

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086
M.COM DEGREE

SYLLABUS
(Effective from the academic year 2015-2016)

ADVERTISING

CREDITS: 4

LTP: 4 0 0

CODE: 15CM/PE/AD14

TOTAL TEACHING HOURS.: 52

OBJECTIVES OF THE COURSE

- To offer an insight into the creative strategies of advertising.
- To enable students to understand the changing perspective of advertising.
- To provide an understanding of the growing demand and challenges of the promotional aspects of advertising.

Unit 1
The Field of Advertising **(10 hrs.)**

- 1.1 Role of Advertising – Marketing, Communicative, Economic, Social
- 1.2 Advertising as a Promotional Tool

Unit 2
Creative Strategy **(10 hrs.)**

- 2.1 **Ad Copy**
 - 2.1.1 Meaning – Preparation Process
 - 2.1.2 Types of Copy Form
 - 2.1.3 Elements of an Ad Copy
- 2.2 **Ad Designing**
Elements of Creative Ad Design
- 2.3 **Ad Layout**
 - 2.3.1 Structure of an Ad Layout
 - 2.3.2 Principles of Ad Layout

Unit 3
Advertising Media **(10 hrs.)**

- 3.1 Types of Media
 - 3.1.1 Indoor and Outdoor
 - 3.1.2 Electronic and Online
 - 3.1.3 Social Media Marketing
- 3.2 Media Choice Criteria
Factors Affecting Choice of Media

Unit 4
Planning and Executing Ad Campaign (10 hrs.)

- 4.1 Preparation of Campaign – Stages in the Campaign Process
- 4.2 Ad Budgeting – Types – Affordable Rate Method, Percentage of Sales Method, Competitive Parity Method and Objective and Task Method

Unit 5
Evaluation Of Advertising (12 hrs.)

- 5.1 Measures to Study Effectiveness – Direct and Indirect Measures
- 5.2 Ethics in Advertising

BOOK FOR STUDY

Belch. *Advertising and Promotion*. New Delhi: Tata McGraw Hill, 2014.

BOOKS FOR REFERENCE

Bovee, John. Courtland, L.George, Dovel, P. and Wood, Marian Burk. *Advertising Excellence*.
New Delhi: Tata McGraw Hill , 1999.

Christina Spurgeon. *Advertising & New Media*. USA : Taylor & Francis, 2008.

Jaishree Jethwaney, Shruti Jain, *Advertising Management*, New Delhi: Oxford
University Press.

Kenneth, E. Clow & Donald E. Baack. *Integrated Advertising Promotion & Marketing
Communication*. New Delhi: Prentice Hall, 2003.

Sabyasachi Chatterjee. *Media and Advertising Management : New Trends*. New Delhi: ICFAI,
2007.

Wells. *Advertising Principles and Practice*. New Delhi: Prentice Hall of India, 2007.

JOURNALS

Journal for advertising research and new insights on marketing issues

Journal of interactive advertising

International Journal of Internet marketing and Advertising

WEB RESOURCES

<http://www.smallfuel.com/blog/entry/the-8-steps-of-an-advertising-campaign/>

<http://www.brickmarketing.com/define-ad-copy.htm>

<http://letsspeaktogether.blogspot.in/2013/02/elements-of-advertisement-copy.html>

<http://kalyan-city.blogspot.com/2013/08/eleven-major-functions-of-advertising.html>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

Third Component:

List of Evaluation Modes:

Assignments

Seminar

Case study

Class presentation and group discussion

End Semester Examination:

Total Marks:100

Duration: 3 hours

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
M.COM DEGREE

SYLLABUS
(Effective from the academic year 2015 -2016)

INSURANCE AND RISK MANAGEMENT

CREDITS : 4

L T P : 4 0 0

CODE: 15CM/PE/IR14

TOTAL TEACHING HOURS.: 52

OBJECTIVES OF THE COURSE

- To expose students to various concepts and products of both life and general insurance
- To provide a basic understanding of the insurance mechanism

Unit 1

Conceptual frame work (10 hrs.)

