

KRISHNA UNIVERSITY
MACHILIPATNAM
CHOICE BASED CREDIT SYSTEM (CBCS)
REGULATIONS GOVERNING
MASTER OF COMMERCE
(With effect from 2016-17)

1. Title of the Course

The course shall be called Master of Commerce which is abbreviated as M.Com.

2. Duration of the Course

The M.Com course shall be of two years' duration, and adopts choice based credit system (CBCS) and grading system in line with national policies and international practices.

3. Purpose

Students who complete the Master of Commerce should be able to

- Understand basic concepts and their applications to domestic and global commerce and trade.
- Familiarize themselves with financial concepts, analysis and reporting systems.
- Understand the political, environmental, legal, and regulatory settings of the organization.
- Acquire leadership skills, understand group and individual dynamics, and be able to work in teams.
- Enhance oral and written communication skills.

4. Internal Assessment

There will be internal Assessment for this course and it shall be 30marks for each paper. The external assessment (Semester end examination) shall be 70 marks per each paper. The internal assessment component shall be assessed with three internal assessment examinations, out of which one is an online exam (Compulsory) for 10 marks. The average of two internal examinations will be taken for 10 marks and online examination will be taken for 10 marks. The other 10 marks will be allotted for Seminars/Assignments (5marks) and Attendance /Student performance in the class room (5 marks). Thus the total marks for internal assessment would be 30.

5. Credits

Credits can be based on various parameters such as the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course.

6. Internship

All the candidates shall undertake an Internship of *Six weeks' duration* at the end of the Second semester but before the commencement of the third semester. The Internship should have industry orientation or practical exposure. The project report will be evaluated for 100 marks at the end of III Semester like theory paper.

Regarding internship the candidate is liberated from the text book environment and takes up practical training schedule for 6 weeks culminating into internship report. During the Internship the candidate need to work in a bank, insurance company, stock broking company, or any other company, including chartered accountant firms to have practical exposure. If any student wants conduct a survey based on primary data, it is also accepted. But the survey should be based on suitable research methodology and should be taken up systematically

7. **Viva-voce examination:** A comprehensive viva voce examination will be conducted at the end of the IV Semester for 100 marks. The viva voce committee shall consist of HOD subject professor of the University nominated by honorable Vice-chancellor and dean. The Candidate should have to secure minimum 50 percent marks in the comprehensive viva-voce examination.
8. **Award of degree and class:** A candidate shall be eligible for the award of M.Com. Degree if he/she secures the minimum academic requirements in a subject (i.e. securing a minimum of 40 percent of marks in the End Examination and a minimum aggregate of 40 percent of the total marks in the End Semester Examination and Internal Evaluation taken together). Notwithstanding anything contained in the above regulations in the case of Project Report/Dissertation and Viva-Voce, a candidate shall obtain not less than 50 percent of marks to be declared to have passed in the examination.
9. **Rejection of results:** A candidate may at his / her desire reject his / her latest semester results of University Examination with respect to all subjects of that particular semester examination. Rejection of result of individual subjects shall not be permitted. Rejection shall be permitted only once during the entire course provided that earlier internal assessment marks of the rejected semester shall be retained. In case of rejection of IV Semester results, the rejection shall not include project Work (internship report) and comprehensive viva-voce marks awarded.
 - a) If the rejection of the University examination results of the semester happens, the candidate can take admission to the immediate next semester.
 - b) Application for rejection shall be submitted to the Controller of Examinations of the University, through the Principal of the college, within thirty days from the date of announcement of results.
 - c) A candidate, who opts for rejection is eligible for the award of class and distinction.
10. **Withholding of results:** If the candidate has not paid any dues to the university or if any case of indiscipline is pending against him, the result of the candidate will be withheld and he will not be allowed into the next semester. The issue of degree is liable to be withheld in such cases.
11. **Choice Based Credit System:** Two Choice Based Credit papers are introduced each at the end of II and III semesters with two credits each from 2016-17 academic year. The student has to choose one paper out of three subjects specified in the respective semesters (six papers).

