



VSM COLLEGE

(Autonomous)

Re-accredited by NAAC, Recognised under 2(F) & 12(B) of UGC, Certified by ISO 9001:2015
(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

+91 7729972282 www.vsmcollege.org vsmcollege66@gmail.com



Estd. 1966

RAMACHANDRAPURAM
Pin : 533255, E.G.Dt, (A.P)

LIST OF COURSES BEARING GENDER (G), ENVIRONMENT AND SUSTAINABILITY (ES), HUMAN VALUES (HV) AND PROFESSIONAL ETHICS (PE)

S.NO	PROGRAMME	NAME OF THE COURSE	COURSE CODE	DESCRIPTION
1	All UG Programs	Human Values and Professional Ethics	1610201	To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
2	All UG Programs	Environmental Studies	1610202	This course gives the information about the pollution caused by the anthropogenic activities and controlling methods. Students come to know the acts designed to controlling the pollution. It helps the students to know how important it is to provide better environment for the next generation.
3	B.Sc MPC, B.Sc BZC.	Environmental Chemistry	1662311	Anthropogenic activities in exploiting the nature and remedies of the nature and human beings in the environment and how to preserve the balance between the nature and the human beings
4	B.Sc MPC, B.Sc BZC.	Green Chemistry	1662312	Green practices given in the syllabuses for the synthesis of most important compounds help the students to know their duties towards the environment and its protection from toxic chemistry

5	All UG courses	General English	1610104	Human Values and Professional Ethics are clearly embedded in prose, poetry, Short Stories and One Act Plays. They are initiated and influenced by all the students.
6	II B.Sc CBZ	Cytology, Genetics and Evolution	1632603	Evolutionary ethics tries to bridge the gap between philosophy and the natural science by arguing natural selection with a moral sense
7	BBA	Organizational Behaviour	1634109	It helps to students to create a common platform and work together attitude
		Accounting for Management	1624105	It helps to analyse common business management problems and maintain secrecy of a concern
		Human Resource Management	1634108	Helps the students to maintain equality and equity justice
		Business Ethics and Corporate Governance	1644112	Helps the students to develop ethical and moral framework under which business decisions are taken
		Information technology	1614103	To analyse ethical issues arising out of use and development of e-technology
		Taxation	1654116	It helps to maintain ethical youriness i.e right or wrong in the given scenario requires tax professionals to use their training to make judgement
8	MBA	Organizational Behavior	PG1914106	It helps students to develop and use self balanced and self determined behaviour
		Human Resource Management	PG1924110	Helps students to develop quality of work life
		Industrial Relations	PG1934126	Helps to develop relationships in multidisciplinary fields
		Performance Management and Counseling	PG1914105	It helps in enhancing self and man making education
		Managerial Communication	PG1914105	It also teaches business etiquette life skills and work skills
		Accounting for Management	PG1914102	It helps to have access sensitive Business information
		Entrepreneurship	PG1934115	Helps to develop corporate social responsibility and business ethics.



NG *Kram Kumar*

PRINCIPAL, V.S.M. COLLEGE (A)
RAMACHANDRAPURAM-533 255, (E.G.Dt.)

VSM COLLEGE (Autonomous)
RAMACHANDRAPURAM
SEMESTER- III *paper code*
1788/Week
Communication and Soft Skills (CSS II)

Syllabus

credits

Unit I: Pronunciation - 1

The Sounds of English

Unit II: Pronunciation - 2

1. Word Accent
2. Intonation

Unit III: Speaking Skills -1

1. Conversation Skills
2. Interview Skills
3. Presentation Skills
4. Public Speaking

Unit IV: Speaking Skills -2

1. Role Play
2. Debate
3. Group discussion

Unit V: Writing skills

1. Spelling
2. Punctuation
3. Information transfer
 - Tables
 - Bar diagrams
 - Line graphs
 - Pie diagrams
 - Flow charts
 - Tree Diagram
 - Pictures

Reference Books:

1. A course in Listening and Speaking - Foundation Publications
2. Communication and Soft Skills - Orient Black Swan
3. English Through practice- CIEFL

VSM COLLEGE (Autonomous)
RAMACHANDRAPURAM
SEMESTER- IV(CSS-III)
Communication and Soft Skills

Semester IV Syllabus
Paper Code: 1630206

hrs/week

credits!

Unit I: Soft Skills

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

Unit II: Paragraph Writing

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

Unit IV: Letter Writing

1. Letter Writing (Formal and Informal)
2. E-correspondence

Unit V:

1. ~~Resume and CV~~
2. ~~Cover Letter~~

Reference Books:

1. A course in Listening and Speaking - Foundation Publications
2. Communication and Soft Skills - Orient Black Swan
3. English Through practice- CIEFL

VSM COLLEGE (Autonomous)
(Affiliated to Adikavi Nannaya University)
RAMACHANDRAPURAM
I YEAR DEGREE EXAMINATIONS
I Degree General English (Paper Code: 1620104)
SEMESTER – II

Hrs/week: 4

Unit – I (Prose)

Credits: 3

1. J. B.S Haldane: The Scientific Point of View
2. A.G. Gardiner : On Shaking Hands

Unit – II (Poetry)

1. John Keats: Ode to Autumn
2. KishwarNaheed : I am not that Woman (from *An Anthology of Commonwealth Poetry* edited by C.D. Narasimhaiah)

Unit –III (Short Story)

1. Ruskin Bond : The Boy Who Broke the Bank
2. R. K. Narayan : Half a Rupee Worth

Unit – IV (One Act Play)

Anton Chekhov: - The Proposal

Unit – V (Language Activity)

1. Classroom and Laboratory Activities
 - i. Transformation of Sentences (Voice, Speech and Degrees)
 - ii. Dialogue Practice (Oral)
 - iii. Listening Comprehension
2. Classroom Activity
 - i. Guided Composition
 - ii. Dialogue Writing
 - iii. Reading Comprehension

Reference Books

1. English Vocabulary in use. - Cambridge University.
2. Grammar practice Activities – Cambridge Handbooks
3. English literature – Maxford books
4. A practical English Grammar – Oxford University Press
5. Five minute Activities – Cambridge University Books

VSM COLLEGE (Autonomous)
RAMACHANDRAPURAM
Foundation Course – 4 (SEMESTER-II)
Communication and Soft Skills (CSS -1)
Paper Code-1620204
Syllabus

hrs/Week

credits:

Unit I: Vocabulary Building

- 1a. Prefixes and Suffixes
- 1b. Conversion
- 1c. Compounding
- 1d. Analogy
2. One-Word Substitutes
3. Words Often Confused
4. Synonyms and Antonyms
5. Phrasal Verbs

Unit II: Grammar - 1

1. Types of Verbs
2. Subject-Verb Agreement

Unit III: Grammar - 2

1. Meanings of Modals
2. Tense (Present and Past) and Aspect
3. The Several Possibilities for Denoting Future Time
4. Articles and Prepositions

Unit IV: Listening Skills

1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

Unit V: Reading Skills

1. Skimming
2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension

Reference Books:

1. A course in Listening and Speaking –Foundation Publications
2. Communication and Soft Skills - Orient Black Swan
3. English Through practice- CIEFL

VSM COLLEGE (Autonomous)
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RAMACHANDRAPURAM

I YEAR DEGREE EXAMINATIONS
2018-2019

I B.A., B.Sc., B.Com. Degree

Semester I

Paper Code: 1610104

GENERAL ENGLISH

Syllabus

Hrs/week

Unit – I (Prose)

Credits: 3

1. A.P. J. Abdul Kalam: The Knowledge Society (from *Ignited Minds*)
2. Ngugi WaThiong'o: The Language of African Literature (from *Decolonizing the Mind*)

Unit – II (Poetry)

1. Robert Frost: ~~The Road Not Taken~~
2. Nissim Ezekiel: ~~Night of the Scorpion~~

Unit – III (Short Story)

1. Mulk Raj Anand : The Lost Child
2. Henry Lawson: The Loaded Dog

Unit – IV (One Act Play)

William Shakespeare: The Merchant of Venice (Court Scene – Act IV Scene -1)

Unit – V (Language Activity)

1. Classroom and Laboratory Activities.
 - i. Single Sentence Answer Questions on Vocabulary (spelling), sound(pronunciation), sense (meaning), and syntax (usage)
2. Classroom Activity.
 - i. Exercises in Articles and Prepositions
 - ii. Exercises in Tenses, Interrogatives and Question tags

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RAMACHNADRAPURAM

II YEAR DEGREE EXAMINATIONS (2018-2019)

II B.A., B.Sc., B.Com. Degree

Semester III

General ENGLISH (Paper Code: 1630104)

Syllabus

Hrs/Week: 4

Credits: 3

Unit – I (Prose)

1. M.K. Gandhi: Shyness My Shield (from *The Story of My Experiments with Truth*)
2. Alexis C. Madrigal: Why People Really Love Technology: An Interview with Genevieve Bell.