- 1.1 Concept of Risk , Peril, Hazard , Classification and Burden of Risk
- 1.2 Insurance as a Device to Hedge Risk Need and Functions
- 1.3 Elements of Insurable Risk
- 1.4 Principles of Insurance and Types of Insurance Contracts - Life and General
- 1.5 Government as Insurer and Regulator - overview of IRDA
- 1.6 Major Players in the Indian Insurance Industry - Insurance Penetration in India

Unit 2

Risk Management (10 hrs.)

- 2.1 Risk Management – Objectives and Process
- 2.2 Methods of Handling Risk
- 2.3 Risk Management Methods
- 2.4 Risk Management Department – Organisation and Functions

Unit 3

Life and Health Insurance (12 hrs.)

- 3.1 Meaning and Essential Features of Life Insurance / Assurance
- 3.2 Life Insurance and Annuities Broad Classification of Life Insurance, Joint Life Policies
- 3.3 Health Insurance – Medical Insurance, Types and Coverage
- 3.4 Claims Settlement , Revival and Lapse of Insurance Policies

Unit 4

Principles and Practices of General Insurance (10 hrs.)

- 4.1 Functions and Scope of Fire, Accident, Marine and Aviation Insurance
- 4.2 Fire Insurance –Types of Policies

- 4.3 Miscellaneous Insurance
- 4.4 Reinsurance
- 4.5 Agent, Broker, Corporate Agents, Referral Partners, Bancassurance

Unit 5	Organisation and Administration of Insurance	(10 hrs.)
5.1	Departmentalisation and Marketing	
5.2	Underwriting and Pricing	
5.3	Financial Structure, Reserves and Liabilities of Insurer	
5.4	Earned Surplus and Profitability	
5.5	Insurer's Investment and Financial Reporting	

BOOK FOR STUDY

Sethi, J., & Bhatia N. *Elements of Banking and Insurance*. New Delhi: India: PHI, 2008

BOOKS FOR REFERENCE

Gupta, P. K. *Fundamentals of Insurance*. New Delhi: Himalaya, 2004.

Insurance Institute of India. *Principles of Insurance*. Mumbai:

Insurance Institute of India. *Practice of life insurance*. Mumbai: (Revised edition 2011)

Insurance Institute of India. *Practice of general insurance*, Mumbai: (Revised edition 2011)

Insurance Institute of India. *Regulation of insurance business*. Mumbai: (Revised edition 2011)

Insurance Institute of India. *Risk management*. Mumbai: (Revised edition 2011)

JOURNALS

Journal of Insurance Law, ICFAI Press, Hyderabad.

Journal of Risk and Insurance, ICFAI Press, Hyderabad

Insurance Chronicle, ICFAI Press, Hyderabad.

Journal of Insurance and Risk Management, National Insurance Academy, Pune.

WEB RESOURCES

<https://www.irda.gov.in/>

<http://web-docs.stern.nyu.edu/salomon/docs/whitepaper.pdf>

<http://anchan.lib.ku.ac.th/kukr/bitstream/003/16616/1/KC395002.pdf>

https://ec.europa.eu/internal_market/insurance/solvency/latest/index_en.htm

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Class presentation and group discussion

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Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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M.COM DEGREE

SYLLABUS
(Effective from the academic year 2015 -2016)

BUSINESS VENTURE MANAGEMENT

CREDITS : 4

L T P : 4 0 0

CODE: 15CM/PE/BV14

TOTAL TEACHING HOURS. : 52

OBJECTIVES OF THE COURSE

- To enable students to investigate, understand and internalize the process of setting up a business
- To create an awareness on the support system for entrepreneurship development

Unit 1

Introduction

(10 hrs.)