Generic Electives

At the end of II Semester

1. Fundamentals of Computers
2. Functional English
3. Human Values and Ethics

At the end of III Semester

1. Soft and Employability Skills
2. Disaster Management
3. Event Management

Generic Elective papers to be evaluated internally for 50 marks with continuous evaluation

The internal assessment for generic elective course (i.e. experiential learning aspect through Half Credit Course)

- a) It shall be based on concurrent evaluation pattern. Concurrent evaluation (comprehensive assessment) is spread through the duration of course and is done by the teacher teaching the course.
- b) Concurrent evaluation components should be designed in such a way that the faculty can monitor the student learning & development and intervene wherever required. The faculty must share the outcome of each concurrent evaluation component with the students, soon after the evaluation, and guide the students for betterment.
- c) Individual faculty member shall have the flexibility to design the concurrent evaluation components in a manner so as to give a balanced assessment of student capabilities across knowledge, skills & attitude (KSA) dimensions based on variety of tools and techniques.

Components for Concurrent Evaluation (CE) are

1. Class Test
2. Internal Viva-voce
3. Group Discussion
4. Role Play
5. Story Telling
6. Written home Assignment
7. Industry Analysis (Group Activity or Individual Activity)
8. Literature Review / Book Review
9. Quiz

d) There shall be a minimum of five concurrent evaluation components for each generic elective course which is a half credit course. The faculty shall announce in advance the units based on which each concurrent evaluation shall be conducted. Each component shall ordinarily be of 10 marks. Marks for the concurrent evaluation must be communicated by the college/institute to the University as per the schedule declared by the University. The detailed record of the Concurrent Evaluation shall be maintained by the Institute. The same shall be made available to the University, on demand.

e) At the end of the concurrent evaluation, the student does NOT have a facility or an opportunity of betterment, if he/she has secured less than 50 percent of internal assessment marks under concurrent evaluation.

f) No corrections of the Internal Assessment marks shall be entertained after the submission of marks list to the University.

12. General

- The academic regulations should be read as a whole for the purpose of any interpretation.
- In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Vice-chancellor is final.
- The University may change or amend the academic regulations and syllabi at any time and the changes and amendments made shall be applicable to the students with effect from the date notified by the University.
- Wherever the word he, him or his occur, it will also include she or her.
- There shall be no transfers within the constituent colleges of Krishna University, Machilipatnam.

Table-1

Total number of marks at the end of Course

S. No.	Year	Semester	Marks
1	First year	I Semester	600
2	First year	II Semester	650
3	Second Year	III Semester	750
4	Second Year	IV Semester	700
Total			2700

Table-2

Total No. of credits at the end of the Course

Sl. No	Semester	Credits
1	I Semester	24
2	II Semester	26
3	III Semester	30
4	IV Semester	32
Total		112

Grade System: The course will be evaluated and the students will be evaluated on ten point scale with seven letter grades i.e., **O, A, B, C, D, E, and F.**

Performance in a Paper

(Conversion of marks to grade points and letter grade)

Sl. No.	Range of Marks	Grade Points	Letter Grade
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1	>85%	10.0	O
2	75%-85%	9.0	A
3	67%-74%	8.0	B
4	58%-66%	7.0	C
5	50%-57%	6.0	D
6	40%-49%	5.0	E
7	<40%	0.0	F

Calculation of SGPA and CGPA

The Semester Grade Point Average (SGPA) = $\frac{\sum(CXGP)}{\sum C}$

The Cumulative Grade Point Average (CGPA) = $\frac{\sum(CXGP)}{\sum C}$

Where, C = Credits of the Subject GP = Grade Points of the Subject

SGPA is calculated considering only the subjects of that semester.

CGPA is calculated considering all the subjects.

Overall Performance

(Conversion of CGPA to grade and classification of final result)

Sl. No.	Range of CGPA	Grade	Classification of final result
1	8.00 to 10.00	O	First Class with Distinction
2	6.50 to < 8.00	A	First Class
3	5.50 to < 6.50	B	Second Class
4	5.00 to < 5.50	C	Pass
5	< 5.00	D	Re-appear

**Course Structure and Scheme of Teaching and Examination
Master of Commerce**

I Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com101	Business Management	4	1	Core	30	70	4
Com 102	Business Economics	4	1	Core	30	70	4
Com 103	Business Environment	4	1	Core	30	70	4
Com 104	Entrepreneurship Development	4	1	Core	30	70	4
Com 105	Information Technology for Business	4	1	Core	30	70	4
Com 106	Quantitative Techniques for Business Decisions	4	1	Core	30	70	4

II Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com 201	Business Laws	4	1	Core	30	70	4
Com 202	E-Commerce	4	1	Core	30	70	4
Com 203	Financial Management	4	1	Core	30	70	4
Com 204	Human Resources Management	4	1	Core	30	70	4
Com 205	Marketing Management	4	1	Core	30	70	4
Com 206	Research Methods and Business Analytics	4	1	Core	30	70	4
Com 207	Generic Elective -1	4	1	Elective	50	--	2

III Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com 301	Financial Accounting & Packages	4	1	Core	30	70	4
Com 302	Business Communication Skills	4	1	Core	30	70	4
Com 303	Corporate Accounting	4	1	Core	30	70	4
Com 304	Direct Taxes	4	1	Core	30	70	4
Com 305	Advanced Banking	4	1	Core	30	70	4
Com 306	Insurance and Risk Management	4	1	Core	30	70	4
Com 307	Generic Elective -2	4	1	Elective	50	--	2
Com 308	Project work					100	4

IV Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com401	Indian Financial System	4	1	Core	30	70	4
Com 402	International Business	4	1	Core	30	70	4
Advanced Specializations (Four papers should be chosen)							
1. Accounting & Taxation							
Com403a	Corporate Restructuring & Accounting	4	1	Electives	30	70	5
Com404a	Cost & Management Accounting	4	1		30	70	5
Com405a	Tax Planning & Management	4	1		30	70	5
Com406a	Indirect Taxes	4	1		30	70	5
2. Banking & Insurance							
Com 403b	E- Banking	4	1	Electives	30	70	5
Com404b	International Banking	4	1		30	70	5
Com405b	General Insurance	4	1		30	70	5
Com406b	Life Insurance	4	1		30	70	5
3. International Business							
Com403c	Foreign Exchange & Risk Management	4	1	Electives	30	70	5
Com 404c	Global Logistics & Supply Chain Mgt.	4	1		30	70	5
Com405c	International Business Negotiations	4	1		30	70	5
Com406c	India's Foreign Trade & Documentation	4	1		30	70	5
Com 407	Viva-Voce	--	--		--	100	4

II Semester

Com 201-Business Laws

Unit –I

Companies Act 2013: Definition and Nature of Company - Incorporation of company – Prospectus - Shares and Debentures - Acceptance of Deposits - Appointment and Qualification of Directors - Meetings of Boards and its powers - Inspection and investigation - Compromises, arrangements and amalgamations - Prevention of oppression and Mismanagement - SEBI Act, 1992

Unit- II

Depositories Act, 1996 – Prevention of Money Laundering Act, 2002.

Unit- III

Consumer Protection Act, 1986 – Competition Act, 2002 – Environment Protection Act – Right to Information Act, 2005

Unit –IV

Foreign Exchange Management Act, 1999- Cyber laws-Information Technology Act, 2000.

Unit – V

Corporate Governance and Business Ethics – Ethical practices and guidelines: Internal to the Organization –Power and freedom: External to the organization.

References

1. Bulchandani RR : Business Law, Himalaya Publishing House.
2. SC Kuchal: Business Law, Vikas publishing House.
3. Agarwal UK : Consumer Protection in India (Deep & Deep)
4. Gulshan SS : Business Law (Excel)
5. Bare Acts

Com 202 E- Commerce

Unit-I: Emergence of e-Commerce – Traditional vs. E-Commerce - Internet and World Wide Web- Business Models for e-Commerce-B2C, B2B, C2C & C2B, Merits and Limitations

Unit-II: Technologies of the World Wide Web- Internet client-server application-Telnet, PTP, IRC, Chat, ICQ & MIME, Networks, web site-Website goals & Objectives Strategies for website Development.

Unit-III: E-Marketing- Traditional Marketing, Online Marketing- Advantages of online Marketing - Advertisements in E-commerce- various means of advertising- advertisement strategies.

Unit-IV: CRM-Traditional methods-Technology support-E-CRM-Customer Life Cycle- CRM Capabilities and Customer Life Cycle-Data Mining in CRM - e-Supply Chain- Old ways of Managing supply and information flow-new ways of managing supply chain- several ways to reduce inventory- Real time benefits of e-Supply Chain.

Unit-V: E-Commerce Payment Systems-Electronic Payments with Protocols-Security schemes-Electronic Fund Transfer and Debit Cards-E-Cash, Properties of E-Cash-E-Cash in Action- Operational Risk and E-Cash-Legal issues- E-Cheque- Risk and E-Payments Systems- Cashless Economy

References

1. E-Commerce, An Indian Perspective, PT Joseph SJ Prentice Hall of India (3rd).
2. E-Commerce, A Management Perspective—Efraim Turban, Joe Lee, David Kind-H Michael Chung, Pearson Education Asia- (Third)
3. Pandey US & Shukla Er.S., E-Commerce & M- Commerce Technology, S.Chand& Company New Delhi.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, Prentice Hall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press.