Unit – II (Poetry)

1. Gabriel Okara: Once upon a Time
2. Seamus Heaney: Digging

Unit – III (Short Story)

1. Shashi Deshpande: The Beloved Charioteer
2. Jhumpa Lahiri: Interpreter of Maladies

Unit – IV (Play)

GurajadaAppa Rao: Kanyasulkam, translated by C. Vijayasree & T. VijayaKumar
(Acts I & II)

Unit – V (Language Activity)

1. Classroom and Laboratory Activities
 - i. IAM Sessions
 - ii. Note Taking
 - iii. Reporting for the Media
 - iv. Expansion of an idea
2. Classroom Activity
 - i. Transformation of sentences (Simple-Complex-Compound Sentences)
 - ii. Note Making
 - iii. Report Writing
 - iv. Writing for the Media

Reference Books

1. English Vocabulary in use. - Cambridge University.
2. Grammar practice Activities – Cambridge Handbooks
3. English literature – Maxford books
4. A practical English Grammar – Oxford University Press
5. Five minute Activities – Cambridge University Books

Master of Computer Applications(MCA)

MCA 3.2 ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS

UNIT I

What is AI, The Foundations of AI, The History of AI, Agents and Environments, The Concept of Rationality, The Nature of Environments, The Structure of Agents, Problem Solving Agents, Example Problems, Searching for Solutions, **Uninformed Search Strategies: Breadth First, Depth First, Depth Limited; Informed Search Strategies: Greedy Best First, A* Algorithms**

UNIT II

Heuristic Functions, Local-Search Algorithms and Optimization Problems: Hill Climbing, Simulated Annealing, Genetic Algorithms; Constraint Satisfaction Problems, Backtracking Search For CSPs, Games, Optimal Decisions in Games
Knowledge Based Agents, The Wumpus World, Logic, Propositional Logic, **Reasoning Patterns in Propositional Logic, Syntax and Semantics of First Order Logic, Using First Order Logic, Inference in First-Order Logic: Unification, Resolution.**

UNIT III

Acting Under Uncertainty, Basic Probability Notation, The Axioms of Probability, Inference Using Full Joint Distribution, Independence, Bayes Rule and Its Use, Other Approaches To Uncertain Reasoning: Dempster Shafer Theory, **Fuzzy Sets and Fuzzy Logic**
Combining Beliefs Under Uncertainty, The Basis of Utility Theory, Utility Functions, Multi Attribute Utility Functions, Decision Theoretic Expert Systems

UNIT IV

Expert System, Concepts and Characteristics, Applications and Domains of Expert System, Elements Of an Expert System, Stages in the Development of an Expert System, Semantic Nets, Frames

Speech Recognition, Forms of Learning, Inductive Learning, Learning Decision Trees, Single Layer Feed Forward, Multi Layer Feed Forward **Neural Networks.**

ANDHRA UNIVERSITY

Master of Computer Applications(MCA)

PAPER: MCA 5.2 CYBER SECURITY

Instruction:4 Periods/week

Time: 3 Hours

Credits:4

Internal:25 Marks

External: 75 Marks

Total: 100 Marks

UNIT I

Information Security and Threats: Information Security, Information Assets, Threats to Information Assets. **Fundamentals of Information Security:** Elements of information security, Principles and concepts – data security, Types of controls.

Data Leakage: Introduction – Data Leakage, Organizational Data Classification, Location and Pathways, Content Awareness, Content Analysis Techniques, Data Protection, DLP Limitations, DRM-DLP Conundrum.

UNIT II

Cyber Security Introduction: Cyber Security, Cyber Security policy, Domains of Cyber Security Policy: Laws and Regulations, Enterprise Policy, Technology Operations, Technology Configuration, Strategy Versus Policy.

Cyber Security Evolution: Productivity, Internet, e-commerce, Counter Measures, Challenges.

UNIT III

Cyber Security Objectives: Cyber Security Metrics, Security Management Goals, Counting Vulnerabilities, Security Frameworks, Security Policy Objectives.

Guidance for Decision Makers: Tone at the Top, Policy as a Project, Cyber Security Management: Arriving at Goals, Cyber Security Documentation.

Cyber Governance Issues: Net Neutrality, Internet Names and Numbers, Copyright and Trademarks, Email and Messaging.

UNIT IV

Cyber User Issues: Malvertising, Impersonation, Appropriate Use, Cyber Crime, Geo location, Privacy.

Cyber Conflict Issues: *Intellectual property Theft, Cyber Espionage, Cyber Sabotage, Cyber Welfare.*

Cyber Management Issues: Fiduciary Responsibility, Risk Management, Professional Certification, Supply Chain, Security Principles, Research and Development.

Cyber Infrastructure Issue: Banking and finance, Health care, Industrial Control systems.

Master of Computer Applications(MCA)

PAPER: MCA 5.4 CLOUD COMPUTING

Cloud Computing Basics - Cloud Computing Overview, Applications, Intranets and the Cloud, First Movers in the Cloud. The Business Case for Going to the Cloud - Cloud Computing Services, **Business Applications**, Deleting Your Datacenter, Salesforce.com, Thomson Reuters.

Organization and Cloud Computing - When You Can Use Cloud Computing, Benefits, Limitations, **Security Concerns, Regulatory Issues, Cloud Computing with the Titans** - Google,

EMC, NetApp, Microsoft, Amazon, Salesforce.com, IBMPartnerships.

UNIT II

Hardware and Infrastructure - Clients, Security, Network, Services. Accessing the Cloud - Platforms, Web Applications, Web APIs, Web Browsers. Cloud Storage - Overview, Cloud Storage Providers, Standards - Application, **Client, Infrastructure, Service.**

Software as a Service - Overview, Driving Forces, Company Offerings, Industries Software plus Services - Overview, Mobile Device Integration, Providers, Microsoft Online.

UNIT III

Developing Applications - Google, Microsoft, Intuit QuickBase, Cast Iron Cloud, Bungee Connect, Development, Troubleshooting, Application Management.

Local Clouds and Thin Clients - Virtualization in Your Organization, Server Solutions, Thin Clients, Case Study: McNeilus Steel.

UNIT IV

Migrating to the Cloud - Cloud Services for Individuals, **Cloud Services Aimed at the Mid-Market, Enterprise-Class Cloud Offerings, Migration**, Best Practices and the Future of Cloud Computing - Analyze Your Service, Best Practices, How Cloud Computing Might Evolve

III B.Sc. SYLLABUS FOR VI SEMESTER
CHEMISTRY ELECTIVE – VII B

PAPER CODE : 1662308

No. of Credits : 3

No. of h/w : 3

ENVIRONMENTAL CHEMISTRY

UNIT-I

Introduction

Concept of Environmental chemistry-Scope and importance of environment in now adays – 9 h
Nomenclature of environmental chemistry – Segments of environment - Natural resources –
Renewable Resources – Solar and biomass energy and Nonrenewable resources – Thermal
power and atomic energy – Reactions of atmospheric oxygen and Hydrological cycle.

UNIT-II

Air Pollution

Definition – Sources of air pollution – Classification of air pollution – Acid rain – 9 h
Photochemical smog – Green house effect – Formation and depletion of ozone – Bhopal gas
disaster – Controlling methods of air pollution.

UNIT-III

Water pollution

Unique physical and chemical properties of water – water quality and criteria for finding of 9 h
water quality – Dissolved oxygen – BOD, COD, Suspended solids, total dissolved solids,
alkalinity – Hardness of water – Methods to convert temporary hard water into soft water –
Methods to convert permanent hard water into soft water – eutrophication and its effects –
principal wastage treatment – Industrial waste water treatment.

UNIT-IV

Chemical Toxicology

Toxic chemicals in the environment – effects of toxic chemicals – cyanide and its toxic 9 h
effects – pesticides and its biochemical effects – toxicity of lead, mercury, arsenic and
cadmium.

UNIT-V

Ecosystem and biodiversity

Ecosystem: Concepts – structure – Functions and types of ecosystem – Abiotic and biotic 9 h
components – Energy flow and Energy dynamics of ecosystem – Food chains – Food web –
Tropic levels – Biogeochemical cycles (carbon, nitrogen and phosphorus)
Biodiversity: Definition – level and types of biodiversity – concept - significance –
magnitude and distribution of biodiversity – trends - biogeographical classification of India –
biodiversity at national, global and regional level.

V.S.M. COLLEGE (AUTONOMOUS)
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RAMACHANDRAPURAM

III B.Sc. SYLLABUS FOR VI SEMESTER
CHEMISTRY ELECTIVE PAPER – VII-C

PAPER CODE : 1662309

No. of Credits : 3

No. of h/w : 3

GREEN CHEMISTRY

UNIT-I

Green Chemistry: Introduction - Definition of green chemistry, need of green chemistry, basic principles of green chemistry. Green synthesis - Evaluation of the type of the reaction
i) Rearrangements (100% atom economic), ii) Addition reactions (100% atom economic).
Organic reactions by Sonication method: apparatus required examples of sonochemical reactions (Heck, Huns-Diecker and Wittig reactions). 10 h

UNIT-II

Selection of solvent: i) Aqueous phase reactions ii) Reactions in ionic liquids, Heck reaction, Suzuki reactions, epoxidation. iii) Solid supported synthesis 10 h
Super critical CO₂: Preparation, properties and applications, (decaffeination, dry cleaning)

UNIT-III

Microwave and Ultrasound assisted green synthesis: Apparatus required, examples of MAOS (synthesis of fused anthro quinones, Leukart reductive amination of ketones) - Advantages and disadvantages of MAOS. Aldol condensation-Cannizzaro reaction-Diels-Alder reactions-Strecker's synthesis. 10 h

UNIT-IV

Green catalysis: Heterogeneous catalysis, use of zeolites, silica, alumina, supported catalysis- biocatalysis: Enzymes, microbes Phase transfer catalysis (micellar/surfactant) 5 h

UNIT V

Examples of green synthesis / reactions and some real world cases: 1. Green synthesis of the following compounds: adipic acid, catechol, disodium imino diacetate (alternative Strecker's synthesis) 2. Microwave assisted reaction in water – Hoffmann elimination – methyl benzoate to benzoic acid – oxidation of toluene and alcohols – microwave assisted reactions in organic solvents. Diels-Alder reactions and decarboxylation reaction. 3. Ultrasound assisted reactions – sonochemical Simmons –Smith reaction (ultrasonic alternative to iodine). 10 h

V. S. M. COLLEGE (A): RAMACHANDRAPURAM
III B.Sc. Physics - Semester - VI
Elective Paper - VII-(C): Renewable Energy
Subject code: 1662215

No. of Credits: 03
1 Hour/Week
Total Hours: 36

Course outcomes:

- Co1:** Students acquire knowledge about the environmental aspects of non-conventional energy resources. In Comparison with various conventional energy systems.
- Co2:** Students should know how to establish a context for sustainability and energy.
- Co3:** Students should apply their acquired knowledge in decreasing the pollution levels.
- Co4:** Students have to understand and to innovate new kinds of generating energy with renewable sources with no wastage.