- 1.1 Concept of Entrepreneur, Entrepreneurship and Enterprise
- 1.2 Entrepreneur – Traits and Types – Women Entrepreneur, Social Entrepreneur
- 1.3 Role of Entrepreneurship in Economic Development
- 1.4 Factors impacting Emergence of Entrepreneurship
- 1.5 Entrepreneurial Competencies – Meaning, Stages in Developing Entrepreneurial Competencies

Unit 2

Setting up a New Business Venture

(10 hrs.)

2.1 Micro Small and Medium Enterprise

- 2.1.1 Features and Scope
- 2.1.2 Role of MSME in Economic Development, Promotion of MSME

2.2 Methods to Initiate Ventures

- 2.2.1 Acquisition -Advantages of Acquiring an Ongoing Venture
- 2.2.2 Franchising - Evaluating Franchising Opportunities

2.3 Opportunity Identification and Selection

- 2.3.1 Generating Business Idea – Sources of Business Idea,
- 2.3.2 Evaluation and Selection of Business Idea – Process

2.4 Formulation of Business Plan

Content, Significance of Business Plan

Unit 3

New Venture Feasibility Planning

(12 hrs.)

- 3.1 The Concept of a Planning Paradigm and Fundamentals of a Feasibility Plan
- 3.2 Project Identification and Project Selection

- 3.3 Project Report – Significance – Contents - Planning Commission Guidelines
- 3.4 Project Formulation – Need and Elements
- 3.5 Project Design and Network Analysis

Unit 4

Enterprise Management

(10 hrs.)

4.1 Financial Management

- 4.1.1 Need for Financial Planning
- 4.1.2 Sources of Finance – Internal and External
- 4.1.3 Working Capital Significance, Sources and Factors Determining Working Capital

4.2 Marketing Management

- 4.2.1 Importance of Developing a Marketing Plan
- 4.2.2 Customer Analysis, Sales Analysis and Competition Analysis
- 4.2.3 Steps in Marketing Research, Marketing Mix

4.3 Inventory and Production Management

- 4.3.1 Concept of Inventory, Motive and Advantages of Maintaining Inventory
- 4.3.2 Plant Location and Product Design – Factors to be Considered

Unit 5

Special Issues For Entrepreneurs

(10 hrs.)

- 5.1 Legal Issues in Setting Up a Business, Requirements for Formation of a Private/Public Limited Company,
- 5.2 Intellectual Property Protection- Patents, Trademarks and Copyrights
- 5.3 Incentives and Subsidies

BOOK FOR STUDY

Khanka, S.S. *Entrepreneurial Development*. S.Chand, 2011.

BOOKS FOR REFERENCE

Desai Vasant. *Entrepreneurial Development and Management*. Mumbai: Himalaya, 2007.

Gupta C.B & Srinivasan N.P. *Entrepreneurial Development*. Sultan chand, 2012.

Kumar, Ary. *Creating and Leading an Entrepreneurial Organization*. Pearson, 2012.

Kuratko, Donald F. and Hodgetts Richard M. *Entrepreneurship in the New Millennium*. 2008.

Lall Madhurima, Sahai Shikha. *Entrepreneurship*. Excel Books.

Natarajan, K. and E. Gordo. *Entrepreneurship Development*. Himalaya, 2012.

JOURNALS

Journal of development entrepreneurship

Journal of entrepreneurship education

Journal of Business Venturing

WEB RESOURCES

www.entrepreneur.com

www.sblc.org

www.nfte.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

Third Component:

List of Evaluation Modes:

Assignments

Seminar

Class presentation and group discussion

End Semester Examination:

Total Marks:100

Duration: 3 hours

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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SYLLABUS
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BUSINESS APPLICATIONS IN COMPUTERS

CREDITS : 4

L T P : 4 0 1

CODE: 15CM/PE/CB14

TOTAL TEACHING HOURS.: 52

OBJECTIVES OF THE COURSE

- To give an exposure on E-Commerce environment
- To familiarise students with the E-Commerce strategies and operations

Unit 1

Accounting and Information Systems (10 hrs.)

