

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM
I SEMESTER **OFFICE MANAGEMENT** Time: 5 hrs/week
OFF 1401 (4) **MANAGEMENT PRINCIPLES AND PRACTICE** MARKS: 100
(w.e.f:2016-2017 (16AC Batch))

Learning Objectives: The students will

1. Know and be familiar with the concepts in management
2. Understand their application and relevance in personal and professional situations.
3. Analyse and evaluate managers and leaders to follow their example.

Course Learning Outcomes:

CLO 1. Describe and predict the role of planning in modern organizations through Working on individual Case Projects (Transform Individual into Small Group Hypothetical Projects)

CLO 2. Find and discuss opportunities to work with and better understand diversity in people and situations (Real tasks of discussing with people from varied socio-economic and cultural backgrounds)

CLO 3. Identify and assess the importance of effective leadership (Group Leaders in Team Assignments & Presentations and various positions in Clubs and Associations in the College)

CLO 4. Use the principles and skills in case analysis of organizations (Skill Development for Workplace effectiveness in Internships)

CLO 5. Prioritise problem-solving strategies and critical thinking in real life situations (Life lessons through transferable skills of Motivation for entrepreneurial situations)

MODULE 1: Management and Nature of Organization

1. Definition of management, nature, purpose
2. Evolution and various schools to management thoughts
3. Principles and functions of Management
4. Levels and type of managers
5. Managerial Roles, Skills and competencies
6. Key personal characteristics for Managerial success

MODULE 2: Planning and Organizing

1. Meaning and nature of planning
2. Steps in planning process
3. Types of plans
4. Organizing as Managerial Function
5. Organization structure – formal and informal
6. Principles of Organizing
7. Delegation and Decentralisation

MODULE 3: Staffing and Controlling

1. Staffing as a function of Management – its functions
2. Controlling – Meaning, Process and important techniques of controlling.

MODULE 4: Directing & Leading

1. Directing as a function of management - Principles
2. Leadership and vision
3. Leadership traits & styles
4. Leaders behaviour – Managerial Grid

MODULE 5: Motivating

1. Meaning of managerial motivation and characteristics
2. Needs theories of motivation – Maslow, Herzberg and McClelland
3. Herzberg's Dual Factor Theory
4. Theory X and Y.

Book for Study:

Prasad, L M (2007). Principles and Practices of Management, Himalaya Publishing House,
Rao, P.S. (2009). Principles of Management, Himalaya Publishing House

Recommended References:

Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers
Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers,
Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India

Learning Objectives: The students will be able to –

- Know and understand the meaning of various terms used in offices.
- See and experience the working of offices through visits to firms.
- Apply the aspects of filing and records keeping practically

Course Learning Outcomes:

CO1: Identify and recognize the importance of Administrative functions and the key skills required for effective practice in an Office (Skills of Front Office Assistant)

CO2: Demonstrate critical thinking when presented with workplace issues and express views articulately (Case Studies and Exercises)

CO 3: Create & Design a Layout and a Model based on a scaled version guided by the Principles of Layout using cutouts and miniature items (Kinesthetic skills)

CO 4: Outline and Identify the practical aspects of an Office through Visit-Observe-Study-Report – a Shadow Enterprise Technique initiated in Teams of 4 – 7 students

CO 5: Write Official Letters and Memoranda in an Office for Practice based on the specific Principles of correspondence

MODULE I Meaning of office: Modern concept of office; functions of office – Basic and Secondary; Relationship with other departments, importance of the office in the present scenario; Virtual Office, Paperless Office, elements and functions of Office Management, Office Manager – Role, responsibilities and relationship with others.

MODULE II Office Space and Environment Management: Principles of location; office layout – principles and factors. Office building – open and private offices ;office lighting ; interior decoration and colour, ventilation, noise, sanitation and hygiene, cleanliness and physical hazards, selection of furniture, Vaasthu and Feng shui for offices, Case studies.

MODULE III Office Automation & Systems : Office Automation, Criteria for selection, types of machines, Internal and external devices for oral, written and mechanical Communication, Mail Routines and Equipment, Office procedures & Systems - Guides and Common charts of Office work simplification - Planning for improving office procedures, Case review.