UNIT-I (12 hrs)

- 1. Introduction to Energy:** Definition and units of energy, power, Forms of energy, Conservation of energy, second law of thermodynamics, Energy flow diagram to the earth. Origin and time scale of fossil fuels, Conventional energy sources, Role of energy in economic development and social transformation.
- 2. Environmental Effects:** Environmental degradation due to energy production and utilization, air and water pollution, depletion of ozone layer, global warming, biological damage due to environmental degradation. Effect of pollution due to thermal power station, nuclear power generation, hydroelectric power stations on ecology and environment.

UNIT-II (12 hrs)

- 3. Global Energy Scenario:** Energy consumption in various sectors, projected energy consumption for the next century, exponential increase in energy consumption, energy resources, coal, oil, natural gas, nuclear and hydroelectric power, impact of exponential rise in energy usage on global economy.
- 4. Indian Energy Scene:** Energy resources available in India, urban and rural energy consumption, energy consumption pattern and its variation as a function of time, nuclear energy - promise and future, energy as a factor limiting growth, need for use of new and renewable energy sources.

UNIT-III (12 hrs)

- 5. Solar energy:** Solar energy, Spectral distribution of radiation, Flat plate collector, solar water heating system, Applications, Solar cooker, Solar cell, Types of solar cells, Solar module and array, Components of PV system, Applications of solar PV systems.
- 6. Wind Energy:** Introduction, Principle of wind energy conversion, Components of wind turbines, Operation and characteristics of a wind turbine, Advantages and disadvantages of wind mills, Applications of wind energy.

UNIT-IV (12 hrs)

7. **Ocean Energy:** Introduction, Principle of ocean thermal energy conversion, Tidal power generation, Tidal energy technologies, Energy from waves, Wave energy conversion, Wave energy technologies, advantages and disadvantages.

8. **Hydrogen Energy:** History of hydrogen energy - Hydrogen production methods - Electrolysis of water, Hydrogen storage options - Compressed and liquefied gas tanks, Metal hydrides; Hydrogen safety - Problems of hydrogen transport and distribution - Uses of hydrogen as fuel.

UNIT-V (12 hrs)

9. **Bio-Energy**

Energy from biomass - Sources of biomass - Different species - Conversion of biomass into fuels - Energy through fermentation - Pyrolysis, gasification and combustion - Aerobic and anaerobic bio-conversion - Properties of biomass - Biogas plants - Types of plants - Design and operation - Properties and characteristics of biogas.

References:

1. Solar Energy Principles, Thermal Collection & Storage, S.P.Sukhatme: Tata McGraw Hill Pub., New Delhi.
2. Non-Conventional Energy Sources, G.D.Rai, New Delhi.
3. Renewable Energy, power for a sustainable future, Godfrey Boyle, 2004,
4. The Generation of electricity by wind, E.W. Golding.
5. Hydrogen and Fuel Cells: A comprehensive guide, Rebecca Busby, Pennwell corporation (2005)
6. Hydrogen and Fuel Cells: Emerging Technologies and Applications, B.Sorensen, Academic Press (2012).
7. Non-Conventional Energy Resources by B.H. Khan, Tata McGraw Hill Pub., 2009.
8. Fundamentals of Renewable Energy Resources by G.N.Tiwari, M.K.Ghosal, Narosa Pub., 2007.

K. L. S.

Dr. K. Srinivasa Rao

M.Sc., M.Phil., Ph.D.

Head Department of Physics
V.S.M. College - Ramachandrapuram
East Godavari Dt (A.P) 533 255

CHAIRPERSON
BOARD OF STUDIES

V.S.M COLLEGE (A), RAMACHANDRAPURAM
Re-Accredited by NAAC with 'B' Grade at 2.69 CGPA
III B.Sc., SEMESTER- V, BOTANY SYLLABUS
PAPER-VI: PLANT ECOLOGY & PHYTOGEOGRAPHY
PAPER CODE -1852596

LEARNING OUTCOMES :

1. Student will gain the knowledge about the different Ecosystems .
2. Student will be able to understand the ecological deviation in different environments .
3. Student know about the biodiversity .
4. They know about the difference between biotic & abiotic factors .
5. Student will be able to differentiate the Ex-situ & In -situ conservation.

Total hours of teaching 60 hrs @ 3 hrs per week

UNIT - I. ELEMENTS OF ECOLOGY (12 hrs)

1. Ecology: definition, branches and significance of ecology.
2. Climatic Factors: Light, Temperature, precipitation.
3. Edaphic Factor: Origin, formation, composition of soil and soil profile.
4. Biotic Factor: Interactions between plants and animals.

UNIT - II. ECOSYSTEM ECOLOGY (12 hrs)

1. Ecosystem: Concept and components, energy flow, Food chain, Food web, Ecological pyramids.
2. Productivity of ecosystem-Primary, Secondary and Net productivity.
3. Biogeochemical cycles- Carbon, Nitrogen and Phosphorous.

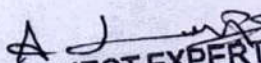
UNIT - III. POPULATION & COMMUNITY ECOLOGY (12 hrs)

1. Population -definition, characteristics and importance, outlines -ecotypes.
2. Plant communities- characters of a community, outlines - Frequency, density, cover, life forms, competition.
3. Interaction between plants growing in a community.
4. Plant succession (Hydrosere and Xerosere)


UNIT - IV. PHYTOGEOGRAPHY (12 hrs)

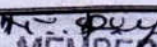
1. Principles of Phytogeography, Distribution (Endemic and discontinuous species)
2. Phytogeographic regions of India.
3. Phytogeographic regions of World.
4. Endemism - types and causes


UNIVERSITY NOMINEE


SUBJECT EXPERT

41


CHAIRPERSON


MEMBER


APPROVED

UNIT- V: PLANT BIODIVERSITY AND ITS IMPORTANCE

(12 hrs)

1. Definition, levels of biodiversity-genetic, species and ecosystem.
2. Biodiversity hotspots- Criteria, Biodiversity hotspots of India.
3. Loss of biodiversity – causes and conservation (*In-situ* and *ex-situ* methods).
4. Seed banks - conservation of genetic resources and their importance
5. Role of UNDP, UNEP and NBA in conservation of biodiversity.

Additional Inputs:

1. Environmental and Wild life Acts

Suggested activity:

1. Collection of different soils, studying their texture.
2. Observing polluted water bodies.
3. Student study projects.
4. Debates on man's activity on ecosystem and biodiversity conservation methods.
5. Visiting a nearest natural vegetation area.

Prescribed Books:

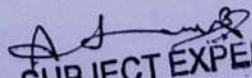
Cell biology, Genetics, Ecology and Biodiversity - Telugu Academy publications (old).


Plant Ecology and Phytogeography - Vivek Publications

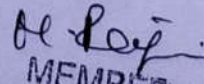
Books for Reference:

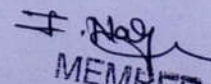
1. Daubenmire, R.F. (): Plants & Environment (2nd Edn.,) John Wiley & Sons., New York.
2. Puri, .G.S. (1960): Indian Forest Ecology (Vol.I & II) Oxford Book Co., New Delhi & Calcutta.
3. Billings, W.B. (1965): Plants and the Ecosystem Wadsworth Publishing Co., Inc., Belmont.
4. Misra, R. (1968): The Ecology work Book Oxford & INH Publishing Co., Calcutta
5. Odum E.P. (1971): Fundamentals of Ecology (2nd Edn.,) Saunders & Co., Philadelphia & Natraj Publishers, Dehradun.
6. Odum E.P. (1975): Ecology By Holt, Rinert & Winston.
7. Oosting, H.G. (1978): Plants and Ecosystem Wadworth Belmont.
8. Kochhar, P.L. (1975): Plant Ecology. (9th Edn.,) New Delhi, Bombay, Calcutta-226pp.,
9. Kumar H.D. (2000): Biodiversity & Sustainable Conservation Oxford & IBF Publishing Co Ltd. New Delhi.
10. Newman, E.I. (2000): Applied Ecology Blackwell Scientific Publisher, U.K.


UNIVERSITY NOMINEE


SUBJECT EXPERT


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V.S.M COLLEGE (A), RAMACHANDRAPURAM
Re-Accredited by NAAC with 'B' Grade at 2.69 CGPA
III B.Sc. SEMESTER- VI: CLUSTER ELECTIVE -A
PAPER VIII-A-1: PLANT DIVERSITY AND HUMAN WELFARE
PAPER CODE-1862510

LEARNING OUTCOMES :

1. Learn the Approaches to the study of Ecology (Autecology, Synecology and Genecology).
2. Understand the population & Community Ecology .
3. Student gain the knowledge about role of plants in relation to human welfare.
4. They understand about biodiversity.

Total hours of teaching 60hrs @ 3hrs per week

UNIT- I: PLANT DIVERSITY AND ITS SCOPE:

(12hrs)

1. Genetic diversity, Species diversity, Plant diversity at the ecosystem level, Agro biodiversity and cultivated plant taxa, wild taxa.
2. Values and uses of biodiversity: Ethical and aesthetic values,
3. Methodologies for valuation, Uses of plants.

UNIT -II: LOSS OF BIODIVERSITY:

(12hrs)

1. Loss of genetic diversity, Loss of species diversity, Loss of ecosystem diversity, Loss of agro biodiversity, projected scenario for biodiversity loss.
2. Management of plant biodiversity: Organizations associated with biodiversity management-Methodology for execution-IUCN, UNEP, UNESCO, WWF, NBPGR, Biodiversity legislation and conservations, Biodiversity information management and communication.

UNIT-III: CONTEMPORARY PRACTICES IN RESOURCE MANAGEMENT (12hrs)

1. Environmental Impact Assessment (EIA), Geographical Information System GIS, Participatory resource appraisal, Ecological footprint with emphasis on carbon footprint, Resource accounting;
2. Solid and liquid waste management

UNIT -IV: CONSERVATION OF BIODIVERSITY

(12hrs)

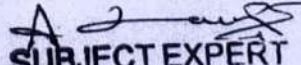
1. Conservation of genetic diversity, species diversity and ecosystem diversity, *In situ* and *ex situ* conservation.
2. Social approaches to conservation, Biodiversity awareness programmes, Sustainable development.