- 1.1 Introduction - Methods of Data Collection
- 1.2 Types of Information Systems
- 1.3 Internal Controls for Information Systems

Unit 2

Management Reporting Using Spread sheets (10 hrs.)

- 2.1 Business Forecasting – Time Series Analysis – Charts – Ratio Analysis – Regression Analysis
- 2.2 Financial Statement Analysis – Comparative Statements – Common Size Statements – Cash Flow and Fund Flow Analysis
- 2.3 Budgeting – Preparation of Master Budget

Unit 3

Accounting Package - TALLY (10 hrs.)

- 3.1 Tally – Creation of a Company, Alteration and Deletion of a Company
- 3.2 Creation of Account Groups – Liabilities and Assets
- 3.3 Creation of Ledgers – Alteration and Deletion of Account Master Records
- 3.4 Accounts Voucher – Voucher Types and Modifications
- 3.5 Preparation of Final Accounts – Profit and Loss Statement and Balance Sheet
- 3.6 Inventory – Stock Categories, Group and Items – Usage of Stocks in Voucher Entry

Unit 4

Advertising and Marketing on the Internet (12 hrs.)

- 4.1 Meaning, Concept, Advantages and Limitations of E-Commerce
- 4.2 Information Based Marketing
- 4.3 Advertising on the Internet
- 4.1 Online Marketing Process
- 4.5 E-Commerce Strategies

- 4.5.1 Customer Relationship Management – Strategies and Tools
- 4.5.2 Supply Chain Management – E-Supply Chain – Components and Architecture – Trends in SCM

Unit 5

Electronic Payment Systems

(10 hrs.)

- 5..1 Classification of Electronic Payment System – E- Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards; Electronic Purses and Debit Cards;
- 5.1 Risk Involved in Electronic Payment System – Managing Credit Risk and Information Privacy
- 5.3 Security of E-Payments – Cryptography and Digital Signature

BOOK FOR STUDY

Deepak Jain. *Computer Applications in Business*. Kolkatta : Law point,2008.

BOOKS FOR REFERENCE

Joseph, P.T. *E-Commerce*. New Delhi : PHI,2012.

Kamlesh, K.Bajaj, Devjani Nag. *E-Commerce*. New Delhi: Tata McGraw Hill, 1999.

Ravi Kalakota, Andrew B.Whinston, *Frontiers of Electronic Commerce*. Pearson Education,2008.

David Whiteley. *E-Commerce – Strategy, Technologies and Applications*. New Delhi: Tata McGraw Hill,2006.

Jefrey, F. Rayport, & Bernaud J.Jaworski. *Introduction to E-Commerce*. New Delhi : Tata Mcgraw Hill,2003.

Bodhanwala, J. Ruzbeh. *Understanding and Analysing Balance Sheets using Excel Worksheet*. Prentice Hall,2004.

John, E. Hanker, Dean W. Wichern, Arthur G. Reitsch. *Business Forecasting*. Prentice Hall,2012.

Nadhani, A.K. and Nadhani K.K, *Implementing Tally 9*, BPB Publications, 2009.

JOURNALS

International Journal of E-Commerce

Journal of Theoretical and Applied E-Commerce

Journal of Electronic Commerce in Organizations

Journal of Management Information Systems and E-Commerce

WEB RESOURCES

<http://www.ecommerce-digest.com/online-academic-journals.html>

<http://www.htmlgoodies.com/beyond/webmaster/projects/electronic-commerce-tutorial.html><http://www.openlearningworld.com/books/>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Theory 20 Marks – 30 mins. (5 X 4 =20 from a choice of 6)

Practical 30 Marks - 60 mins.

Third Component:

List of Evaluation modes:

Assignments

Practical test

Group projects

End Semester Examination

Total Marks: 100

Duration: 3 hours.