Com 203- Financial Management

Unit-I: Introduction: Nature, Scope and Objectives of Financial Management: Finance Function—Profit Goal vs. Wealth Goal Maximization - Financial Manager in Modern business organizations

Unit-II: Investment decision: Capital Budgeting process – Cash Flow Estimation and measurement – Investment criterion – Methods of appraisal: Traditional Techniques and Discounted Cash Flow Methods – NPV vs IRR - Capital rationing – Risk analysis in capital budgeting.

Unit-III: Financing decisions: Concept of leverage – Types of Leverages –EBIT – EPS Analysis – Capital Structure – Theories of Capital Structure – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis. Cost of Capital: Types of Cost of Capital - Weighted average Cost of capital. Capital Structure Determinants.

Unit–IV: Dividend decisions: Kinds of dividends, Dividend Policy types, Dividend Theories – Walter’s Model – Gordon’s Model – M-M Hypothesis - Retained Earnings Policies.

Unit–V: Working capital management: Concepts of working capital – Determinants of Working capital – Optimum level of Current assets – Liquidity Vs. Profitability – Risk – Return tangle – Estimating working capital needs – Financing strategies of working capital – Inventory Management – Receivables Management- Cash Management.

References

1. Brearley, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw Hill.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugne F., Managerial Finance, Dryden Press.
5. Prasanna Chandra, Financial Management, Tata McGraw Hill.
6. Khan, M.Y. and Jain, Financial Management, Tata McGraw Hill.
7. Pandey, 1M, Financial Management, Delhi, Vikas Publishing House.
8. Ravi M. Kishore: Financial Management, Taxman.
9. Sudhirbhat, Financial Management, Excel Books.

Com 204- Human Resource Management

Unit- I: Human Resource Management: Nature and significance, functions of HRM, Qualities and Role of HR Manager, HRM Model, HRM in a changing Environment.

Unit-II: Human Resource Planning: Objectives, process, factors affecting HR Planning, Requisites for successful HR Planning. Recruitment – Factors influencing, Sources of recruitment–E- Recruitment-Selection Process – Placement, induction and Socialization – Promotion and Transfers.

Unit-III: Employee Training: Significance – Identification of Training Needs – Employee Training Methods – Executive Development Methods – Evaluation of Training and Development Programs – Methods of Evaluation -Limitations to its effectiveness.

Unit-IV: Performance Appraisal: Scope & Significance – Methods of Appraisal - Limitations of Appraisal - Career Planning and Development – Counseling- Mentoring-Coaching

Unit – V:Wage and Salary Administration: Wage Structure and Policy – Wage Differentials – Wage Payment Methods – Incentives – Fringe Benefits –Industrial Relations: Causes of

Disputes and Settlement - Role of State in Industrial Relations - Collective Bargaining - Employee Participation in Management - Quality of Work Life.

References

1. Aswathappa.K. *Human Resource and Personnel Management*, 2nd Edition, Tata McGraw Hill, New Delhi, 2001.
2. De Cenzo. & Stephen P.Robbins, *Personnel/ Human Resource Management*, Pearson Publications,
3. Edwin B.Flippo, *Personnel Management*, McGraw-Hill
4. Dessler, *Human Resource Management*, 10th Edition, Pearson Education.
5. P.Subba Rao, *Human Resource Management and Industrial Relations*, Himalaya Publishing House, New Delhi.
6. V.S.P.Rao, *Human Resources Management*, Excel Books, New Delhi.
7. David Lepak, *Human Resource Management*, Pearson Publications.
8. Kenneth M. York, *Applied Human Resource Management*, Sage Publications.
9. H. John Bernardin, *Human Resource Management*, Tata McGraw Hill.
10. T.V. Rao, “*Performance Management & Appraisal Systems*”, SAGE Publications.

Com 205-Marketing Management

Unit-I: Marketing-Concepts-Approaches to the Study of Marketing – Functions of Marketing-Marketing Environment.

Unit-II: Consumer Behavior – Factors affecting consumer behavior- Market Segmentation – Market Targeting and Positioning – Marketing Information System and Marketing Research.

