

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students of
B.Sc. / B.Com. / B.C.A. / B.S.W. Degree Programmes

SYLLABUS
(Effective from the academic year 2015-2016)

BUSINESS LEADERSHIP

CODE: 15CM/GE/BL22

CREDITS: 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To introduce the concept and theories of leadership management
- To understand the essentials of leadership traits and approaches

Unit 1

Introduction (6 hrs.)

- 1.1 Definition and Characteristics of Leadership
- 1.2 Differences Between Leadership and Management
- 1.3 Role of a Leader- Group Task Roles, Group Building and Maintenance Roles

Unit 2

Functions and Responsibilities (10 hrs.)

- 2.1 Functions and Responsibilities of a Leader
- 2.2 Qualities of a Leader
- 2.3 Leadership Patterns - Autocratic, Democratic, Free Rein, Bureaucratic, Manipulative and Expert Leadership

Unit 3

Leadership Styles (10 hrs.)

- 3.1 Degrees of Leadership- Blake and Mouton's Managerial Grid
- 3.2 Facets of Leadership-Factors Affecting Choice of Leadership
- 3.3 Different Approaches to Leadership- Trait Oriented, Situational Approach and Functional Approach

BOOKS FOR STUDY

Mamoria, C.B. and S.V.Gankar. *Personnel Management*. Mumbai: Himalaya, 2004

BOOKS FOR REFERENCE

Aswathappa, K. *Organisational Behaviour Text, Cases and Games*. Mumbai: Himalaya, 2007.

Edwin B. Flippo, *Personnel Management*. Mumbai: Tata McGrawHill, 2004.

Peter F. Drucker. *Principles of Management*. Sultan Chand, 2003.

Prasad, L.M. *Human Resource Management*, New Delhi: Sultan Chand, 2004.

JOURNALS

International Journal of Management Reviews

International Journal of Business Management and Leadership

International Journal of Complexity in Leadership

WEB RESOURCES

www.insead.edu/library/rankings/journal_rankings.cfm

www.hbr.org

www.inderscience.com

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminars

Assignments

Submission of AD Copy

No End Semester Examination

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SYLLABUS

(Effective from the academic year 2015 -2016)

CONTEMPORARY ADVERTISING

CODE: 15CM/GE/CA23

CREDITS : 3

L T P : 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To introduce the concept and types of contemporary advertising
- To enable students to meet the growing demands and challenges of the promotional aspects of advertising

Unit 1

Scope of Advertising

(7 hrs.)

- 1.1 Introduction - Definition and Meaning
- 1.2 Role of Advertising

Unit 2

Advertising Copy

(8 hrs.)

- 2.1 Elements of an Ad. Copy
- 2.2 Ad. Layout - Principles of Ad. Layout

Unit 3

Modern Advertising

(9 hrs.)

- 3.1 Types of Modern Advertising
- 3.2 Comparison - Indoor and Outdoor Advertising

Unit 4

Online Advertising

(7 hrs.)

- 4.1 Introduction - the Internet as an Advertising Medium
- 4.2 Types of Online Advertising - Alternative Offline Advertising Media and Mass Online Advertising, Web Resources, Banner Ads, Pop Ups, Interstitials, Superstitials and Sponsorships

Unit 5

Challenges and trends of Online Media

(8 hrs.)

- 5.1 Reasons for Failure of Online Advertising
- 5.2 Changing Trends in Online Advertising.

BOOK FOR STUDY

Jefkins, Frank. *Advertising*. New Delhi: Pearson Education 2007.

BOOKS FOR REFERENCE

David W.Schumann and Esther Thorson. *Internet Advertising Theory and research*. Psychology Press, 2007.

Joseph, Plummer., Steve Rappaport, Teddy Hall and Robert Borocci. *The online Advertising play Book. Proven Strategies and tested tactics from the advertising research foundation*. John Wiley, 2006.

Terence A. Shimp. *Advertising, Promotion and supplemental Aspects of Intergrated Marketing Communications*. USA: Thomson Learning, 2003.

Wilmschurs, John and Adrian Mackay. *The fundamentals of Advertising*. Reed Educational and Professional, 1999.