Theory - 60 mins. 40 marks

Section A (20 x 1 =20) Objective questions

Section B (4 x 5 = 20) Answer any four (from a choice of six questions)

Practical – 120 mins. 60 Marks

Section A (3 x 10 =30)

Section B (2 x 15 =30)

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SYLLABUS
(Effective from the academic year 2015-2016)

INTERNATIONAL BUSINESS

CREDITS: 4

LTP: 4 0 0

CODE: 15CM/PE/IB14

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To enable students to learn the nature, scope and structure of International Business
- To expose the students to the influence of various environmental factors on international business operations

- Unit 1**
Introduction (10 hrs.)
1.1 Importance, Nature and Scope of International Business
1.2 Modes of Entry into International Business- Internationalisation Process.
- Unit 2**
Structure of India's Foreign Trade (10 hrs.)
2.1 Trade Development Efforts in India.
2.2 Composition and Direction of Trade
2.3 EXIM Policy of India – Regulation and Promotion of Foreign Trade
- Unit 3**
International Economic Institutions and Agreements (12 hrs.)
3.1 IMF, World Bank, UNCTAD, IFC, IDA, ADB .
3.2 Agreement on Textiles and Clothing (ATC), GSP, GSTP and other International Agreements.
3.1 International Commodity Trading and Agreements.
3.2 Regional Economic Grouping – European Union, ASEAN, SAARC
- Unit 4**
World Trade Organization and GATT (10 hrs.)
4.1 WTO- Functions and Trade Policy.
4.2 India and WTO, GATT

Unit 5

Theories of International business and Balance of Payment (10 hrs.)

- 5.1 Basis for International Trade - Mercantilist and Neo-Mercantilist View.
- 5.2 Absolute and Comparative Advantage Theories - Modern Theories of Trade, Gains from Trade
- 5.3 Balance of Payment Account- Concept and Significance
- 5.4 Current and Capital Account Components and Accounting System; Balance of Payment Deficits and Correction Policies

BOOKS FOR STUDY

- Bhalla, V.K. S.Shiva Ramu. *International Business Environment and Management* , Anmol, 2003.
- Michael,R. Czinkota , Ikka A. Ronkainen, Michael H. Moffet. *International Business*, Thomson, 2005.

BOOKS FOR REFERENCE

- Bennet, Roger. *International Business*. Financial Times, Pitman, 1999
- Bhattacharya, B. *Going International: Response Strategies of the Indian Sector*. New Delhi : Wheeler,1996.
- Danoes, John D. and Radebaugh, Lee H, *International Business: Environment and Operations*, Addison Wesley, 1998.
- Griffin, Ricky W. and Pustay, Michael W. *International Business: A Managerial Perspective*, Addison Wesley, 1999.
- Hill, Charles W. L. *International Business*. New York: McGraw Hill, 2000.

JOURNALS

- Journal of International business
Journal of Elsevier

WEB RESOURCES

- www.ibmnotesanna.blogspot.in
www.onkarsule.files.wordpress.com
www.brownconsultancy.com
www.homes.chass.utoronto.ca
www.yourarticlelibrary.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

Third Component:

List of Evaluation Modes:

Assignment

Seminar

Class presentation and group discussion

End Semester Examination:

Total Marks:100

Duration: 3 hours

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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SYLLABUS
(Effective from the academic year 2015-2016)

ESSENTIALS OF MARKETING

CREDITS: 4

LTP: 4 0 0

CODE: 15CM/PE/EM24

TOTAL TEACHING HOURS.: 52

OBJECTIVES OF THE COURSE

- To create an understanding of the theoretical and practical concepts of marketing
- To familiarize students with the process of entering markets, establishing profitable positions and building loyal consumer relationship
- To identify the forces driving the new market economy

Unit 1 **(10 hrs.)**

Understanding the Concept of Marketing: Managing Profitable Customer Relationships

- 1.1 The Concept of Marketing
- 1.2 Designing a Customer – Driven Marketing Strategy
- 1.3 Building Customer Relationships and Integrated Marketing Plan.