MODULE IV Forms and Records management: Office forms, Designing and control, Records Management – Purposes, Types of records, Filing equipment and methods, indexing, types and application, e Files and e Records, , Office stationery, Exercises and Case Studies. 4

MODULE V Office Correspondence - Organizing correspondence, 7 C's of Correspondence, Layout of Letters, Form letters, Kinds of Office and Business Letters, Office Reports and Kinds, Exercises and Case Review

Books for study:

Chopra R.K., Office Management – Himalaya Publishing House, New Delhi, 2003

Recommended References for Reading:

Bhatia, R.C., Principles of Office Management, Lotus Press, New Delhi
Denyer J.C. – Office Management – Tata McGraw Hill , Delhi – 2000

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM
III SEMESTER **OFFICE MANAGEMENT** 5 Hrs/Week
OFF 3401 (4) **BUSINESS ACCOUNTING** Max.Marks: 100
w.e.f 2017-18 (AD batch)

Learning Objectives: The students will be able to –

- Know and understand the meaning of various terms used in accounting and the procedure of accounting in firms.
- Analyse the various concepts learnt to solve problems in accounting and statistics.
- Apply the various concepts in order to perform higher functions like analysis and interpretation of accounting data.

Course Learning Outcomes:

CO 1: Write and discuss ethical issues related to the Accounting profession

CO 2: Compare and Contrast financial statements in accordance with Generally Accepted Accountancy Principles.

CO 3: Use and examine critical thinking skills to analyse financial data.

CO 4: Assess and construct appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making in firms.

MODULE - I: ACCOUNTING PROCESS:

Financial Accounting: Introduction –Definition –Evolution –Functions-Advantages and Limitations –Users of Accounting Information-Branched of Accounting - Accounting Principles: Concepts and Conventions- Accounting Standards–Meaning –Importance –List of Accounting Standards issued by ASB --Accounting System-Types of Accounts – Accounting Cycle-Journal-Ledger and Trial Balance. (Including problems)

MODULE - II: SUBSIDIARY BOOKS: Meaning –Types -Purchases Book -Purchases Returns Book -Sales Book --Sales Returns Book -Bills Receivable Book -Bills Payable Book –Cash Book -Single Column, Two Column, Three Column and Petty Cash Book - Journal Proper.(Including problems)

MODULE - III: BANK RECONCILIATION STATEMENT: Meaning –Need -Reasons for differences between cash book and pass book balances –Favourable and over draft balances –Ascertainment of correct cash book balance (Amended Cash Book) -Preparation of Bank Reconciliation Statement. (Including problems)

MODULE - IV: RECTIFICATION OF ERRORS AND DEPRECIATION: Capital and Revenue Expenditure –Capital and Revenue Receipts: Meaning and Differences -Deferred Revenue Expenditure; Errors and their Rectification: Types of Errors -Suspense Account – Effect of Errors on Profit. (Including problems) Depreciation: Meaning –Causes – Objectives of providing for depreciation –Factors affecting depreciation – Accounting Treatment –Methods of depreciation: Straight Line Method -Diminishing Balance Method (Including problems)

MODULE - V: FINAL ACCOUNTS: Final Accounts of Sole Trader: Meaning –Uses Preparation of Manufacturing, Trading and Profit & Loss Account and Balance Sheet– Adjustments –Closing Entries.(Including problems)

Recommended Readings:

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
2. Principles & Practice of Accounting: R.L.Gupta&V.K.Gupta, Sultan Chand.
3. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
4. Introduction to Accountancy: T.S.Grewal, S.Chand and Co.
5. Fundamentals of Financial Accounting: Deepak Sehgil, Tax Mann Publication.
6. Financial Accounting: Jawahar Lal, Himalaya Publishing House.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM		
III SEMESTER	OFFICE MANAGEMENT	5 Hrs/Week
OFF 4401 (4)	Accounting Software for OM & TALLY	Max. Marks: 100
w.e.f 2017-18 (AD Batch)	SYLLABUS	
Learning Objectives: The students will be able to		
<ul style="list-style-type: none"> ▪ Know the tools and techniques through accounting software ▪ Understand how to use it in different accounting procedures in the firm ▪ Evaluate its relevance in particular situations for greater credibility as per GAAP 		
Learning Outcomes:		
<ul style="list-style-type: none"> • Use accounting and business terminology for accounting purposes • Explore and acquire skills in respect of most sophisticated computerized accounting procedures and practices • Help themselves serve better the vast digital accounting needs of every commercial organization. • Enable even a Non commerce student could in computerized accounting systems as it is user friendly 		
<p>MODULE - I: Accounting Software Packages: Overview - Tally, Wings, Busy, Spreadsheet, Ms Excel as Accounting tool, Function wizard, Auditing Tool in MS Excel - Selective Applications for Accounts.</p> <p>MODULE- II: Problems of Accounting Software: Security Problems - Power problems - Data integrity problems -Computer virus problems of system adoptions.</p>		