JOURNALS

Journal of Advertising Research

International Journal of Advertising

International Journal of Internet Marketing and Research

Journal of Advertising

Journal of Advertising Education

WEB RESOURCES

www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf

advertising.knoji.com/what-are-the-different-roles-of-advertising/

techcrunch.com/2009/03/22/why-advertising-is-failing-on-the-internet/

www.networkadvertising.org/understanding-online-advertising/

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SYLLABUS
(Effective from the academic year 2015 -2016)

FUNDAMENTALS OF MARKETING

CODE: 15CM/GE/FM23

CREDITS : 3

L T P : 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To enable students to understand the intricacies of marketing, focusing on its macro role in society and micro role in business
- To equip students to face the challenges and constraints of the competitive business
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

Unit 1

Field of Marketing

(7 hrs.)

- 1.1 Introduction - Meaning and Significance
- 1.2 Functions
- 1.3 Changing Marketing Environment

Unit 2

Product Planning and Development

(8 hrs.)

- 2.1 Meaning and Types of Products
- 2.2 Product Life Cycle
- 2.3 New Product Development -Stages

Unit 3

Brand Building

(8 hrs.)

- 3.1 Meaning and Importance
- 3.2 Types of Brands
- 3.3 Process of Branding

Unit 4

Pricing and Promotion

(8 hrs.)

- 4.1 Pricing Policy- Price Determination
- 4.2 Methods of Pricing
- 4.3 New Product Pricing

Unit 5

Channels of Distribution

(8 hrs.)

- 5.1 Meaning, Importance
- 5.2 Factors Affecting Channels of Distribution.
- 5.3 Classification-Retail and Wholesale

(Current Trends in Distribution and E-‘Tailing’)

BOOK FOR STUDY

Nair Rajan and Sanjith Nair. *Marketing*. New Delhi: Sultan Chand, 2013.

BOOKS FOR REFERENCE

Gandhi, J.C. *Marketing*, New Delhi: Tata McGraw Hill, 2009.

Groucutt, Jonathan., Peter Leadley and Patrick Forsyth. *Marketing Essential Principles, New Realities*. Kogan, 2004.

Kotler, Philip. *Marketing*. New Delhi: Prentice Hall, 2008.

Steven J Skinner. *Marketing*. Houghton, 1994.

Varshney, R.L. and S.L. Gupta. *Marketing Management*. Himalaya

Stanton, William J., Micheal J. Etzel and Bruce J. Walker. *Fundamentals of Marketing*. New Delhi: Mc Graw Hill, 2009.

Xavier, M. J. *Marketing in the New Millennium*. New Delhi: Vikas, 2009.

JOURNALS

Journal of Marketing - American Marketing Association

Journal of Consumer Marketing

Journal of Marketing Education

International Journal of Research in Marketing

International Journal of Marketing Studies

International Journals of Marketing and Technology

Indian Journal of Marketing

WEB RESOURCES

www.yourarticlelibrary.com

www.boundless.com

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PERSONNEL MANAGEMENT

CODE: 15CM/GE/PM23

CREDITS: 3

L T P: 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To expose the students to the managerial, operative and maintenance aspects of Human Resources
- To provide an insight into human resources as an asset to the organization

Unit 1

Introduction (8 hrs.)

- 1.1 Definition – Characteristics, Objectives and Importance of Personnel Management
- 1.2 Functions of Personnel Management

Unit 2

Staffing (8 hrs.)

- 2.1 Nature, Elements and Importance of Staffing
- 2.2 Recruitment and Selection
- 2.3 Promotion – Types and Basis of Promotion

Unit 3

3.1 Training and Development (8 hrs.)

- 3.1.1 Training – Importance, Need and Types
- 3.1.2 Training Methods – On-the Job, Off-the Job and Vestibule Training.
- 3.2 Performance Appraisal – Concept, Objectives and Methods of Performance Appraisal

Unit 4

Components of Compensation (8 hrs.)

- 4.1 Factors to be considered for Determination of Wages and Salaries
- 4.2 Incentives and Perquisites
- 4.3 Fringe Benefits – Meaning and Types

Unit 5

Leadership and Communication (7 hrs.)

- 5.1 Leadership – Qualities of a Leader, Types of Leaders, Trait and Situational Approach to Leadership, Leadership Grid
- 5.2 Communication – Meaning, Nature, Importance and Types of Communication

BOOK FOR STUDY

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

BOOKS FOR REFERENCE

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

Flippo V. Edwin. *Personnel Management*. New Delhi: McGraw Hill, 2008.

Khanka, S.S, *Human Resource Management*. New Delhi: Sultan Chand, 2007.

Mamoria, C.B, *Personnel Management*. New Delhi: Himalaya, 2004.

Prasad, L.M., *Human Resource Management*. New Delhi: Sultan Chand, 2007

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