UNIT- V: ROLE OF PLANTS IN RELATION TO HUMAN WELFARE

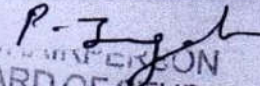
(12hrs)

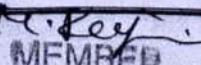
1. Importance of forestry, their utilization and commercial aspects-
a) Avenue trees, b) Ornamental plants of India. c) Alcoholic beverages through ages.
2. Fruits and nuts: Important fruit crops their commercial importance. Wood, fiber and their uses.


UNIVERSITY NOMINEE


SUBJECT EXPERT

65


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Suggested activities:

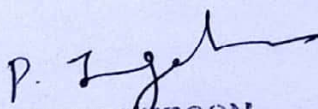
1. Study of flora and its diversity in the college campus or local area.
2. Enumerating wild and exotic species (*Parthenium*, Water hyacinth etc.)
3. Student Study Project work on any one of the International organizations striving for preservation of biodiversity.
4. Study of conservation efforts of local people, and civic bodies.
5. Study of locally available fruits in different seasons.
6. Enumerating the avenue plantations and their diversity in your town/city.

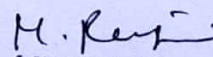
Suggested Readings:

1. Krishnamurthy, K.V. (2004). An Advanced Text Book of Biodiversity -Principles and Practices. Oxford and IBH Publications Co. Pvt. Ltd. New Delhi.
2. Singh, J. S., Singh, S.P. and Gupta, S. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications, New Delhi.
3. Rogers, P.P., Jalal, K.F. and Boyd, J.A. (2008). An Introduction to Sustainable Development. Prentice Hall of India Private Limited, New Delhi.


UNIVERSITY NOMINEE


SUBJECT EXPERT


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PAPER CODE: 303: PLANT ECOLOGY, BIODIVERSITY AND CONSERVATION

Theory

UNIT - I

Ecology – A synthetic approach. Major biomes and Vegetational patterns of the World. Major Vegetational and Soil types of India.
Community ecology: Methods of study of plant communities, qualitative study of plants communities. Stratification of Life forms and physiognomy, normal biological spectrum.

UNIT - II

Quantitative study of plant communities, distribution pattern frequency, density, canopy, basal area and cover
Synthetic characters of Community, Similarity Index, general account of classification of communities

Population Ecology: Population structure, characteristics of population; population density, Natality, Mortality, Age distribution, Biotic potential, Population growth forms and curves. Population fluctuation and population dispersal

UNIT - III

Plant Biodiversity: Concept, Status in India, Utilization and concerns, World Centers of primary diversity of domesticated plants. The Indo Burmese Centre, plant introduction and secondary centers.

UNIT - IV

Principles of Conservation: Strategies for conservation, *in situ* conservation, protected areas in India- Biosphere reserves, wetlands, mangroves, conservation of wild biodiversity, strategies for conservation – *ex situ* conservation. Principles and practices. **Botanical gardens, BSI, ICAR and CSIR.**

Suggested Laboratory Exercises

1. study vegetation in the botanical gardens
2. To prepare life forms of local botanical gardens and prepare a biological spectrum
3. To determine the minimal size and number of quadrates required for reliable estimate of biomass in grass land
4. Quantitative analysis of vegetation: relative frequency, density, relative density, basal area and IVI
5. To estimate rate of Carbon dioxide evolution from different soils using soda lime or alkali absorption method
6. Scientific visits:

A protected areas or Biosphere reserve or national park or sanctuary

A wetland, Mangrove, NBPGR (National Bureau of Plant Genetic Resources – New Delhi)

BSI, CSIR Laboratories, FRI and Tropical Botanical Gardens

Suggested Readings & Text Books

01. APHA – Standard Methods for the Examination of Water and Waste Water. American Public Health Association, Washington, DC
02. Frankel, OH. Brown, A.H.D. & Burdon, J.J. 1995. The conservation of Plant Diversity, Cambridge University Press, Cambridge, UK
03. Krebs, C.J. 1989. Ecological Methodology. Harper and Row, New York, USA
04. Ludwig, J.A. and Reynolds, J.F. 1988. Statistical Ecology. Wiley, New York
05. Magurran, A.E. 1988. Ecological Diversity and its measurement. Chapman and Hall, London

06. Moore, P.W. and Chapman, S.B. 1986. *Methods in Plant Ecology* Blackwell Scientific Publication
07. Molles, M.C. 2005. *Ecology-concepts and applications*. Mc GrawHill. Boston
08. Muller – Dombois, DD. And Ellenberg, R. 1974. *Aims and Methods of Vegetation Ecology*, Wiley, New York
09. Begon Michael, Colin Townsend & John L. Harper. 2005. *Ecology, From Individuals to Ecosystems*. 4th ed. Black well Publishing, Oxford.
10. Odum.E.P. & Gary W.Barrett. 2005. *Ecology*. Tomson Brooks/Cole, Singapore.
11. Sokal, R.R. and Rohit, F.J.1995. *Biometry*. W.H. Freeman & Co., San Francisco
12. Cunningham, W.P. & M.A.Cunningham 2007. *Principles of Environmental Science-Inquiry and applications*. Tata Mc GrawHill Pub.New Delhi.
13. Heywood, V.M. and Watson, R.T. 1985. **Global Biodiversity Assessment**, Cambridge Univ. Press, Cambridge.
14. Ricklefs, R,E. & Gary L. Miller. 2000. *Ecology*. 4th ed. W.H. Freeman and Company. New York
15. Richard T. Wight 2005. *Environmental Scence*. 9th ed. Pearson Prentice Hall. New Delhi.
16. Given, D.R.. 1995. *Principles and practice of plant conservation*. Timber Press, Oregon
17. Jensen, John R. 2007. *Remote Sensing of the Environment: An Earth Resource Perspective*. PHI.
18. Krishnamurthy, K.V. 2004. *Advanced Textbook On Biodiversity: Principles And Practice*. Oxford
19. Sabins, F.F.2007. *Remote Sensing-principles and interpretation*. 3rded. Waveland Press Inc

V.S.M. COLLEGE (AUTONOMOUS), RAMACHANDRAPURAM
 NAAC Re-accredited with 'B' Grade at 2.69 CGPA
 (Affiliated To Adikavi Nannaya University , Rajamahendravaram)

II B.Sc.(BZC), ZOOLOGY SYLLABUS FOR III SEMESTER

ZOOLOGY - PAPER – III, PAPER CODE - 1632603

CYTOLOGY, GENETICS AND EVOLUTION

<u>Total Hours 4/Week</u>		<u>Total Credits : 03</u>
Unit - I		
1.	Cytology – I 1.1 Definition, history, prokaryotic and eukaryotic cells, virus, viroids, mycoplasma 1.2 Electron microscopic structure of eukaryotic cell. 1.3 Plasma membrane –Different models of plasma membrane.	10 Hours
Unit – II		
2.	Cell organelles 2.1 Structure and functions of Endoplasmic Reticulum 2.2 Structure and functions of Golgi apparatus 2.3 Structure and functions of Lysosomes 2.4 Structure and functions of Ribosomes 2.5 Structure and functions of Mitochondria 2.6 Nucleus 2.7. Chromatin - Structure and significance, Chromosomes - Structure, types, functions	14 Hours
Unit - III		
3.1	Genetics – I 3.1.1 Mendel's work on transmission on traits 3.1.2 Principles of inheritance 3.1.3 Incomplete dominance and codominance 3.1.4 Lethal alleles, Epistasis, Pleiotropy	12 Hours
Unit - IV		
4.1	Genetics – II 4.1.1 Sex determination 4.1.2 Sex linked inheritance 4.1.3 Linkage and crossing over 4.1.4 Extra chromosomal inheritance 4.1.5 Human karyotyping	12 Hours
Unit - V		
5.1	Evolution 5.1.1 Origin of life. 5.1.2 Lamarckism, Darwinism, Neo – Darwinism, Hardy-Weinberg Equilibrium. 5.1.3 Variations, isolating mechanisms, natural selection. 5.1.4 Types of natural selection (directional, stabilizing, disruptive). 5.1.5 Artificial selection and forces of evolution. 5.1.6 Speciation (Allopatric and Sympatric). 5.1.7 Macro evolutionary principles (Example: Darwin's finches).	12 Hours

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I BBA (II Semester)– SYLLABUS
SUBJECT: COMMERCE AND MANAGEMENT
Paper V: ACCOUNTING FOR MANAGERS

CODE :: 2024105

Hours :75hrs. (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

ACCOUNTING FOR MANAGERS

Learning outcomes:

- Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements (e.g. accrual accounting vs. cash accounting, definition, measurement and disclosure of assets, liabilities, revenues, expenses).
- Ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company.
- Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

Unit - I Introduction toAccounting:

Need for accounting— definition, features,objectives, functions, systems and bases and scope of accounting- **book keeping and accounting**- branches of accounting- advantages and limitations – basic terminology used-accounting concepts and conventions. Accounting process accounting cycle-accounting equation-classification of accounts- **rules of double entry book keeping**- identification of financial transaction- journalizing-posting to ledgers, balancing of ledgers accounts- computerized accounting: meaning and features- advantages and dis-advantages of computerized accounting- crating of an organization- grouping of accounts- creation of accounts- creation of inventory - creation of stock

group- stock categories, units of measurements stock items - entering of financial transactions - types of vouchers –voucher entry editing and deleting of vouchers- voucher numbering- customization of vouchers

Unit -II subsidiary books and bank reconciliation statement:

Sub-division of journal- preparation of subsidiary books including different types of cash books- simple cash book, cash book with cash and discount columns , cash book with cash, discount and bank columns, cash book with cash and bank columns and petty cash book. Preparation of sales register: purchase register, journal proper, debit note register, credit note register and different cash books including interest and discount transactions using computers. Bank reconciliation statement: need - reasons for difference between cash book and pass book balances problems on favorable and over draft balances- ascertainment of correct cash book balance. Preparation of bank reconciliation statement using computers.

