTCOME:

The students are able to

1. Upon course completion, students will grasp luxury marketing's historical and contemporary facets Apply the concept of investment planning
2. Students will discern luxury, fashion, and premium strategies, analyze business models, and explore luxury consumer behavior
3. Students will delve into brand equity development, pricing.



4. This holistic understanding will equip students to navigate the complex landscape of luxury marketing.
5. Making informed decisions and contributing meaning fully to the industry.

#### **TEXT BOOK(S):**

1. Som, A., & Blanckaert, C. (Year). The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand Management. Wiley.
2. Chevalier, Michel & Mazzalovo, Gerald. Luxury Brand Management– A World of Privilege, Second Edition, 2022, Wiley.
3. Chevalier, Michel & Gutsatz, Michel. Luxury Retail Management–How The World's Top Brands Provide Quality Product & Service Support, 2022
4. Aaker, David A. Managing Brand Equity: Capitalizing on the Value of a Brand Name, New York: The Free Press, 1991
5. Gobé, Mark. Emotional Branding: The New Paradigm for Connecting Brands to People, 2001.

#### **REFERENCE BOOK(S):**

1. Chadha, Radha & H., Paul. The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury, 2016, Nicholas Brealey International.
2. Wittig, Martin, Sommerrock Fabian, BEIL Philip & ALBERS Markus. Rethinking Luxury, 2022 Roland Berger Strategy Consultants Publishing
3. Lockwood, Thomas. Building Design Strategy: Using Design to Achieve Key Business Objectives, 2008.
4. Lockwood, Thomas. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value, 2010.
5. Kapferer, Jean-Noel and V. Bastien. The Luxury Strategy, London: Kogan Press, 2008. (2nd edition, 2012)

#### **E – RESOURCE:**

1. <https://lesroches.edu/blog/what-luxury-marketing/>
2. <https://lombardo.agency/the-8-ps-of-luxury-brand-marketing/>
3. <https://www.uvic.ca/sites/default/files/Syllabus%20Luxury%20Marketing%20UVic-UCC.pdf>
4. <https://bo.cems.org/upload/courses/10894.pdf>
5. <https://syllabus.sciencespo.fr/cours/202310/229661.html>

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**DEPARTMENT OF COMMERCE**

**B.Com**

**Semester : V-VAC-III: New Venture Planning**

**Ins. Hrs: 30**

**Course Code: U23CMVA53**

## OBJECTIVES

- To entrepreneurial skills in the students by giving an overview of entrepreneurship and the competencies that are needed to become an entrepreneur
- To enable students to explore and launch entrepreneurial ventures in their own areas of interest..
- To Describe distinct entrepreneurial traits

### UNIT I : Starting New Ventures

**(6Hours)**

New Venture: Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity The role of creative thinking. Developing. creativity Impediments to creativity. Path ways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising :How a Franchise works. Franchise law. Evaluating the franchising opportunities...

### UNIT II : Legal Challenges in Setting up Business

**(6Hours)**

Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation and their procedures and compliances.

### UNIT III: Search for Entrepreneurial Capital

**(6Hours)**

The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist; Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations. Business Incubators & Facilitators. Informal risk capital: Angel Investors. Government schemes for ventures like: Start-up India, Stand Up India, Make in India, Vikashit Bharat..

### UNIT IV: Marketing Aspects of New Ventures

**(6Hours)**

Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision..

### UNIT V: Business Plan Preparation for New Ventures

**(6Hours)**

Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.

**COURSE OUTCOME:**

The students are able to

1. The students will be able to generate a business idea using different techniques and describe sources of innovative ideas;
2. The students will be able to evaluate advantages of acquiring an ongoing venture with a case study; present a comparative analysis of various government schemes
3. Students will be learn the which are suitable for the business idea
4. After completion of the course Develop a marketing plan for a business idea prepare .
5. Present a well-conceived Business Plan.

**TEXT BOOK(S):**

1. Allen, K.R. (2015). *Launching New Ventures: An Entrepreneurial Approach*. Boston: Cengage Learning.
2. Barringer, B.R., & Ireland, R.D. (2015). *Entrepreneurship: Successfully Launching New Ventures*. London: Pearson.
3. Barringer, B.R., & Ireland, R.D. (2015). *Entrepreneurship*. Pearson
4. Hisrich, R.D., Manimala, M.J., Peters, M.P., & Shepherd, D.A. (2013). *Entrepreneurship*. Delhi, India: Tata McGraw Hill
5. Kuratko, D.F., & Rao, T. V. (2012). *Entrepreneurship: A South-Asian Perspective*. Cengage

**REFERENCE BOOK(S):**

1. Kuratko, D. F., & Rao, T. V. (2012). *Entrepreneurship: A South-Asian Perspective*. Boston: Cengage Learning.
2. Shukla, M.B. (2007). *Entrepreneurship and Small Business Management*. Allahabad, India: Kitab Mahal Publishers.
3. Nicholls, A. (Ed.). (2006). *Social entrepreneurship new models of sustainable social change*. London: United Kingdom: Oxford University Press.
4. Hishrich, R.D., & Peters, M.P. (2017), *Entrepreneurship*. Delhi, India: Tata McGraw Hill
5. Shankar, R. (2012). *Entrepreneurship Theory and Practice*. Delhi, India: Tata McGraw Hill.