Unit-III: Marketing Mix: Product Planning – New Product Development – Product Life Cycle – Branding Packaging – Product line- Product Mix Management- product Vs Service.

Unit-IV: Pricing and Distribution: Objectives – Methods and Strategies – Channels of distribution – Channel Selection and Management -Retail Management – E-tailing.

Unit-V: Promotion: Promotion mix-Personal Selling-Advertising - Sales Promotion, Publicity and Public Relations – Direct Marketing, Promotional strategies- Web marketing - Integrated Marketing Communications.

References

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India / Pearson Education, New Delhi.
2. William J Stanton & Futrell: Fundamentals of Marketing.
3. V. J. Ramaswami and S. Namakumari: Marketing Management, Macmillan Business Books, Delhi.

4. S. Jayachandran: Marketing Management, Text and Cases, Excel Publications.
5. Tapan K. Panda, marketing management, Excel.
6. Zinkota&Kotabe: Marketing Management, Prentice Hall of India.
7. Joel R. Evans & Barry Berman: Marketing, Wiley India, New Delhi.
8. MukeshDhunna: Marketing Management, Wisdom Publication.
9. Rajiv Lal, John A. Quelch& V. Kasturi Rangan, Marketing Management, Tata McGraw Hill

COM 206: Research Methods and Business Analytics

Unit – I: Introduction to Research

Nature and Scope of Research Methodology – Research design – Types of Research - Problem Formulation, Research Objectives – Hypotheses- Significance of Research in Commerce and Management

Unit – II: Sources of Data and Sampling

Types of Sources: Primary and Secondary – Methods of Data Collection – Questionnaire – Schedule-Observation - Attitude Measurement Techniques – Administration of Surveys – Sample Design and Sampling Techniques.

Unit – III: Tabulation and Data Analysis

Tabulation and Cross Tabulation of Data: Univariate, Bivariate data - Analysis and Interpretation - Testing of Hypothesis-SPSS Packages and Applications.

Unit– IV: Multivariate Analysis

Advanced Techniques for Data Analysis: ANOVA, Discriminate Analysis, Factor Analysis, Clustering Techniques, Report Writing.

Unit – V: Business Analytics

Evolution of Business Analytics - Master Data Management: Data Warehousing–Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts –Data Integration – OLTP and OLAP.

References

1. Bhattacharya D. K., “Research Methodology”, Excel Books, New Delhi.
2. Cooper, “Business Research Methods”, Tata McGraw Hill, New Delhi, 2010.
3. C.R. Kothari, “Research Methodology: Methods and Techniques”, New Age International Publishers, New Delhi, 2006.
4. Gupta S.P. “Statistical Methods”, Sultan Chand, New Delhi, 2010.
5. K.V. Rao, “Research Methodology in Commerce and Management”, Sterling Publishers, New Delhi, 2012.

6. T.S. Wilkinson & P.L. Bhandarkar, "Methodology and Techniques of Social Research", 2010.
7. Richard A. Johnson & Dean W. Wichern, "Applied Multivariate Statistical Analysis", Prentice Hall International Inc., 2007.
8. R.N Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley India Publication.
9. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, "Introduction to Data Mining", Pearson, 2009.
10. Alex Berson, Stephen Smith & Kurt Thearling, "Building Data Mining Application for CRM", Tata McGraw Hill, New Delhi, 2000.

M.Com Generic elective subjects COM (207)

II semester

Com 207 (i) Computer Fundamentals

Unit-I: Introduction: Exploring computers and their uses: Computers in our world, the computer defined, computers for individual users, computers for organizations, computers in society, why are computers so important.

Unit-II: Types of storage Devices: Types of storage devices, Process of Data Storage, organization of Data in Magnetic disk - Diskettes, hard disks, removable high capacity magnetic disks, Tape drivers, Optional storage devices, solid state storage devices, smart cards, solid-state disks. Operating system basics: Need, types of operating systems, providing a user interface, running programs, managing hardware, enhancing OS utility software.

Unit-III: Word Basics: Creating a Document, Opening preexisting document, Word window, Typing text, selecting and deleting text, undo, redo, repeat, inserting text, replacing text, formatting text, cut, copy, paste-formatting text and documents: auto format, line spacing, margins, borders and shading. Headers and footers: Creating basic headers and footers, Tables: Creating a simple table, table menu, entering and editing text in table, selecting table, adding rows, changing row heights, deleting rows, inserting and deleting columns, changing column width. Graphics: Importing graphics. Clip art, insert picture, Clip and Gallery, using word's drawing features, drawing objects, text in drawing.