MODULE – III: Fundamentals of Tally.ERP 9: Introduction to Tally: Introduction, Terminology in Tally; Difference between Manual Accounting and Accounting Packages, Features and advantages of Tally Creation of a company, Gateway of Tally, Key board shortcuts in Tally, Accounts Information, Groups, pre defined Groups, Creation of New Groups, Creation of sub Group. Ledgers, Ledger Creation – Single and multiple Ledgers, Displaying & altering Ledgers, Stock Ledger, Ledgers and their Group Allocation

MODULE - IV: Vouchers: –Types of vouchers – recording of vouchers – entry of payment voucher, Receipt voucher, sales voucher, purchase voucher, Journal Voucher, Contra Voucher, Debit & Credit Note. Creating New Voucher types, customizing the Existing voucher types, Alternation of Voucher, Deletion of Voucher

MODULE -V: Generating Reports: Final Accounts: Customizing the final accounts – Profit and Loss Account, Balance Sheet. Generating the Reports from Tally, Trial Balance, Account Books, Sales, Purchase, Journal Registers, Statement of Accounts, Day Book, .Practice Exercises.

Study Books/Material

1. K. Kiran Kumar, Tally ERP 9

Recommended Reference Books:

1. Tally 9 In Simple Steps, Kogent solutions Inc., John Wiley & Sons, 2008.

2. Tally ERP 9 Made Simple Basic Financial Accounting, BPB Publisher.

3. Avichi Krishnan, Tally ERP 9 for Real Time Accounting, Book Gang.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM		
III SEMESTER	OFFICE MANAGEMENT	5 hours per week
OFF 5401 (4)	Internship Training Report	Max. Marks: 100
w.e.f 2017-18 (AC Batch)		
What is an Internship?		
<i>'An internship is an opportunity to enhance classroom learning and gain practical experience in an industry related to a student's field of study for a fixed, limited period of time. Internships can be full - or part-time, and paid or unpaid'. They can be found in corporate, private, government, and nonprofit organizations'.</i>		
Learning Objectives & Outcomes for Internships: The benefits for the students are:		
✓ Improves their chances of getting a job more easily later		
✓ Provides basic and hands on understanding of the industry or business working environment		
✓ Increases their chances of getting a higher starting salary		
✓ Explores professional interests and career paths		
✓ Gains technical skills and knowledge not taught in the classroom		
✓ Builds networking contacts and references		
✓ Enhances sense of self, independence, and self-confidence		
✓ Improves communication, teamwork, problem-solving, and related skills		
Standards for an Experience to Be Defined as an Internship		
To ensure that an experience—whether it is a traditional internship or one conducted remotely or virtually—is educational, and thus eligible to be considered a legitimate		

internship, the following criteria must be met:

1. The experience must be an extension of the classroom: a learning experience that provides for applying the knowledge gained in the classroom. It must not be simply be the work that a regular employee would routinely perform.

2. The skills or knowledge learned must be transferable to other employment settings.

3. The experience has a defined beginning and end, and a job description with desired qualifications.

4. Prior to the beginning of the internship there are clearly defined learning objectives/goals (as detailed above) related to the professional goals of the student's academic course work. At the end of the internship, there is an established process for reflection on the learning objectives established earlier.

5. There is routine feedback by the experienced supervisor (Industry Person)

6. There are resources, equipment, and facilities provided by the host employer that support learning objectives/goals.

If these criteria are followed, it is the opinion of the Department of Office Management, that the experience can be considered a legitimate internship

Procedural Guidelines:

✓ **Each student from the Department of Office Management shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/ Industrial/ Govt/ Service organization.**

✓ **The student is given Authorised Permission Letters by the Head of the Department to the respective Industry Heads indicating that they could allow the students to undergo the Internship in their organization**

✓ **Most often there is an MOU with some companies for undergoing this Internship Training**

✓ Once the Industry Person accords the permission, then the Permission Letter is sent to the Head of the Department before the start of the Internship

✓ During the Internship the Head, who acts also as the Evaluating Supervisor, monitors the work performance of the student, either through visits and/ or communication with the Industry people. She may even rely on the feedback reports of the Industry Incharge.

Evaluation Guidelines of the Internship Report

✓ After completion of the training the students will have to submit a training documentation report along with a Work Performance Diary.

✓ The internship/project report and the Work Performance Diary will carry 100 marks.

✓ It will be evaluated by two examiners (one internal (HOD) and one external from the College).

✓ The training Report is Part of the Semester V.