Unit -III Trial balance, Final Accounts, Errors and Rectifications:

Trail balance: meaning , objectives, methods of preparation- final accounts: meaning, features, uses and preparation of manufacturing , trading accounts, profit and loss account and balance sheet- adjusting and close entries. Preparation of trial balance, trading, profit and loss account, processing of year ending and closing the books, adjusting and closing entries and balance sheet using computers.Errors and their rectification- types of errors - rectification before and after preparation of final accounts- suspense accounts- effect of errors on profit.Rectification of errors use in computers.

Unit - IV Consignment and Joint ventures:

Consignment - features terms used Performa invoice- account sale Delcredere commission- accounting treatment in the books of the consignor and the consignee- valuation of consignment stock- normal and abnormal laws- invoice of goods at a price higher than the cost price. Joint ventures- features-difference between joint venturesand consignment, accounting procedure-methods of keeping records for joint venture accounts- method of recording in co-ventures books- separate set of books methods.

Unit - V Depreciation- provisions and reserves:

Meaning of depreciation causes- objects of providing for depreciation- factors affecting depreciation- accounting treatment- methods of providing depreciation-straight line method, diminishing balance method. Provisions and Reserves- reserves fund-different types of provisions and reserves.

Reference Books:

1. K ArunJyothi, A Text book on Fundamentals of Accounts, MaruthiPublications, Guntur.

2. R L.Gupta and VK.Gupta, Principles and Practice of Accounts S Chand & Co.
3. S P Jain and KL Narang, Accountancy-I, Kalyani Publishers
4. VK Goyal Financial Accounting, Excel Text Books
5. TS.Grewal, Introduction to Accountancy- S.Chand& Co.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I BBA (I Semester)– SYLLABUS
SUBJECT: COMMERCE AND MANAGEMENT
Paper III: INFORMATION TECHNOLOGY FOR MANAGERS

CODE :: 2014103

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

INFORMATION TECHNOLOGY FOR MANAGERS

Learning outcomes:

- Complete all work in compliance with relevant policies, practices, processes and procedures.
- Participate as an effective individual and member of a team.
- Identify and implement strategies to improve job performance and promote personal and professional growth.

Unit –I :IT in modern organization : Basic concepts of information system- **organizational structure and IT support at different organizational levels managing information technology in organizations.**

Introduction to computer systems: introduction to computers-five generations of computers-classification of digital computers system.

Unit –II : Computer in Hardware: computer hardware: **central processing unit, control unit, mathematical logical unit, memory organization-random access memory, DRAM, SRAM, ROM, registers,** Factors affecting processor speed-instruction set, mechanical cycle secondary storage devices: magnetic tapes. Magnetic disks, hard disks, hard disks, optical disk

Input devices: key board, mouse, trackball, game controllers, scanners, voice reorganization, web cams, and digital cameras. OCR, OMR, MICR.

OUTPUT DEVICES: monitors, CRT Monitors, flat panel monitors, printers: daisy wheel, dot matrix, ink jet printers-plotters, multimedia projector.

Unit –III :Computer software: system software and application software. Operating system windows OS, mobile device operating system, and notebook operating system. Application software : **Types of personal application software, spread sheet-data management-word processing-desktop publishing, graphics, CAD, CAM, CIM, Multimedia speech recognition** software, group ware suit. Programming languages: Assembly, procedural language, Non-procedural language, natural programming language, hypertext markup language, Modeling language, objected oriented programming language.

Unit –IV :Telecommunication and Networks : Introduction, analog and digital signals, Modulation, need of modulations, modems

Telecommunication system : Communication processors: modem, multiplexers, front end processor.

Communication media and channel: cable media, Broad cast media channels twisted pair, coaxial pair, fiber optical cable, micro wave, satellite, radio, cellular radio, infrared global positioning systems.

Networks: LAN, WAN, VAN, Virtual private network(VPN).

Internet, Intranet, Extranets: The evolution of internet, service provided by the internet, World wide web.

Unit –V : New technologies in information Technology: Introduction to hyper Media, Artificial intelligence and Business Intelligence, Knowledge discovery in data base: KDD data ware house and data Marts. Data mining and OLAP, EPR-Supply chain management, CRM- geographic information system.

References:

1. Ms J J L R Bhatathi Devi, A Text Book of IT, Maruthi Book depot, Guntur.
2. N V N Chari and Lalitha S, Fundamental of Information Technology, Kalyani Publishers, Hyderabad.
3. Turban Rainer Potter: Introduction to information Technology, Wiley, India.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

BBA- III Semester Syllabus

DSC 1C : OPERATIONS MANAGEMENT

LEARNING OUTCOMES

1. Define operations management and describe its application within manufacturing and services organizations
2. Explain today's partnership approach to supply chain management
3. Summarize considerations in designing facilities layout
4. Discuss new technologies used for manufacturing and service operations and explain what is meant by lean manufacturing

Unit-I: Operations management - meaning, definitions, scope and objectives- **interaction of operations management with other areas - manufacturing and non manufacturing operations and their characteristics.**

Unit-II: **Facilities planning - plant location - factors determining plant location - plant layout— process layout and product layout - materials handling – MRP - Principle equipments.**

Unit-III: Capacity planning - estimation of capital requirements - **maintenance management— types of maintenance -work study - time and method study - work measurement.** meaning, scope and importance.

Unit-IV: Operations planning and control - Objectives of Operations planning— planning procedure - Operations planning categories.

Unit-V: **Operations control - Meaning, Importance and objectives - Techniques of operations control.**

References:

1. Russell, Roberta S, and Bernard W.Taylor, Operations Management, Pearson Education, New Delhi 2004.
2. Chase :Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi 1995.
5. S.Chary, S .N., 'Production and Operations Management', Tata McGraw Hill, New Delhi

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

BBA- III Semester Syllabus

DSC 2C : HUMAN RESOURCE MANAGEMENT

LEARNING OUTCOMES

1. Functions of human resource management
2. Explain how globalization is influencing human resources management
3. Role of human resource manager
4. Increasing significance of human resource management

Unit-I: Introduction to Human Resource Management: Introduction, Concept of Human Resource Management, Scope of Human Resource Management, History of Human Resource Management, Function of Human Resource Management, Role of HR Executives.

Unit-II: HRM in India: Introduction, **Changing Role of Human Resource in India, Globalization, And Its Impact on HR.**

Unit-III: Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, **HR Forecasting Techniques, Successful Human Resource Planning.**

Unit-IV: **Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Recruitment Policy, Selection, Selection Process, Application Forms, Selection Test, Interviews, Evaluation, Placement, Induction.**

Unit-V: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, **Concept of Management Development, Management Development Methods,** Differences between Training and Development, Evaluation of Training and Management Development.

References:

1. 1.D'Enzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, NewDelhi.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, NewJersey.
3. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
4. 4.Dessler, Garry, Human Resource Management, Prentice Hall of India. Department of Commerce, University of Delhi 20

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

BBA III SEMESTER
DSC 3C: ORGANIZATIONAL BEHAVIOUR

LEARNING OUTCOMES

1. Explain the goals and forces of organizational behavior
2. Understand the evolution and fundamental concepts of organizational behavior
3. Explain the distinction between the theories of organizational behavior
4. Understand the major approaches of organizational behavior

Unit-I: Focus and Purpose: Definition, need and importance of organizational behavior – Nature and scope – Frame work – **Organizational behavior models.**

Unit-II: **Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behavior modification. Misbehavior – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories.**

Unit-III: **Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Effects on work behavior.**

Unit-IV: Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – **Group decision making techniques – Team building - Interpersonal relations – Communication – Control.**

Unit-V: **Leadership and Power: Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.**

References:

1. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 2008.
2. Fred Luthans, Organizational Behavior, McGraw Hill, 2001.
3. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 9th Edition, 2008.
4. UdaiPareek, Understanding Organizational Behaviour, Oxford Higher Education, 2004.
5. Mc Shane & Von Glinov, Organizational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

BBA IV SEMESTER
DSC 3D: BUSINESS ETHICS AND CORPORATE GOVERNANCE

LEARNING OUTCOMES

1. Define business ethics and describe the factors that shape a managers ethical decision making
2. Describe the principles of good corporate governance
3. Define corporate social responsibility and explain how to evaluate it along economic, legal, ethical and discretionary criteria.

Unit- I: Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders' Protection, Corporate Governance and Business Ethics.

Unit- II: Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, and Initiatives in India.

Unit- III: Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

Unit- IV: Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, and Corporate Governance in Public Sector Undertakings.

Unit-V: Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

References:

- 1.J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
- 2.Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.

3.D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi

4.Christine A Mallin, Corporate Governance (Indian Edition), Oxford University 46 Press, New Delhi.

5.Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
NAAC Re-accredited with 'B' Grade at 2.69 CGPA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Hours : 75hrs (5hrs per Week)
Number of Credits : 5
Max. Marks : **100 Marks**
TIME : 3hrs

DSC 2F (HR): Industrial Relations

Unit-I: Meaning, Importance, and Scope of Industrial Relations, Content and Objectives of Industrial Relations, Industrial Relations programs, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, Causes, Procedure for the settlement of industrial disputes, Government and Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal procedure.