Unit-IV: Excel basics: Excel features, getting started, creating a new work sheet, selecting cells, entering and editing text, entering and editing numbers, formulas, referencing cells, moving cells, copying cells, sorting cell data. Excel charts: Chart parts and terminology, instant charts with the chart wizard, creation of different types of charts, printing charts, deleting charts-linking in Excel

Unit-V: MS - Power point: Power point Basics: Terminology, Getting started, views - Creating Presentations: Using auto content wizard, using blank presentation option, using design template

option, adding slides, deleting a slide, numbering a slide saving presentation, closing presentation, printing presentation elements.

References

1. Peter Norton, Introduction to Computers, Tata McGraw Hill (2007)
2. Ran Mansfield, working in Micro soft office, Tata McGraw Hill (2008).
3. Michael Miller, Absolute Beginner's guide to computer Basics, Pearson education (2007).
4. Deborah Morely, Charles S. Parker, understanding computers today and tomorrow, Thomson (2007)
5. Ed Bott, woody Leonhard, using Microsoft office 2007, Pearson Education (2007)

Com 207 (ii) Functional English

UnitI: Pronunciation & Listening Skills

- (a) Letters and Sounds; Consonant and Vowel Sounds of English; Word Stress & Intonation; Rhythm (Weak forms) in Connected Speech.
- (b) Types of Listening; Purpose of Listening: Identify key words in speech; identify specific information in normal speech; take notes while listening.

Unit-II: Language Varieties

- (a) Varieties of English- Legal English, Scientific English, Business English, Language of the Press and Advertisements.
- (b) Language and Communication: Sign Language & Body Language, Types of Communication.

Unit-III: Reading and Vocabulary

Vocabulary in use: Word formation, Idioms & Phrases, Denotative & Connotative meaning, synonyms & Antonyms, One-word Substitutes, Spelling, Using words as different Parts of Speech, Contextual meaning, Reading comprehension, Use of Dictionary, Skimming, Scanning.

Unit-IV: Functional Grammar

Basic Sentence structures, Articles, Tenses, Prepositions, Concord, Number, Transformation of sentences.

Unit-V: Language Functions

- (a) Language Functions: Greeting, apologizing, requesting, offering help, inviting, agreeing/disagreeing etc.
- (b) Group discussions, Debates, Interviews, Speaking Extempore, The art of Public Speaking, and Telephone Etiquette.

References

1. Hari Mohana Prasad and Uma Rani (2008): Objective English; New Delhi, Tata Mc Graw Hill Publication.
2. Krishna Mohan and N.P. Singh (1995) Speaking English Effectively, New Delhi, Macmillan.
3. Communication Skills: A Multi-Skill Course (2008): Bharathiar University, Chennai, Macmillan Publishers.
4. R. Quirk & H. Widdowson: English in the World: Teaching and Learning the Language and Literatures, Cambridge University Press, 1985.
5. Alan Barker (2007): Improve Your Communication Skills, New Delhi, Kogan Page India Ltd.
6. John Sealey (1987): The Oxford Guide to Effective Writing and Speaking, London, Oxford Press.
7. Krishna Mohan and Meera Benerji (1990): Developing Communication Skills, New Delhi, Macmillan.
8. Hutchinson, English for Specific Purposes. Cambridge University Press.
9. David Crystal & Derek Davy. 1969. Investigating English Style, Longmans.

Com 207 (iii) Human Values and Ethics

Unit – I: Introduction –Need, Basic Guidelines and Content

1. Understanding the need , basic guidelines, content and process for value Education
2. Self-Exploration – What is it? – its content and process: ‘Natural Acceptance’ and Experiential Validation – as the mechanism for self-explanation
3. Continuous Happiness and Prosperity – A look at basic Human Aspirations

Unit – II: Process for Value Education

1. Right Understanding, Relationship and Physical Facilities – basic requirements for fulfillment of aspirations of every human being with their correct priority
2. Understanding Happiness and prosperity correctly – A critical appraisal of the current scenario

3. Method to fulfill the above human aspirations; understanding and living in harmony at various levels

Unit – III: Understanding Harmony in the Human Being

1. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
2. Understanding the needs of Self ('I') and 'Body' – Sukh and Suvidha
3. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)

Unit –IV: Harmony in Myself

1. Understanding the characteristics and activities of 'I' and harmony in 'I'
2. Understanding the harmony of I with the Body: Sanyam and Swasthya: correct appraisal of Physical needs, meaning of Prosperity in detail
3. Programs to ensure Sanyam and Swasthya – practice exercises and Case Studies will be taken up in Practice Sessions

Unit – V: Understanding Harmony in the Family and Society – harmony in Human - Human Relationship

1. Understanding harmony in the family – the basic unit of human interaction
2. Understanding values in human relationship; meaning of Nyaya and Program for its fulfillment to ensure Ubhay-tripti
3. Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.