✓ It is to be submitted by the date fixed by the College.

The students will also have to submit a Performance certificate (Xerox Copy) from the company where she undertook the training.

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM		
V SEMESTER	OFFICE MANAGEMENT	5 Hrs/Week
OFF 5402 (3)	COMPANY SECRETARIAL PRACTICE	Max. Marks: 100
w.e.f 2017-18 (AC batch)	SYLLABUS	
Learning Objectives: The students will be able to		
<ul style="list-style-type: none"> ✓ Define and identify the terms used in companies to describe the functional aspects. 		
<ul style="list-style-type: none"> ✓ Understand various procedures followed and how companies manage their Affairs. 		
<ul style="list-style-type: none"> ✓ Apply and analyse the implications of the inner functional dynamics in larger business concerns. 		
<ul style="list-style-type: none"> ✓ Prepare agendas and minutes of meetings 		
<ul style="list-style-type: none"> ✓ Draft resolutions. 		
Learning Outcomes:		
<ul style="list-style-type: none"> ✓ Analyze the performance of companies through the diverse parameters of class meetings and general meetings 		
<ul style="list-style-type: none"> ✓ Recognise the law and best practices in key functional matters (for example, meetings and share capital management) and apply them in the secretaryship function and ensure corporate compliance. 		
<ul style="list-style-type: none"> ✓ Demonstrate critical thinking when presented with Case law in companies to understand their greater implications especially in the present business world. 		
<ul style="list-style-type: none"> ✓ Evaluate success stories of successful Companies from a micro perspective 		

(Team presentations and face defence questions)
✓ Interpret legal issues with contemporary society especially in case of Scams and Corrupt practices of Mismanagement in Banks
MODULE-I: Company Secretary and kinds of Companies: Definition of Secretary and Company Secretary: Appointment, qualifications for appointment as Company Secretary; Legal position, duties and Liabilities of a Company Secretary.
Kinds of Companies; Private and Public Companies; Case Law and Practical problems
MODULE-II: Incorporation – promotion; promoters. Legal position and Liability of promoters; Incorporation; Capital Subscription stage; Commencement of Business; Cases . Memorandum of Association, Meaning, importance and contents of Memorandum; Doctrine of Ultra Vires; Articles of Association; Form and signature of Articles; Contents of Articles; Legal effect of Articles and Memorandum; Alteration of Articles; Distinction between Memorandum and Articles ; Doctrine of constructive notice of Memorandum and Articles, Doctrine of Indoor Management ; Cases. Prospectus: Definition, Contents. Statement in lieu of prospectus;
MODULE-III: Share Capital: Definition, kinds of Shares; Voting rights; Share certificate – definition; Share warrants: Allotment of Shares.
Membership: Modes of acquiring membership; who can be members;. Rights and liabilities of members
Transfer and transmission of Shares: Differences between transfer and transmission of share; Case Law
MODULE-IV: Board Meetings and Resolutions: General meetings; Types of meetings- Annual General, Extraordinary Meetings : Requisites of a valid general meeting; statutory and Board meetings; Rights, powers and duties of chairman ; Voting rights; Proxies; Adjournment of meetings; Motions; Amendments; Ordinary and Special resolutions; Minutes of General Meetings; Questions.
MODULE-V: Management of a Company: Directors: Qualifications, Appointment, Remuneration & Legal Position: Managing Director, Manager; Case Law.

Book for Study:**Ashok Bhagrail., A textbook of Secretarial Practice, Kalyani Publishers, 2010****Selected References:**

1. Secretarial Practice	-	M.C.Kuchal
2. Company Secretarial Practice	-	A.Sherlekar
3. Company Administration & Meetings	-	S.D.Jain
4. A Textbook of Company Law	-	Acharya & Govekar
6. A Guide to Company Law	-	V.K.Sancheti

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

VI SEMESTER	OFFICE MANAGEMENT – ELECTIVE I	5 Hrs/Week
OFF 6401 (3)	MULTIMEDIA APPLICATIONS IN OM	Max.Marks:100
w.e.f 2017-18 (AC batch)	SYLLABUS	

Learning Objectives: To enable the students to become adept in the usage of –

1. PageMaker – for Exploring highly versatile DTP (Desktop Publishing)
2. Photoshop – for image editing applications and use extensive collection of painting, retouching and special effects tools.
3. FLASH - Moving animation software

MODULE– I: Introduction to Multimedia: Definition of multimedia learning, From print to interactive multimedia and online learning in DE, Media characteristics: media as a function of interaction and independence, kinds of multimedia