Unit 2 **(10 hrs.)**
The Marketing Environment

- 2.1 Company Micro Environment – Company/ Supplier/Creditors/Competitors
- 2.2 Company Macro Environment – Demographic, Economic, National, Technological, Cultural and Social
- 2.3 Responding to Marketing Environment

Unit 3 **(10 hrs.)**
Product Services and Branding Strategies

- 3.1 Product Concept – Product Life Cycle
- 3.2 New Product Development
- 3.3 Branding – Importance, Nature, Types

Unit 4 **(10 hrs.)**
Price Determination and Promotion

- 4.1 Pricing Objectives
- 4.2 Factors to Be Considered in Fixing a Price
- 4.3 Promotional Program – Purpose and Tools of Promotional Mix

Unit 5

Marketing Channels

(12 hrs.)

5.1 Nature and Importance of Marketing Channels

5.2 Retail, Wholesale – Nature and Types

BOOK FOR STUDY

Kotler Philip. *Marketing Management*. New Delhi: Prentice Hall of India, 2014.

BOOKS FOR REFERENCE

Johansson, J.K. *Global Marketing*. New Delhi: Tata, McGraw Hill, 2007.

Keegan, W. J. *Global Marketing management*, New Delhi: Prentice Hall, 2007.

Saxena Rajan. *Marketing Management*. New Delhi: Tata McGraw Hill, 2005.

Staton, William J. Etzel, Michael J. and Walker, Bruce. *Fundamentals of Marketing*. New Delhi: McGraw Hill, 2004.

Raju, M. S. *Fundamental of Marketing*. New Delhi: Excel Books, 2008.

JOURNALS

International Journal of Research in Marketing

Indian Journal of Marketing

Journal of Marketing Education

WEB RESOURCES

<http://smallbusiness.chron.com/product-mix-639.html>

<http://productlifecyclestages.com/>

<http://www.innovationcoach.com/2013/05/8-step-process-perfects-product-development/>

<http://www.marketing-schools.org/types-of-marketing/brand-marketing.html>

<http://www.businessdictionary.com/definition/market-segmentation.html>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

Third Component:

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Assignment

Seminar

Class presentation and group discussion

Case study

End Semester Examination:

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Duration: 3 hours

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SYLLABUS

(Effective from the academic year 2015 – 2016)

HUMAN RESOURCE MANAGEMENT

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS.: 52

CODE: 15CM/PE/HR34

OBJECTIVES OF THE COURSE

- To provide an understanding of the importance of Human Resource Management.
- To expose students to the managerial, operative and maintenance aspects of the human resources in an organization.

Unit 1		
Introduction		(10 hrs.)
1.1	Significance and objectives of HRM	
1.2	Functions and Scope of HRM.	
Unit 2		
Procuring Human Resource		(12 hrs.)
2.1	HR Planning - Objectives and Process of manpower planning.	
2.2	Job Analysis, Job Description, Job Specification	
2.3	Recruitment – Sources	
2.4	Selection - Procedure	
Unit 3		
Maintaining Human Resource		(10 hrs.)
3.1	Orientation, Placement	
3.2	Training – Methods	
3.2	Performance Appraisal - Methods	
Unit 4		
Retaining and Compensating Human Resource		(10 hrs.)
4.1	Promotion – Factors, Basis of Promotion	
4.2	Compensation – Factors, Types	
Unit 5		
Ethical Issues in HRM		(10 hrs.)
5.1	Ethics- Nature and Importance of Ethics in HRM	
5.2	HR Ethical Issues and How to Manage Ethics in HR	

BOOK FOR STUDY

Aswathappa. K. *Human Resource Management*. New Delhi: Tata Mc Graw Hill, 2007.