Text Books

R R Gaur, R,Sangal, G.P Bagaria, 2009, A Foundation Course in value Education(English)

Pradeep Kumar Ramancharla, 2013, A foundation course in value education (Telugu)

R R Gaur, R Sangal G P Bagaria, 2009, Teacher's Manual (English)

Pradeep Kumar Ramancharla, 2013, Teacher's Manual (Telugu)

Reference Books

1. Ivan Illich, 1974, Energy& Equity, The Trinity Press, Worcester, and harper Collins, USA
2. E.F. Schumacher, 1973, small is Beautiful; a study of economics as if people mattered, Blond & Briggs, Britain
3. A Nagraj, 1998, Jeevanvidya to Na Prayanam, Hyderabad
4. R.Pradeep Kumar, 2013, JeevanVidya to Na Prayanam, Hyderabad
5. Sussan George, 1076, How the other half Dies, Penguin Press, Peprinted 1986, 1991
6. PL Dhar, RR Gaur, 1990, Science and Humanism, common wealth publishers

7. A.N. Tripathy, 2003, Human values, New Age International Publishers
8. SubhasPalekar, 2000, How to practice natural Farming, Pracheen (Vaidik) Krishitantrashodh, Amravati
9. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – club of Rome’s report, universe Books
10. E.G. Seebauer & Robert, L BERRY, 2000, Foundational of Ethics for Scientists & Engineers, Oxford University Press
11. M. Govindrajran, S Natrajan & V.S. Senthikumar, Engineering Ethics (including human Values), Eastern Economy Edition, Prentice hall of India Ltd
12. B P Banerjee, 2005, Foundations of Ethics and Management, Excel books
13. B.L. Bajpai, 2004, Indian Ethos and Modern Management , New Royal book Co; Lucknow, Reprinted 2008

Relevant CDs, Movies, Documentaries & Other Literature

1. Value Education Website, <http://www.uptu.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. .AlGore, An Inconvenient Truth, paramount Classics, USA
4. Charlie Chaplin, Modern Times, United Artists, USA
5. IIT Delhi, Modern Technology – the untold Story

III SEMESTER

Com 307 (i) - Soft and Employability Skills

Unit-I: Soft skills: Meaning of Soft skills, global competition, hard skills (technical skills) versus soft skills, interpersonal skills, leadership skills, decision making, negotiation skills, problem solving skills, conflict management, stress management, crisis management, teamwork.

Unit-II : Presentation Skills – Writing Oral Presentations – Using Visual Aids in Oral Communication – Communicating Across Cultures – 7 Cs of Communication – Body Language- Tips on how to Create a Power Point and other Presentations.

Unit-III

Goal Setting – Creating Individual Action Plans – Article Writing – SWOT Analysis – Event Management – (Training Students to Organize Events and present a report on Event organized).

Unit-IV

Case Study – Case Analysis – Discussion and Presentation –Team Building and Team Work – Innovation and Creativity – Emotional Intelligence – Self Management

Unit-V

Business and Corporate Etiquettes – Overview of Interview– Self introduction at Various Forums and During Interview – Mock Interview – CV Preparation-Group Discussion.

References

1. Bovee, Thill, Schatzman, (2005), Business communication Today, Pearson Education
2. Meenakshi Raman Prakash Singh, Business communication, Oxford University Press.
3. E.H.McGrath,S.J ,Basic Managerial Skills, PHI Pvt.Limited
4. Chaturvedi&Chaturvedi, (2006), Business communication, Pearson Education
5. NamartaPalta, The art of Effective communication, Lotus Press, New Delhi, 2007.
6. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing
7. Priyadarshini Patnaik, Group Discussion and Interview Skills, Cambridge University Press Pvt.Ltd.
8. Krishna Mohan and Neers Banarge (1996), Developing Communication Skills, Macmillan India Ltd.
9. Day (1995), How to write and publish a scientific paper, Cambridge Low priced Edition.
10. Bernice Hurst (1996), Handbook of communication skill, 2nd Edition, Kogan page.
11. Strunk W (Jr.) and White E.B., The elements of style, Latest edition, Macmillan Publishing Company, New York
12. University of Chicago Press, Manual of Style, Publ. University of Chicago Press, (Chicago. Latest Edition)
13. M Ashraf Rizvi, Effective Technical Communication, Mc graw Hill.