MODULE– II: PAGE MAKER 7

1. Using PageMaker 7

Using the toolbox - Working with palettes - Working with text and graphics - Moving between pages - Managing story windows - Creating and opening publications - Using templates - Adding text and graphics to templates - Applying grids

2. Text Formatting in PageMaker 7

Creating text blocks & text frames - Working with window shades - Counting stories, words, and other items - Formatting text

3. Using Graphic Objects in PageMaker 7

Using the drawing tools - Using frames, Taking advantage of frames - Control palette basics - Document printing options, Page range options

PRACTICALS IN PAGEMAKER

Assignment 1

Contribute a desktop published article to a publication. The production will include colour and graphics. It will be based on an interview and two other methods of research.

Assignment 2

Write and desktop publish a formal report or discursive paper on an issue of concern. This production will use colour and include graphics. It will be based on an interview and two other methods of research.

Assignment 3

Produce a desktop published colour advertisement for web or magazine publication. This will be based on a creative brief negotiated with a client and two other methods of research.

MODULE– III: PHOTOSHOP

- **Getting around in Photoshop**; Navigating in Photoshop; Selections, layers, and transformations; File format essentials
- **Photo correction** and retouching; Why we alter images; Image correction; Image retouching
- **Advanced layers** and selections; Selection edges;
- **Typography**; Type in Photoshop images; Basic type editing; Type panels; Other type tools and features; Creating a complete type and image layout
- **Filters and effects**; Applying filters; Uses for filters; Image enhancement; Illustration effects; Creative alterations; Filters in a project
- Image management and creative applications; Image management; Gather and distribute your images;

PRACTICALS IN PHOTOSHOP

- a. Photo editing (Blur, sharp, Smooth)
- b. Photo editing (Using selection, Various Marquee tools, cut copy selection)
- c. Photo collage – Mixing of photo (Combining different photo into one, Applying different effects)
- d. Restoration of Photo (Removing strains, scratches, Heal Brush tool, patch, clone, stamp tool)
- e. Designing Invitation/greeting cards (Text Effect, Pictures, colour fills, Frames)
- f. Opening a photo picture and enhancing it with different Effects, Filters and Text

MODULE– IV: FLASH - BASICS

Creating Graphics

Introducing Flash; The Authoring Environment; Drawing tools; Symbols and the Library

Animation

The Timeline - Frames - Tweens and Guides – Nested Timelines

MODULE-V: FLASH – Advanced Animation

Advanced Animation

Mask Layers - Color Settings, Filters, and Blend Modes - Adding Sound - Importing Graphic Files- Timeline Action Script, Complex Timeline Control

Interaction

Buttons- Button Action Script - Instance Names - Controlling Nested Objects

On to the Web

Optimizing Your Work, Publishing Flash Content to the Web, Where to Go From Here
Optimising the work

PRACTICALS IN FLASH:

- a. Create a moving banner
- b. Action Scripted Animation
- c. Embedding sound and video in animation
- d. Create a simple advertisement as a slideshow using graphics
- e. Create a web advertisement for an ice cream parlour
- f. Create a web banner using the Masking technique
- g. Create an advertisement for a toy shop using the perspective scroll

RECOMMENDED REFERENCES:

1. Adobe Page maker (Training Guide) – By Shashank Jain and Satish Jain BPB Publication, 2001.
2. Photoshop 7.0 in easy steps – Robert Shuffle Botham, Dream Tech, 2003
3. Flash CS4 Professional: Visual Quick Start Guide by Katherine Ulrich

.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

VI SEMESTER	OFFICE MANAGEMENT – ELECTIVE II	5 Hrs/Week
OFF 6402 (3)	e COMMERCE	Max.Marks:100
w.e.f 2017-18(AC batch)	SYLLABUS	

Learning Objectives: The students will be able to

- Be familiar with the e commerce concepts and identify them
- Understand how to use it in different procedures in the firm and for personal use
- Evaluate its relevance in particular situations for greater credibility

Learning Outcomes: Upon completion of the course student should be able to

- use e commerce and business terminology,
- explain the objective of e payments and related key assumptions and principles.
- explore and acquire skills in respect of most sophisticated procedures and practices
- help themselves serve better the vast digital needs needs of every commercial organization.

MODULE-I: e-Commerce: Features of Electronic Commerce - Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce - Apps.

MODULE-II: e-Business Applications: Integration and e-Business suits - ERP, e-SCM, e-CRM - Methods and benefits of e-Payment Systems –e-Marketing – Applications and issues

MODULE-III: e-Business on different Fields: e-Tourism – e-Recruitment – e- Real Estate – e-Stock Market – e-Music/Movies - e-Publishing and e-Books.