BOOKS FOR REFERENCE

Flippo. V. Edwin. *Personnel Management*. New Delhi: Mc Graw Hill, 2004.

Gupta. C.B. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Khanka, S.S. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Prasad, L.M. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Mamoria C.B. *Personnel Management*. Mumbai: Himalaya, 2004.

JOURNALS

International Journal of Human Resource Management

The Human Resource Management Review

Human Resource Management International Digest

Human Resource Management Journal.

WEB RESOURCES

<http://hrcouncil.ca/hr-toolkit/planning-strategic.cfm>

<http://www.hrware.com/recruitment/88-2/>

<http://www.educationobserver.com/forum/showthread.php?tid=12165>

<http://managementhelp.org/training/>

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SYLLABUS
(Effective from the academic year 2015-2016)

TRAINING AND DEVELOPMENT

CODE: 15CM/PI/TD14

CREDITS: 4

OBJECTIVE OF THE COURSE

- To enlighten the students on the importance and need for training and development.
- To familiarize with the pedagogy for training
- To enable students to understand the human resource development process.

Unit 1

Introduction to Training and development

- 1.1 Definition of HRD – Objective and Principle of HRD
- 1.2 Need for Training and Development
- 1.3 Difference Between Training and Development
- 1.4 Challenges in Training

Unit 2

Pre-requisites to Effective Training

- 2.1 Creating a climate for training
- 2.2 Principles of training – understanding learning styles of the trainees.
- 2.3 Resistance to training and the steps to overcome

Unit 3

Designing a Training Programme

- 3.1 Need Analysis – Meaning and Significance of Need Analysis
- 3.2 Types of Need Analysis, Components of Need Analysis
- 3.3 Design and Development of Training

Unit 4

Training Methods and Techniques – On the Job Training, Executive Development Programme

- 4.1 Training Aids – Meaning and Significance
- 4.2 Types of Training Aids.

Unit 5

Training Implementation

- 5.1 Implementation – Meaning and Significance of Training Implementation
- 5.2 Approaches to Training Implementation
- 5.3 Training Evaluation – Need and Significance, Concept of Return on Investment

BOOKS FOR REFERENCE

Blanchard Nick P., James W. Thacka, *Effective Training, Systems, Strategies & Policies* 2nd edition , New Delhi, Prentice Hall. 2005.

Kumar KBS, *Training and Development: Country Experience*, ICFAI University Press. 2007.

Lynton P Rolf, *Training for Development*, New Delhi ,Vistaar 2005.

Noe, *Employee Training and Development*, New Delhi, Tata Mc Graw Hill 2008.

Paul Donovan, *The training need analysis*, Research Press Business Books 2007.

Raj Aparna, *Human Resource Management – Training theory and practice*, New Delhi, Kalyani Publishers, 2005.

Srinivas Kandula R., *Strategic Human Resource Development*, New Delhi, Prentice Hall of India, 2001.

Udai Pareek, *Training Instruments in HRD*, 2nd edition, New Delhi, Tata McGraw Hill, 2002.

Vasudeva, *Training and Development*, Common wealth. 2002

Vohra Munish, *Management Training and Development*, New Delhi, Anmol

PATTERN OF EVALUATION

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A– 5 x 8 = 40 marks (5 out of 7 questions to be answered in 300 words each)

Section B– 3 x 20=60 marks (3 out of 5 questions to be answered in 1200 words each)

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SYLLABUS

(Effective from the academic year 2015-2016)

ADVERTISING AND SALESMANSHIP

CODE: 15CM/PI/AS14

CREDITS: 4

OBJECTIVES OF THE COURSE

- To enable students to understand the growing demand of the promotional aspects of advertising
- To provide an insight into salesmanship as an art

Unit 1

Introduction

- 1.1 Role of advertising
- 1.2 Advertising Media – Types and Media choice criteria

Unit 2

Advertisement Copy

- 2.1 Elements of an Ad-copy and kinds of copy
- 2.2 Ad-layout – structure and quality
- 2.3 Steps in planning an Ad-campaign

Unit 3

3.1 Salesmanship

- 3.1.1 Salesmanship as a science, art and profession
- 3.1.2 Psychology in selling, effective presentation and demonstration
- 3.1.3 Organization of a sales department – purpose and types.