**E – RESOURCE:**

1. <https://www.studocu.com/in/document/amity-university/fundamentals-of-entrepreneurial-marketing/entrepreneurship-and-new-venture-creation/42286805>
2. [https://rlacollege.edu.in/NEP-UGCF/B.Com.\(P\)%20DSC%20Sem-4.pdf](https://rlacollege.edu.in/NEP-UGCF/B.Com.(P)%20DSC%20Sem-4.pdf)
3. [https://rlacollege.edu.in/NEP-UGCF/B.Com.\(P\)%20DSC%20Sem-4.pdf](https://rlacollege.edu.in/NEP-UGCF/B.Com.(P)%20DSC%20Sem-4.pdf)
4. <https://nmcollege.in/docs/academics/bcom-honours/9.New-Venture-Planning-1.docx>
5. <https://www.msuniv.ac.in/images/distance%20education/learning%20materials/ug%20pg%202023/ug%202021/BBA%202023/JNBA31-IIISem-NewVenture%20managment.pdf>

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(For the Candidates admitted in the academic year 2025–2026)

**DEPARTMENT OF COMMERCE**

**M.Com**

**Semester : II-VAC-I: Leadership and Team Development**

**Ins. Hrs: 30**

**Course Code: P25CMVA21**

## **OBJECTIVES**

- To module intends to develop critical appreciation and impart effective leadership skills
- To Apply various theories of leadership.
- Analyse importance of leadership and change management

### **UNIT I : Introduction**

**(6Hours)**

Leadership: Meaning & Concept; Role and Functions of a Leader; The Great Man Theory; Trait Theory; Leadership & 3 Forces Model; Power: Definition & Types; Way to use Power for Effective Leadership; Creating Appropriate Power.

### **UNIT II : Leadership Styles**

**(6Hours)**

Self & Personality in Leadership; Leadership Traits & Motive Profile. Lewin's (Iowa) Leadership Styles: Autocratic, Democratic, Free Reign; Contingency Theories of Leadership: Fiedler's Contingency Model, The Path-Goal Theory, Hersey-Blanchard Situational Leadership Theory; Transactional Leadership; Charismatic Leadership; Transformational Leadership.

### **UNIT III: Leading and Empowering**

**(6Hours)**

Leader as a Coach; Leader as a Mentor; Empowering Skills; Delegation of Authority; Decentralization; Service Leadership; Servant Leadership; Ethics & Leadership; Sustainable Leadership; Collective Leadership. Leadership Development Practices in various organisations.

### **UNIT IV: Team Building**

**(6Hours)**

Team: Meaning, Characteristics, Types; Team Development Stages- Tuckman's Model, etc.; Team Building; Team Leader; Belbin Team Roles- Action Oriented Roles, People Oriented Roles, and Cerebral Roles; Team Meetings and Leadership; Ginnett-Team Effectiveness Leadership Model (TELM); High Performance Teams & Leadership.

### **UNIT V: Leading Transformation through High Performance Teams**

**(6Hours)**

Leading Transformation: Context, Shared Vision, Strategy. Wheel of Transformation Model. Determinants of High Performing Teams: 4Cs-Context, Composition, Competencies, Change; Leading Innovative Teams-Employee First Customer Second, Cross-Cultural Teams, Virtual Teams.

**Total Lecture Hours-30**

## **COURSE OUTCOME:**

The students are able to

1. After completion of the course, students will be able to evaluate the traits of successful Leader
2. Use the leadership self-assessment tool to assess their leadership styles
3. Leadership Styles with real life examples and demonstrate role play as a Leader in a team in the class.
4. Analyse the strategies of building an effective team with a real-life example.
5. Design share division and business strategy of a hypothetical organisation to  
Create high performing Teams..

## **TEXT BOOK(S):**

1. Dyer, W.G.J., Dyer, J.H., & Dyer, W.G. Team Building: Proven Strategies for Improving Team Performance. New Jersey: John Wiley & Sons.
2. Day, D.V. The Oxford Handbook of Leadership and Organizations. Oxford,
3. Northouse, P. (2018). Leadership: theory and practice. California: SAGE Publications.
4. Griffin & Moorhead, Organizational Behavior, 10th Ed (2012)., Cengage Learning India Pvt. Ltd.
5. Gary Yukl, Leadership in Organizations, 8th (2013) Pearson Education

## **REFERENCE BOOK(S):**

1. Mittal, R., Leadership: Personal Effectiveness & Team Building. Vikas Publishing.
2. Willink, J. (2020). Leadership Strategy & Tactics: Field Manual. Macmillan Publishers.
3. 5. Richard L Hughes, Robert C. Gannett, Curphy President Gordon J, Leadership Enhancing the Lessons of experience, 8th Ed., (2014) TMH.
4. Andrew J Durbin, Leadership-Research findings, Practice, and skills, 7th Ed. (2012) Publisher -Cengage Learning.
5. Christopher F. Chua, Robert N. Lustier, (2013) 5th Ed., Effective Leadership, South Western/Cengage Learning India