MODULE-IV: Mobile Payments & e Cash : Wireless payments, Digital Wallets, Google Wallet - PAYTM – Security Challenges - NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies

MODULE-V: Mobile Commerce: Ticketing - Me-Seva; Government and Consumer Services – e-Retailing - e-Groceries – Security challenges - Case Studies

Recommended References:

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
5. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.
6. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

VI SEMESTER

OFFICE MANAGEMENT

5 Hrs/Week

OFF A 1 6401 (3) **CLUSTER I – A. HUMAN RESOURCE MANAGEMENT** Max.Marks:100

w.e.f 2007-2010 (U batch)

SYLLABUS

Learning Objectives: To enable the students to

- Highlight the importance of HRM in an organization.
- Understand the processes and mechanism of managing human resources.
- Develop a competitive advantage by using its human resource

Learning Outcomes: Upon completing this course the students should be able to:

1. Recognize and understand the role of Human Resource Management in modern organizations
2. Look for opportunities to work with and better understand diversity in people and situations
3. Realise the need for personal change for the success of the organization.
4. Apply the principles and skills in small and big cases of HRM in organisations
5. Develop as better Human Relations specialists

Module 1 : INTRODUCTION Nature of HRM - Scope - Objectives - Importance - System Approach to HRM - Functions of HRM - HRM & Competitive Advantage - Skills & Roles of HR Manager – Changing role of HR with respect to Technology

Module 2 : JOB ANALYSIS & HRP Job Analysis - Uses - Process - Methods of Collecting Job Analysis Data - Job Description - Job Specification - Human Resource Planning (HRP) - Objectives of HRP - Importance of HRP - Process of HRP - Effective HRP - Attrition Management

Module 3 : RECRUITMENT & SELECTION Recruitment - Meaning & Definition - Constraints & Challenges - Sources of Recruitment - Methods of Recruitment - Selection - Definition - Purpose - Selection Process - Application Blank - Curriculum Vitae - Testing - Employment Interview - Interview Process - Medical Screening - Appointment Order

Module 4 : TRAINING & PERFORMANCE APPRAISAL - Training - Need for Training - Training Vs. Development - Areas of Training - Types of Training - Performance Appraisal - Objectives - Process of Performance Appraisal - Methods of Performance Appraisal

Module 5 : UNIT 5: EMPLOYEE WELFARE & DISCIPLINE Employee Welfare Facilities - Teamwork - Team Building - Discipline - Kinds - Approaches to Discipline - Punishments - Essentials of Good Disciplinary System

Book for Study:

1. V S P Rao, Human Resource Management, Excel Books, 2010

Books for Reference:

1. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi, 2012

2. Aswathappa K, Human Resource Management, Tata Mc- Graw Hill Education, 2010

3. Wayne Mondy Robert, Human Resource Management, Pearson Education, 12th Edition, New Delhi, 2010

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER

OFFICE MANAGEMENT

TIME : 5 Hrs/week

OFF A 2 6402 (3)

CLUSTER I – B. ADVERTISING MANAGEMENT

Max. Marks: 100

w.e.f. 2017-18 (AC Batch)

SYLLABUS

Learning Objectives: The students will be able to

1. Know and understand the nature, functions, kinds and theories of advertising
2. Discuss the strategic considerations involved in advertising and marketing.
3. Analyze the major issues that have affected Indian and Global advertising and the future outlook on advertising.
4. Learn the making of a creative brief and an advertisement.
5. Realize and explore the various career options in Advertising Management.

Learning outcomes: Upon completion of the Course the students should be able to

- appreciate the ways that communication through advertising influences and persuades consumers;
- discuss the role of the advertising agency and its client relationships;
- research and prepare a profile of media habits for a given target market
(Designing an Ad Campaign for a given product)
- set promotional objectives and identify their relationship with the strategic plan;
- explain and illustrate Integrated Marketing Communication decision making and planning

MODULE– I: Introduction to Advertising Management: Defining Advertising, Marketing and Sales Promotion – Functions of Advertising and Theories of Advertising – History, Evolution of Advertising and Themes – Types of Advertising – Personal Advertising, Consumer / Product Advertising, Trade Advertising, Industrial Advertising, Institutional Advertising, Service Advertising, Public Service Advertising, Financial Advertising, Advocacy

Advertising, Political Advertising – Advertising laws and ethics Cases in India
Advertising – Presentations.