Com 307 (ii) Disaster Management

Unit-1

Disaster: Introduction, Types of Disaster-Natural and Manmade, Introduction, causes, important Examples, effects, Management Blizzards- Introduction, causes, important examples, effects, management.

Unit-II

Introduction, causes, important examples, effects and management of famines storms, cyclones, floods.

Unit-III

Introduction, causes, important examples, effects and management of earthquakes, tsunamis, landslides

Unit-IV

Introduction, causes, important examples, effects and management of, volcanic eruptions, lightning strikes, limnic eruption, wildfires/bushfires

Unit-V

Introduction, causes, important examples, effects and management of epidemics, mining nuclear, chemical and biological

References:

1. Harsh K. Gupta Disaster Management, Universities Press, 2003.
2. Vinod K.Sharma, Disaster Management, Jain Book Agency, 2nd edition, 2013.
3. N. C. Asthana, Disaster Management, Jain Book Agency, 2014.
4. Thomas D. Schneid & Larry Collins, Disaster Management and Preparedness, CRC Press, 2000.
5. Jack Pinkowski, Disaster Management Handbook, CRC Press, 2008.
6. Rajib Shaw & R.R Krishnamurthy, Disaster Management, Universities Press, 2009.
7. Dr. I. Sundar & Mr. J. Tezhiyan, Disaster Management, Sarup & Sons, New Delhi, 2007.

Com 307 (iii) Elements of Event Management

Unit – I

Introduction to Event Management: Design, Size and Types of Events – Event Team – Code of Ethics. *Concept and Design:* Analyzing the Concept – Logistics of the Concept. *Feasibility:* Keys to Success – SWOT Analysis.

Unit – II

Marketing: Nature and Process of Event Marketing – Marketing Mix – Sponsorship. *Promotion:* Image / Branding – Advertising – Publicity – Public Relations. *Financial Management:* Budget Preparation – Cash Flow Analysis – Income and Expenditure Statement – Balance Sheet – Financial Control Systems – Panic Planning.

Risk Management: Process of Risk Management–Incident Reporting – Emergency Response Plans – Standards for Risk Management.

Unit – III

Planning: Developing a Mission Statement – Establish the Aim and Objectives – Prepare Event Proposal – Planning Tools. Protocol: Titles - Dress for Formal Occasions – Protocol for Speakers – Religious and Cultural Protocol – Protocol for Sporting Ceremonies – Preparing for Dignitaries – Rules of Flag Flying. Staging: Selection of Event Site – Developing the Theme – Conducting Rehearsals – Providing Services: Catering, Accommodation – Managing the Environment.

Unit – IV

Staffing: Developing Organizational charts–Job Description–Recruitment and Selection – Drawing Up Rosters–Training–Managing Legal Requirements–Developing Recognition Strategies – Managing Volunteers. Leadership: Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time Management – Managing Meetings. Operations and Logistics: Logistics – Policies – Procedures – Performance Standards – Functional Areas – Staff Motivation.

Unit – V

Safety and Security: Security – Occupational Safety and Health – Incident Reporting, Crowd Management and Evacuation: Crowd Management Plan – Major Risks Management – Emergency Planning–Implementing Emergency Procedures. Monitoring, Control and Evaluation: Monitoring and Control Systems–Operational Monitoring and Control–Evaluation–Broader Impact of Events.

References

1. Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson, 2005.
2. Event Marketing & Management - Sanjaya Singh Gaur & Sanjay V. Saggere, Vikas Publication House, 2003.
3. Successful Event Management - Anton Shone: Thomson, 2004.
4. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
5. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
6. Joe Gold Blatt (1997), Special Events - Best Practices in Modern Event Management, John Wiley and Sons, New York.
7. Arvich Barry (1994), Event and Entertainment Marketing, Vikas Publishers, New Delhi.
8. Panwar J.S. (1998), Marketing in the New Era, Sage Publications, New Delhi.