## **E – RESOURCE:**

1. <https://thirst.io/blog/what-is-leadership-team-development/>
2. <https://egyankosh.ac.in/bitstream/123456789/12232/1/pdf>
3. <https://www.pbsiddhartha.ac.in/Syllabus/R22/MBA/SEM%204/22%20BA%20412.pdf>
4. <https://api.ssju.ac.in/media/a1Z3mQYJD1685790851111.pdf>
5. <https://osou.ac.in/eresources/syllabus-modular-programme-leadership-development.pdf>

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**DEPARTMENT OF COMMERCE**

**M.Com**

**Semester : III-VAC-II: Interview Techniques And Interpersonal Communications**

**Ins. Hrs: 30**

**Course Code: P24CMVA32**

## **OBJECTIVES**

- To learn about the core and generic skills required to engage in interviewing process.
- To learn about different techniques to be used to effectively help clients.
- To reflect on your own interviewing prowess by analyzing the illustrations offered here

### **UNIT I : Basic of Interview**

**(6Hours)**

Important aspects of interview-Maintaining interview files- Important of background information about the job, the organization and the interviewer- Things to do before interview-preparing for the interview-Facing panel interview- Handling appropriate questions-Standard Interview formats-Sample Questions.

### **UNIT II : Preparation for interview**

**(6Hours)**

Information consideration before the interview-Entering into the interview room-Giving answers to the questions-Recapturing the interviewer's attention-questions to ask towards the end of the interview- Things to do after interview – Second interview.

### **UNIT III: Interview Behaviors**

**(6Hours)**

Grooming for interview-Checklist for interview-Three essential interview Skills-Ten sticky interview situations and handling them-Avoiding ten interview blunders-Job interviews do's and Don'ts- Informal interviews Do's and Don'ts- Ready for unexpected interview-Strengths and weakness-Interview body language- interview etiquette-Basics of group discussion.

### **UNIT IV: Social Skills and Conflict Management Skills**

**(6Hours)**

Component of Social Skills, effective ways of dealing with people - Types of conflict (intrapersonal, intra group and intergroup conflicts) - Basic concepts, cues, signals, symbols and secrets of body language - Significance of body language in communication and assertiveness training. - Conflict stimulation and conflict resolution techniques for effective conflict management.

### **UNIT V: Interpersonal Skills**

**(6Hours)**

Concept of team in work situation, promotion of team spirit, characteristics of team player- Awareness of ones own leadership style and performance- Nurturing leadership qualities - Emotional intelligence and leadership effectiveness-selfawareness,self-management,self-motivation,empathyandsocialskills- Negotiation skills-preparation and planning, definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation.

**Total Lecture Hours-30**

## **COURSE OUTCOME:**

The students are able to

1. understand the various ways of gathering information by asking people questions
2. understand how to decide between the different types of interview
3. To develop the skills needed for approaching different types of interviews.
4. To understand Social Skills and Conflict Management Skills.
5. To understand the various Interpersonal Skills.

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## **TEXT BOOK(S):**

1. Abdulhashen,(2012).*InterviewManual*.NewDelhi:RameshPublishingHouse
2. Venkataratnam, C. S., & Dhal, M. (2017). *InterviewManual*. 2nd Ed. Delhi: OUPIndia
3. Dass, R. 1985. *How Can I Help?* New York, Knopf Publishing Group.
4. Sue, D.W., Sue, D. (2016). *Counseling the Culturally Diverse: Theory and Practice* 7th Edition. Hoboken, New Jersey, John Wiley & Sons, Inc
5. Shapiro, S.L., & Carlson, L.E. 2017. *The Art and Science of Mindfulness*

## **REFERENCE BOOK(S):**

1. Hurlock,E.B.(2006).*PersonalityDevelopment*.NewDelhi:TataMcGrawHill
2. Anandamurugan,S.(2011).*PlacementInterviews*. NewDelhi:TataMcGrawHill.
3. Sue, D.W., Sue, D. (2016). *Counseling the Culturally Diverse:*
4. *Theory and Practice* 7th Edition. Hoboken, New Jersey, John Wiley & Sons, Inc
5. Rosenberg, M. 2003. *Non-Violent Communication*. Encinitas, CA: Puddle Dancer Press.

## **E – RESOURCE:**

1. <https://in.indeed.com/career-advice/interviewing/interpersonal-skills-interview-questions>
2. <https://egyankosh.ac.in/bitstream/123456789/58746/1/Unit2.pdf>
3. <https://www.scu.edu/media/ecp-media-/ecp-media/pdfs/cpsy-tentative-schedules/CPSY-200->
4. <https://www.acg.edu/dereeacg/files/pdfs/HC2406.pdf>
5. <https://www.adelaide.edu.au/course-outlines/108754/1/sem-1/>