MODULE– II: Brand building and Advertising – What is a brand and Evolution of Brand Management – Brand positioning and the role of advertising – Brand equity and brand image – Power brands, Corporate brands and Super brands – Brand – Consumer Relationship – Case Studies – Indian and Global

MODULE–III: Advertising Agency – Structure and Relationships – Advertising Agency, Structure and its functions – Advertising Agencies in India – The process of creating or pitching for an Account – How Agencies are paid for their work – How to select an Ad Agency – Visit to an Ad Agency – Group Presentation

MODULE–IV: Campaign Planning and Creative strategy – Creativity and Advertising Elements – The creative process – Idea generation – Creativity in Indian Advertising – Types of Advertising appeals – Advertising Media – Print , Television and Radio – Components and Layouts of an ad – visual, Headline, Copy, Styles, Slogan, Logo creative Exercises in Designing Advertisements.

MODULE–V:Advertising and Integrated Marketing Communications – Elements of Integrated Marketing Communication – Direct Marketing – Sales Promotion – Public Relations – publicity – Personal Selling

Recommended References:

1. Batra R., J.G. Myers and Aaker A. Davic Advertising Management, V Edition. ,Pearson Education, 2006.
2. Chunawalla, S.A., and Sethia, K.C., Foundations of Advertising: Theory and Practice, III Edition, Himalaya Publishing House, Delhi, 2008.
3. Jethwaney, Jaishri and Jain, Shruti., Advertising Management, V Impression, Oxford University Press, 2008
4. Parameswaran, M.G., Brand Building Advertising : Concept and Cases, Tata McGraw Hill, New Delhi, 2001.
5. Murthy, S.N., and Bhojana, U Advertising – and IMC perspective, Excel Books, New Delhi, 2007,

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER **OFFICE MANAGEMENT** TIME: 5 Hrs/week
OFF A 3 6403 (3) **CLUSTER I – C.PROJECT/ DISSERTATION** Max. Marks: 100
w.e.f. 2017-18 (AC Batch)

Students should be enabled to design and conduct an original and ethical research. They should be able to write a dissertation in the APA format. The research done can either be empirical/data based (quantitative, qualitative, or mixed-methods) or it can be in the form of a critical review of research and theory.

Learning Objectives:

The project is to provide exposure to various dimensions of corporate working and certain problems faced by them and assist them in problem solving through active research.

Learning Outcomes

The student after completing this project would have understood certain problem solving techniques and other issues which would provide a base for their future research and career development

The Broad Areas of the Dissertation:

A) Introduction to the topic:

The Introduction chapter should broadly cover the following topics

- a) Introduction to the functional area i.e., Finance/Marketing/Human Resources and the relationship between of one functional area to other functional areas of management.
- b) Importance of the topic from macro and micro perspective and title chosen for study.

B) Literature review

- The literature review is a body of text that aims to review the critical points of current knowledge on a particular topic.

- Literature reviews are secondary sources, and as such, do not report any new or original experimental work.
- Literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports".
- Students are required to review at least 10 latest articles from refereed journals on their topics for the research work and write the gist of these articles in 100 words about each article in their own words.

The research design chapter must contain the information under the following headings;

1. Title/Statement of the problem
2. Objectives of the study
3. Scope of the study
4. Hypothesis
5. Population and sampling techniques
6. Data collection methods
7. Statistical tools for analysis
8. Limitations of the study

Chapter 3: Analysis and Discussion

The data collected is to be analyzed using relevant statistical tools followed by suitable interpretation.

Chapter 4: Summary of Findings

The salient findings of the research study along with suitable suggestions need to be given

Chapter 5: Recommendations and Conclusion

Annexure [No chapterization]

Questionnaire

Any relevant documents / brochures could be attached

Bibliography [No chapterization]

All sources of reference such as journal articles, books, websites etc. to be given in compliance with APA 6th Ed format only

Evaluation (Internal and External)

Project – 60 marks

Presentation - 20 marks

Viva-voce examination – 20 marks

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER

MANAGEMENT

TIME: 5 Hrs/week

OFF B 1 6401(3)

CLUSTER II – A. BRAND MANAGEMENT

Max. Marks: 100

w.e.f. 2017-18 (AC Batch)

SYLLABUS

Learning Objectives: The students will be able to

1. Understand key principles of branding
2. Explain branding concepts and ideas in their own words
3. Examine and conduct the measurement of brand equity and brand performance

Learning outcomes: At the end of the Course the students should be able to

- Practically develop a brand, including positioning and communication
- Prepare a professional, logical and coherent report in the form of a brand audit
- Deliver an oral presentation in a professional, engaging manner
- Develop an argument and express themselves clearly in both written and oral communication
- Evaluate product brands in the light of awareness of branding guidelines

MODULE-I: Brand Concept: Brands vs. Products, Benefits of branding; Brand attributes, Significance of branding to consumers and Firms, selecting brand names - Brand life cycle - Brand loyalty.