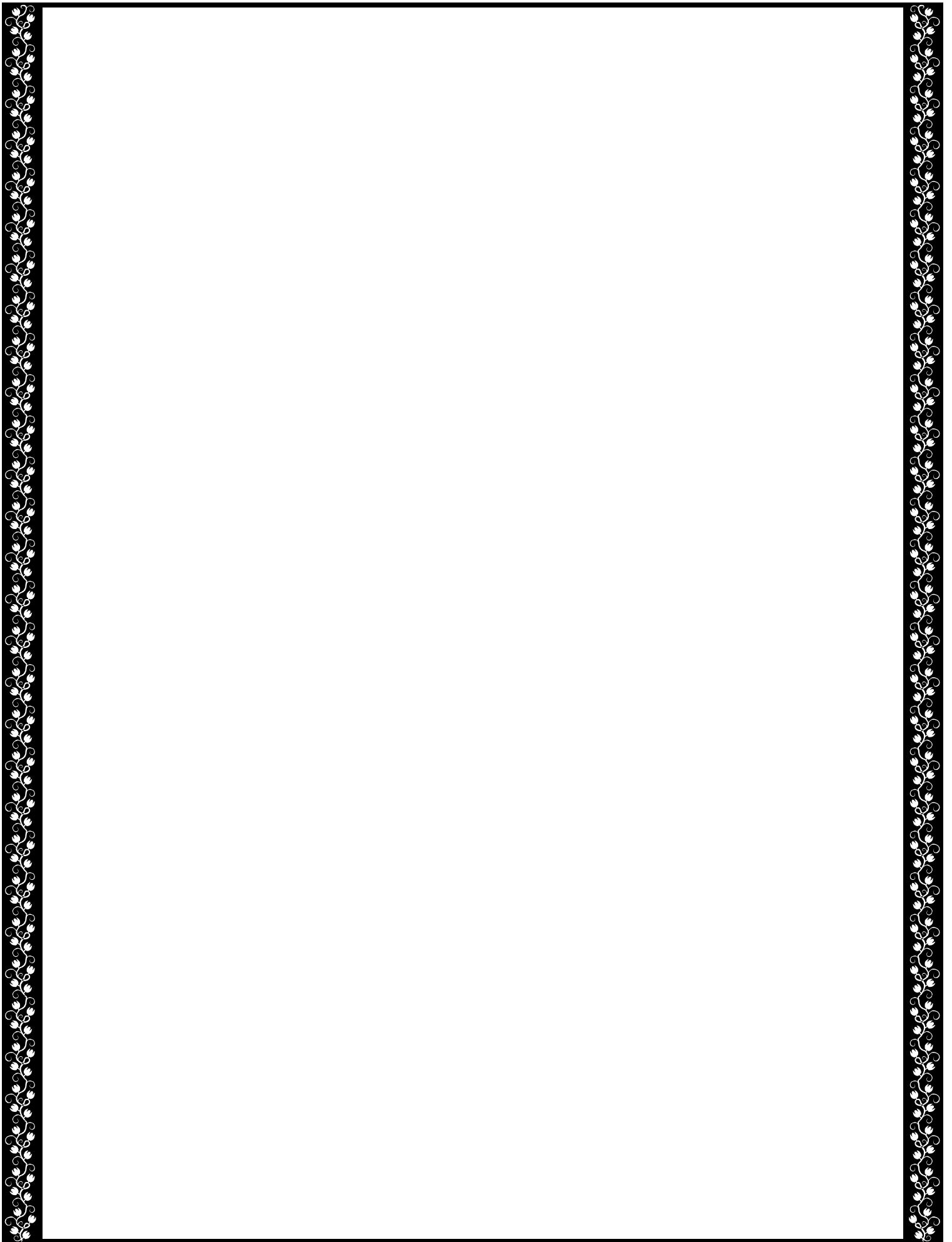
Unit-III: Trade Unions: Principles of Trade Unionism, Objectives and functions of trade unions, Growth of Trade union movement in India, Factors affecting growth of Trade unions, Features, Weakness of Trade unions, essentials of successful Trade union.

Unit-IV: Participative Management: Forms of participation, objectives of workers participations in management, levels of participation, forms of participation in India, Causes of failure of joint Management council.

Unit-V: Collective Bargaining: Meaning, Features of collective bargaining, necessity and Importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, Contract administration.

References:

- 1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.
- 2) Labour and Industrial Laws – Central Law Publications, Allahabad.
- 3) Industrial Relations – ArunMonappa
- 4) Management of Industrial Relations – PramodVerma
- 5) Mamoria C B: Industrial Relations
- 6) Charles Myeres: Industrial Relations in India



V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA. (I Semester)– SYLLABUS
Paper II: ACCOUNTING FOR MANAGEMENT
w.e.f:2019–20 Admitted Batch

CODE::PG1914102

Hours : 75hrs. (4hrs per Week)

Number of Credits : 4

Max. Marks : 100 marks (75 marks SEE and 25 marks CIA)

TIME : 3hrs

ACCOUNTING FOR MANAGEMENT

Objective: to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, and decision-making

Learning Outcomes

1. Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ;
2. Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements (e.g. accrual accounting vs. cash accounting, definition, recognition, measurement and disclosure of assets, liabilities, revenues, expenses; inventory valuation methods, provisions, depreciation; accounting for intangibles);
3. Ability to read interpret and analyses financial statements common business management decisions such as pricing and outsourcing decisions
4. Develop group work and communication skills

Unit-I : Accounting for Management –Nature and Scope – Management Process and Accounting – **Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization**

Unit – II: Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – **Contents of Profit and Loss Account – Balance Sheet (Theory only)**

Unit- III: Elements of Cost – Cost Sheet Preparation – Absorption Vs Marginal Costing –**Cost – Volume – Profit Analysis – Cost Behavior – Breakeven Analysis – Contribution Approach – Profit Planning. (Cases)**

Unit-IV: Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions (Cases) – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

Unit- V: Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting-fundamentals of Tally ERP 9: start tally, create and alter a company-creating single group/multi groups, display, deleting groups-ledger : creating single ledger/multiple ledger

(Case study is Compulsory)

Suggested Books:

1. I. M. Pandey : Management Accounting VikasPublishingHouse.ND
2. Needles, Financial Accounting, Cengage, New Delhi
3. Jawaharlal, Accounting for Management, Himalaya,Mumbai
4. Hilton,Ramesh&Jayadev, Managerial Accounting, TMH, NewDelhi
5. B.Banerjee, Financial Policy & Management Accounting,PHI, NewDelhi
6. P Periasamy, A Text Book of Cost & Management Accounting, Himalaya,Mumbai
7. Horngren, C.T., Introduction of Management Accounting., Prentice Hall ofIndia.
8. Khan and Jain, Management Accounting, Tata Mc GrawHill ,Delhi.
9. Blocher, Chen, Cokins and Lin, Cost Management, A Strategic Emphasis, TMH,ND
10. Porwal, LS, Accounting Theory, TMH, NewDelhi

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA (I Semester)– SYLLABUS
Paper V: MANAGERIAL COMMUNICATION SKILLS
w.e.f:2019–20Admitted Batch

CODE::PG1914105

Hours	:75 hrs (4hrs per Week)
Number of Credits	: 5
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

MANAGERIAL COMMUNICATION SKILLS

Objective: To equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Learning Outcomes: At the end of the course the student should be able to

1. Develop skills and abilities for situational thinking and problem solving through logical analysis of case situations and coherence in writing for effective communication.
2. Enhance oral presentation planning, audio visual communication and developing & displaying visual aids for effective communication.
3. Understand the importance of interviews, meetings, and ways and means of effectively conducting them.
4. Understand communication etiquettes which are to be followed in the corporate world.

UNIT – I: Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – **Silence - Developing Listening Skills** – Improving Non-verbal Communication skills.

UNIT – II: Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – **Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.**

UNIT-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – **Role of Emotion in Inter Personal Communication-** Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication

UNIT-IV: Business Letter Writing Skills – Significance and Essentials of Effective Business Letters, Use of Technology in Business Communication, E-mail Messages.

UNIT-V: **Corporate Communication – Ethics in Business Communication –Time Management-GD-Seminars, Business Etiquette- Types of Interviews-Preparing for Interviews.**

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Suggested Books:

1. K Bhardwaj, Professional Communication, IK Int Pub House, NewDelhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, NewDelhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi
4. Penrose, Business Communication for Managers, Cengage, NewDelhi
5. McGrath, Basic Managerial Skills for All 5thed., Prentice Hall of India.
6. Urmila Rai & S.M. Rai, Business Communication, HimalyaPublishers,

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA (I Semester)– SYLLABUS
Paper VI: ORGANISATIONAL BEHAVIOUR
w.e.f:2019–20Admitted Batch

CODE::PG1914106

Hours : 75 hrs (4hrs per Week)
Number of Credits : 4
Max. Marks : 100 Marks (75 marks SEE and 25 marks CIA)
TIME : 3hrs

ORGANIZATIONAL BEHAVIOR

Objective: To enable students to understand the influence of individual determinants on behavior and apply concepts to leadership, change of decision, making and develop strategies for teamwork.

Learning Outcomes: After completing the course, you shall be able to

1. Know about the basic concepts.
2. Measure emotions, perception, attitude, learning, etc. by using appropriate tools.
3. Understand change management, stress management, organization culture and climate and apply the same in be able to manage change, reduce stress, transform organizations, and apply the same in real life organizations.
4. Explain the impact of organizational behavior on business outcomes

UNIT-I: Introduction to the field of OB-Meaning and scope-Challenges and opportunities, Trends of OB- Anchors of Individual behavior-*Management and the individual-Foundations of individual behavior-MARS Model-Values-Attitudes-Job satisfaction-Personality.*

UNIT-II: Knowledge Management-*Perception and Learning in organization-perceptual process-perceptual errors-Developing perception-work place emotions-Motivation in work place-theories of motivation.*

UNIT-III: Foundations of team dynamics-Developing high performance teams-*Leadership styles-Conflict and negotiation in work place causes and consequences-*Art of Negotiation and its Management**

UNIT-IV: Organizational change-Change process-*Resistance to change-*Management of change-** Work related stress, Management of Stress-Organizational Development.

UNIT-V: Organizational culture-Elements of organizational culture-Creating ethical organization-Merging organizational cultures-Organizational effectiveness.