3.2 Sales Personality – Qualities and Traits

Unit 4

Selling Methods

- 4.1 Process of selling
- 4.2 Sales meetings and Sales contests

Unit 5

Sales Performance and Compensation

- 5.1 Evaluation of Sales Performance – Quantitative and Qualitative methods
- 5.2 Types of Compensation Plans

BOOKS FOR REFERENCE

Courtland L., Bovee, John V. Thill, Geroge, Dovel and Marian Burk Wood, *Advertising Excellence*, New Delhi Tata Mc Graw Hill Inc., 2004.

David A., Aaker, Rajeev Batia, John G. Meyers, *Advertising Management*, New Delhi Prentice Hall of India Pvt., Ltd, 2002.

Gandhi J.C., *Marketing – A Managerial Introduction*, New Delhi Tata Mc Graw Hill Publication Co., Ltd., 2006.

John R. Rossiter, Larry Percy, *Advertising and Promotion Management*, New Delhi Tata McGraw Hill Inc., 2005.

Still Cundiff and Govoni, (2006), *Sales Management – Decisions, Strategies and Cases*, New Delhi, Prentice Hall, India, 2006.

PATTERN OF EVALUATION

End Semester Examination

Total Marks: 100 Duration: 3 hours

Section A– 5 x 8 = 40 marks (5 out of 7 questions to be answered in 300 words each)

Section B– 3 x 20=60 marks (3 out of 5 questions to be answered in 1200 words each)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086
M.COM. DEGREE

SYLLABUS
(Effective from the academic year 2015-2016)

SOFT SKILLS

CREDITS: 2

L T P: 2 0 0

CODE: 15CM/PK/SS22

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To empower and create opportunities for self development
- To instill confidence and enable students to face challenges

Unit 1

Behavioral Traits (6 hrs.)

- 1.1 Self Awareness
- 1.2 Communication Skills – Verbal and Non Verbal
- 1.3 Leadership Qualities
- 1.4 Experimental Learning – Based on Activities

Unit 2

Team Work (5 hrs.)

- 2.1 Interpersonal Skills
- 2.2 People Management
- 2.3 Creative Thinking
- 2.4 Critical Thinking
- 2.5 Experimental Learning – Based on activities

Unit 3

Time Management (5 hrs.)

- 3.1 Importance of Time Management
- 3.2 Planning and Prioritizing
- 3.3 Organizing Skills
- 3.4 Action Plan
- 3.5 Experimental Learning – Based on Activities

Unit 4

Conflict Resolution (5 hrs.)

- 4.1 Reasons for Conflict
- 4.2 Consequences of Conflict
- 4.3 Managing Emotions
- 4.4 Methods of Resolving Conflicts
- 4.5 Experimental Learning – Based on Activities

Unit 5

Career Mapping**(5 hrs.)**

- 5.1 Goal setting
- 5.2 Career Planning
- 5.3 Resume Writing
- 5.4 Handling Interviews
- 5.5 Experimental Learning – Based on Activities

BOOKS FOR REFERENCE

Khera, Shiv. *You Can Win*. Delhi: MacMillan India Ltd, 2002.

Mishra, Rajiv K. *Personality Development : Transform Yourself*. New Delhi: Rupa, 2004.

Newstrom, John W., and Scannel, Edward E. *Games Trainers Play : Experimental Learning*.
New Delhi : Tata McGraw Hill,1980.

Totally Internal**Max. Marks : 50 marks****No End Semester Examination**