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

*NOTE: Topics marked with * & Italic are not for Exam point of view*

Suggested Books:

1. Udaipareek, Organizational Behaviour, Oxford University Press.
2. Fred Luthans, Organizational Behaviour, McGraw Hill, New Delhi.
3. Aswathappa K, Organizational Behaviour, Himalaya, Mumbai.
4. Neeraj Kumar, Organizational Behaviour, Prentice Hall.
5. Steve L McShane, Mary Ann Von Glinow, Radha R Sharma, Organizational Behaviour, McGraw Hill, New Delhi.
6. V S P Rao, Organizational Behaviour, Excel Books, New Delhi.
7. L.M.Prasad, Organizational Behaviour, S Chand, New Delhi.
8. P Subba Rao, Organizational Behaviour, Himalaya, Mumbai.
9. Vinod Malhotra, Bhagavadgita and Management, Third Eye, New Delhi.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA (II Semester)– SYLLABUS
Paper III: HUMAN RESOURCE MANAGEMENT
W.e.f:2019–20Admitted Batch

CODE :: PG1924110

Hours : 75hrs (4hrs per Week)
Number of Credits : 5
Max. Marks : 100 Marks (75 marks SEE and 25 marks CIA)
TIME : 3hrs

HUMAN RESOURCE MANAGEMENT

Objective: to equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment

Learning Outcomes:

1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
2. Administer and contribute to the design and evaluation of the performance management program.
3. Develop, implement, and evaluate employee orientation, training, and development programs.
4. Facilitate and support effective employee and labour relations in both non-union and union environments.

UNIT-I: Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.

UNIT –II: HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques .

UNIT –III: Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling.

UNIT – IV: Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

UNIT –V: Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

(Case Study is compulsory in all Units)

Suggested Books:

1. Venkata Raman C.S., and Srivastiva BK Personnel / Human Resource Management, TMH, ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N.K. Singh / Human Resource Management, Excel Publications.
6. Jyothi - / Human Resource Management, Pearson Education, New Delhi.
7. Biswajeet Pattanayak / Human Resource Management, Prentice Hall of India New Delhi.
8. P.S Rao , Essentials of Human Resource Management & IR, Himaliya, Mumbai
9. Dwivedi & Agarwal, Human Resource Management, Vikas, ND
10. R. Wayne Mondy and Robert M. Noe, Human Resource Management, Pearson

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA (II Semester)– SYLLABUS

Paper IV: OPERATIONS MANAGEMENT
w.e.f:2019–20 Admitted Batch

CODE :: PG1924111

Hours	:75hrs. (4hrs per Week)
Number of Credits	: 4
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

OPERATIONS MANAGEMENT

Objective: To acquaint the students with decision making process and various aspects of Production Management.

Learning Outcomes:

1. Identify the roles and responsibilities of operations managers in different organisational contexts
2. Apply the ‘transformation model’ to identify the inputs, transformation processes and outputs of an organisation
3. Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.
4. Apply the decision models to various real time problems

UNIT –I: Introduction : Nature and Scope of Production and Operation Management- Historical Evolution – **Types of Manufacturing Systems** – Differences Between Manufacturing and Service Operations- Role of Production and Operation Manager.

UNIT-II: Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing– **Maintenance Management – Industrial Safety.**

UNIT-III: **Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments – Material Handling Principles.**

UNIT- IV: Productivity: Factors, Affecting Productivity – **Job Design– Methods Study – Work Measurement.**

UNIT –V: **Introduction to Logistics Management-Role-Objectives and –Functions of Logistics Management-Material Management –Role of Logistics Management-Cost Associated with Inventory – Economic Order Quantity– ABC Analysis - Materials Requirement Planning –**

Just In – Time Production Total Quality Management– Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 -ISO 9001-2015 series.

(Case Study is compulsory in all Units)

Suggested Books:

1. Gaither & Frazier, Operations Management, Cengage, NewDelhi
2. PannerSelvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. Kanishka Bedi, Production & Operation Management, University Press.
5. UpendraKachru: Operation Management, Excel Publications.
6. Adam, E.E& Ebert; R.J. Production and Operation Management, 6thEd., Prentice Hall
7. Chary , S.N. Production and Operation Management, New Delhi, Tata McGraw Hill
8. K Aswathappa& Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai

**V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
II MBA (III Semester)– SYLLABUS**

**Paper I: ENTREPRENEURSHIP
w.e.f:2019–20 Admitted Batch
CODE: PG1934115**

Hours	:75hrs. (4hrs per Week)
Number of Credits	: 4
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

ENTREPRENEURSHIP

Objective: The objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish and a new enterprise and effectively manage the same.

Learning Outcomes:

1. Understand different methods to assess the attractiveness of business opportunities.
2. Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.
3. Understand the key risks and the most effective processes in bringing different types of products or services to market.
4. Able to detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

Unit – I: Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; **Role of Entrepreneurship**, Ethics and Social Responsibilities.

Unit – II: **Role of Government; Role of IDBI, NIESBUD, SISI, DIC Financial Institutions, Entrepreneurial Development Institutes, Entrepreneurial Development Programme.**

Unit – III: **Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit**, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.

Unit – IV: Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit – V: **Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.**

(Case Studies are Compulsory)

Suggested Books:

- 1.NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, IK Int Pub House, NewDelhi
- 2.S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, NewDelhi
- 3.Balraj Singh, Entrepreneurship Development, Wisdom,Delhi
- 4.Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21stCentury, TMH,ND
- 5.Tabarrok – Entrepreneurial Economics, Oxford UniversityPress.
- 6.C.V. Bakshi, Entrepreneurship Development, ExcelPublications.
- 7.Jain, Hand Book of Entrepreneurs, Oxford UniversityPress.
- 8.Vasant Desai, Small Business in Entrepreneurship, Himalaya PublishingHouse.

V.S.M.COLLEGE(A) : : RAMACHANDRAPURAM
II MBA (III Semester)– SYLLABUS
Paper I: INDUSTRIAL RELATIONS
w.e.f:2019–20Admitted Batch

CODE::PG1934126

Hours	:75hrs. (4hrs per Week)
Number of Credits	: 4
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

INDUSTRIAL RELATIONS

Objective: to enlighten the students with the Concepts and Practical applications of Industrial Relations.

Learning Outcomes:

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
3. Recognize and consider the social, historical and equity issues within industrial relations.
4. Investigate solutions to industrial relations problems based on research and assessment of current practices.

UNIT – I: Industrial Relations: Scope and Significance – **Causes and Consequences of Industrial Disputes** – Recent Trends in Industrial Relations

UNIT—II: Trade Unions: **Trade Union Structure and Movement in India** – Changing Role in the Context of Liberalization

UNIT – III: Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – **Conciliation – Arbitration and Adjudication – Code of Discipline.**

UNIT-IV: Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry **Measures for dealing with Indiscipline.**

UNIT – V: Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – **Schemes of Workers' Participation in Management in India.**

(Case Studies are Compulsory)

Suggested Books:

1. VenkatRatnam, C.S. – Industrial Relations, Oxford University Press.
2. SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
3. M.Arora: Industrial Relations, Excel Publications.
4. P.R.N.Sinha, InduBala Sinha and Seema Priyadarshini Shekar, “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
5. Ramaswamy E.A. – The Strategic Management of Industrial Relations, Oxford University Press.
6. Cowling and James, The Essence of Personnel Management and Industrial Relations, Prentice Hall of India.
7. Ratna Sen, “Industrial Relations in India”, Macmillan India Ltd. New Delhi.
8. Michael Armstrong, Employee Reward, Universities Press (India) Ltd.

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
II MBA (IV Semester)– SYLLABUS
Paper 1 : PERFORMANCE MANAGEMENT AND COUNSELLING
w.e.f:2019–20Admitted Batch

CODE::PG1944143

Hours :75hrs. (4hrs per Week)
Number of Credits : 4
Max. Marks : **100 Marks** (75 marks SEE and 25 marks CIA)
TIME : 3hrs

PERFORMANCE MANAGEMENT AND COUNSELLING

OBJECTIVE: To enlighten the students with the Concepts and strategies of Performance Management and Counseling.

LEARNING OUTCOMES:

1. Design an organizations performance management process that is compliant with law and supports organizational mission and strategy.
2. Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
3. Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.
4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.

Unit – I: Introduction: Definition and Dimensions of Performance Management; **Clarity of Roles and Functions;** Performance Targets;

Unit – II: Performance analysis; Objectives, Factors Influencing Performance Analysis; **Methods of Appraisal Systems.**

Unit – III: Performance Review Counselling (PRC); Objectives; Process; Conditions for **Effective PRC..**

Unit – IV: HRM and Performance Management – Need Identification for Training and Development; **Rewards and Recognition**; Team Performance.

Unit – V: Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal.

(Case Studies are Compulsory)

Suggested Books:

1. TV Rao, Performance Management and Appraisal Systems, Sage Response Books.
2. G.K.Suri: Performance Measurement and Management, Excel Publications.
3. Michael Armstrong, Employee Reward, Universities Press (India) Ltd.
4. Cynthis D. Fisher, Lyle F. Schoenfeldt and James B.Shaw, “Human Resource Management”, Biztantra, New Delhi.
5. D.K.Srivastava: Strategies for Performance Management, Excel Publications.
6. R.K. Sahu: Performance Management System, Excel Publications.
7. Chadha-Performance Management, MacMillan. 8. KanishkaBedi – Quality Management, Oxord

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
II MBA (IV Semester)– SYLLABUS
Paper 3: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
w.e.f:2019–20Admitted Batch

CODE::PG1944145

Hours :75hrs. (4hrs per Week)
Number of Credits : 4
Max. Marks : **100 Marks** (75 marks SEE and 25 marks CIA)
TIME : 3hrs

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

OBJECTIVE: To enlighten the students with the Concepts and strategies of International Human Resource Management.

LEARNING OUTCOMES:

1. Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM
2. Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices
3. Appreciate the implications of increasing globalization for the management of human resources, with particular reference to IHRM in multinational corporations
4. Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)

Unit – I : Introduction to International HRM – Concept, HRM at International Perspective – **Distinction between Domestic and International HRM – HR Challenges at International Level.**

Unit – II: Cross Cultural Theories – **International Recruitment and Selection Process, Culture and Values.**

Unit – III: Expatriate Training – **Developing Global Managers – Negotiations.**

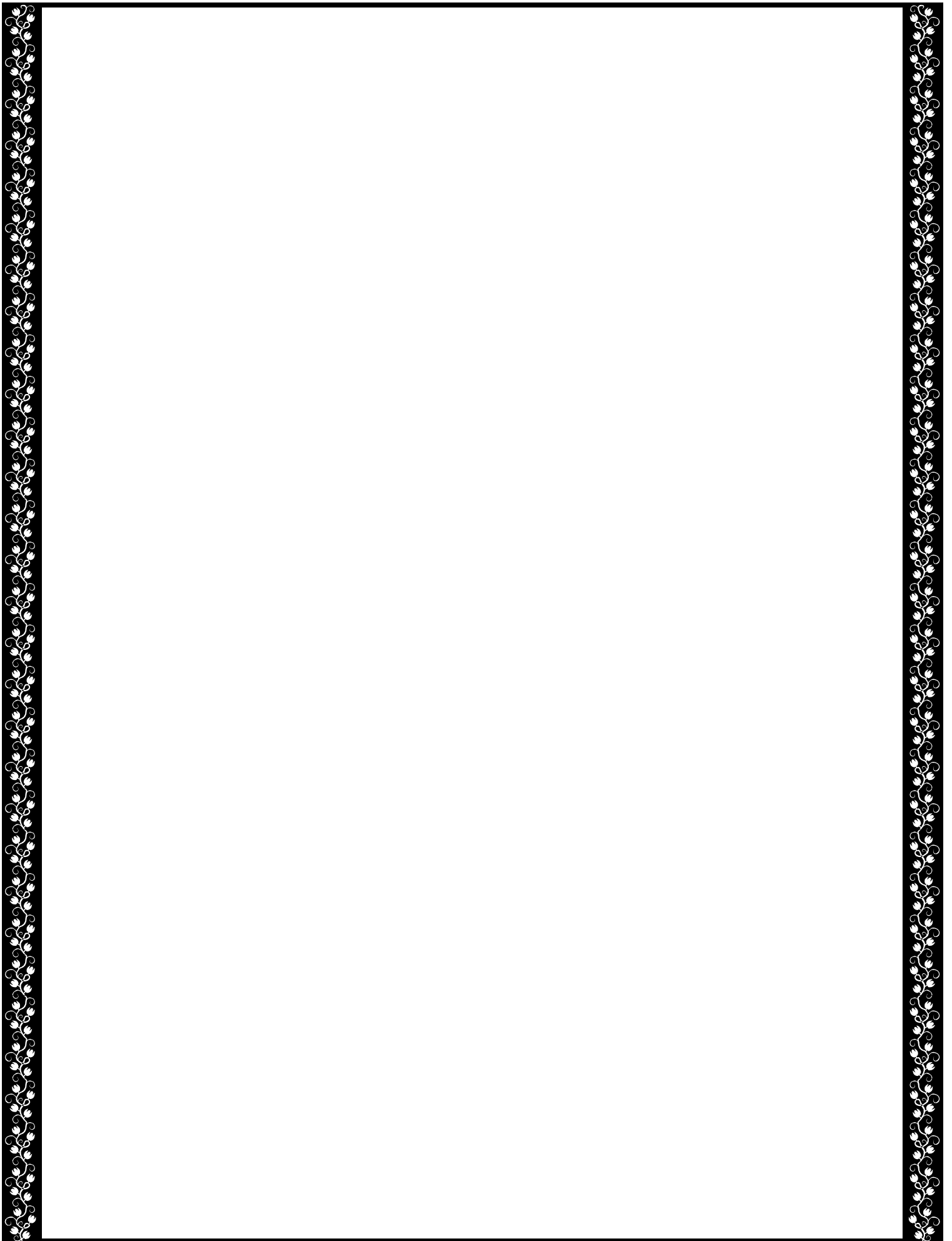
Unit – IV: Compensation Management: International Compensation – Objectives, Components – **Approaches of Compensation in Global Assignments** – Culture and Compensation.

Unit – V: Industrial Relations at Global Level: **IR Scenario in Global Organizations – Trade Unions at International Level – Unions and International Industrial Relations.**

(Case Studies are Compulsory)

Suggested Books:

1. Anne-Wil Harzing & Joris Van Ruyosseveldt (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Dowling, International HR Management, Cengage, ND
3. SPS Bedi, & M. Kishore, Global HRM, Widom, Delhi
4. Peter J. Dowling: International Human Resource Management, Excel Publications.
5. Tayeb – International HRM, Oxford University Press
6. C.S. Venkata Ratnam, Globalisation and Labour Management Relations, Sage, New Delhi.
7. PS Rao, International HRM, Himalaya, Mumbai
8. Lawrence Kleiman, Human Resource Management, Wiley India, New Delhi.



**V. S. M. COLLEGE(A) :: RAMACHANDRAPURAM****UG programmes(IV Semester)- SYLLABUS****SUBJECT: FOUNDATION COURSE****Paper 8: ANALYTICAL SKILLS****w.e.f:2015-16 Admitted Batch****CODE :: 1640208**

Hours : 30 hrs (2hrs per Week)
Number of Credits : 2
Max. Marks : **50MarksSEE**
TIME : 2hrs

ANALYTICAL SKILLS INTRODUCED AS A FOUNDATION COURSE IN IV SEMESTER FOR ALL DEGREE (UG) PROGRAMMES

- Analytical skills are problem-solving skills. They are useful to evaluate problems, both simple and complex.
- This skill enhance many skills like critical thinking ability, decision- making in order to analyze a question or problem and reach a solution.
- These skills not only improve your analytical skills but also helpful you round out the resume and cover letter with key qualities that stand out to employers.

UNIT - 1**Data Analysis:-**

The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analyzed and the questions pertaining to the data are to be answered.

UNIT - 2**Sequence and Series:-**

Analogies of numbers and alphabets completion of blank spaces following the pattern in A:b::C: d relationship odd thing out; Missing number in a sequence or a series.

UNIT - 3**Arithmetic ability:-**

Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF).

Date, Time and Arrangement Problems:

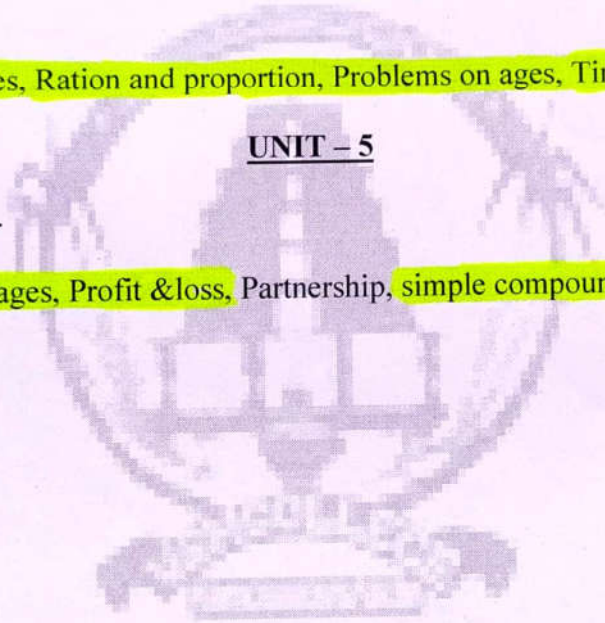
Calendar Problems, Clock Problems, Blood Relationship.

UNIT - 4**Quantitative aptitude:-**

Averages, Ration and proportion, Problems on ages, Time-distance – speed.

UNIT - 5**Business computations:-**

Percentages, Profit & loss, Partnership, simple compound interest.



V.S.M COLLEGE (AUTONOMOUS) RAMACHANDRAPURAM (E.G)

(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM)

SYLLABUS

First Year B.A, B.Com, B.Sc., BBA, BCA Courses -First Semester-CBCS

CODE:1610201- HUMAN VALUES AND PROFESSIONAL ETHICS

Unit-I : Introduction to Value Education

1. Value Education, Definition, Concept and Need for Value Education
2. Uses of the study of Ethics
3. Self-Explanation as a means of Value Education
4. Happiness and Prosperity as parts of Value Education

Unit-II : Harmony in the Human Being

1. Human Being is more than just the Body
2. Harmony of the Self ('I') with the Body
3. Understanding Myself as Co-existence of the Self and the Body
4. Understanding Needs of the Self and the Needs of the Body

Unit-III : Harmony in the Family and Society and Harmony in the Nature

1. Family as a basic unit of Human Interaction and Values in Relationships
2. The Basics for respect and today's Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love
3. Trust and Respect

Unit-IV : Social Ethics

1. The Basics for Ethical Human conduct
2. Defects in Ethical Human Conduct
3. Holistic Alternative and Universal order
4. Universal Human Order and Ethical Conduct

Unit-V : Professional Ethics

1. Value Based Life and Profession
2. Professional Ethics and Right Understanding
3. Competence in Professional Ethics
4. Human Goal and Purushardhas
5. Civil servants, Lawyers and Doctors ethics

Reference Books :

1. A.N.Tripathy, Human Values, New Age International Publishers, 2003
2. Bajpai.B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted, 2004
3. Bertrand Russell, Human Society in Ethics and Politics
4. Corliss Lament, Philosophy of Humanism
5. Gaur.R.R., Sangal.R, Bagaria.G.P., A Foundation Course in Value Education, Excel Books, 2009
6. Gaur.R.R., Sangal.R, Bagaria.G.P., Teacher's Manual, Excel Books, 2009
7. I.C.Sharma, Ethical Philosophy of India, Nagin& Co., Julundhar
8. Mortimer.J.Adler, What Man has Made of Man
9. R.Subramanian, Professional Ethics, Oxford University Press
10. Text Book for Intermediate Ethics and Human Values, Board of Intermediate Education & Telugu Academy, Hyderabad
11. William Lilly, Introduction to Ethics, Allied Publishers

APPROVED

M.M.W.
SUBJECT EXPERT

T. Jivana
MEMBER

M.K.
SUBJECT EXPERT

N. Krishna Kumari
MEMBER

UNIVERSITY NOMINEE

S. Ramaniyan
**CHAIRPERSON
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