MODULE-II: Brand Equity: Cost, Price and Consumer Based methods - Sustaining Brand Equity - Brand Personality - Formulation - Brand Image vs. Brand Personality - Brand Reinforcement, Brand Revitalization.

MODULE-III: Brand Building and Positioning: Brand Positioning vs. Brand Building - Brand knowledge, Brand hierarchy, Strategy, Extension and Transfer, Managing brand over time.

MODULE-IV: Brand Portfolios and Segmentation: Identifying and establishing brand portfolio - Brand Segmentation - Portfolio and Brand values - Evaluation and Revision.

MODULE-V: Branding in Different Sectors: Agriculture - Education - Health - Tourism - Hospitality and other services - Role of e-Communities in Brand Management.

Recommended References:

1. Batra R., J.G. Myers and Aaker A. Davic Advertising Management, V Edition. ,Pearson Education, 2006.
2. Chunawalla, S.A., and Sethia, K.C., Foundations of Advertising: Theory and Practice, III Edition, Himalaya Publishing House, Delhi, 2008.
3. Jethwaney, Jaishri and Jain, Shruti., Advertising Management, V Impression, Oxford University Press, 2008
4. Parameswaran, M.G., Brand Building Advertising : Concept and Cases, Tata McGraw Hill, New Delhi, 2001.
5. Murthy, S.N., and Bhojana, U Advertising – and IMC perspective, Excel Books, New Delhi, 2007,

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VI SEMESTER	OFFICE MANAGEMENT	TIME: 5 Hrs/week
OFF B 2 6402 (3)	CLUSTER II – B. ONLINE ADVERTISING	Max. Marks: 100
w.e.f. 2017-18 (AC Batch)	SYLLABUS	

Learning Objectives: To enable the students to

1. Know about Online advertising and its various types in the world of e-commerce
2. Understand the advantages of web advertising over traditional advertising.
3. Apply the techniques in keeping with the latest developments in web advertising arena.

Learning outcomes: Upon completion of the Course the students should be able to

- Practically develop An Online brand, including positioning and communication
- Develop an argument and express themselves clearly in both written and oral communication
- Consider ethical issues in branding in the society
- Evaluate the current Online Ads which are used by organizations
- Create an Online Advertising campaign (Individual Activity)

MODULE – I : Introduction to Online Advertising – Meaning, importance and objectives; Traditional advertising versus Online Advertising, Integrating online advertising with traditional media, Components of Internet, Internet and IMC (Integrated Marketing Communications) Email, Internet Relay Chat, Gopher Server, Web Browsers and Search Engines – Netscape, Internet Explorer, Mozilla Firefox, etc.

MODULE – II: Website elements of Online Advertising – Search Engine Optimisation, Content, customization and delivery Advantages of Net Advertising, Pricing Mechanism.

MODULE – III: Web marketing – Five Mutable laws of web marketing, Types of Online ads, Challenges of Online advertising and new developments in web advertising.

MODULE-IV: Digital trends in Online Advertising – Viral Advertising, Omni channel marketing, Google AMP and ALP, Diverse landing pages, Outstream video, Marketing automation, Remarketing ads, Big data, Online PR, Wearables, Mobile marketing,

MODULE-V: Online Ads through Social Networking – Social media marketing including Social CRM and Social Customer Care. Facebook, Twitter, Hike, Chatbots – Analysis of trends and success stories, Internet of things,

Recommended References:

Murthy S.N and Bhojana U, Advertising (2007) – an IMC perspective, Excel Books, New Delhi.

Semenik, Richard J (2004), Promotion and integrated Marketing Communication, Thomson Asia Pvt. Ltd. India.

Sangeeta Sharma and Raghuveer Singh (2006), Advertising Planning and implementation, Prentice Hall of India, New Delhi

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

VI SEMESTER **OFFICE MANAGEMENT** TIME: 5 Hrs/week
OFF B 3 6403 (3) **CLUSTER II – C.PROJECT/ DISSERTATION** Max. Marks: 100
w.e.f. 2017-18 (AC Batch)

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Learning Objectives:

The project is to provide exposure to various dimensions of corporate working and certain problems faced by them and assist them in problem solving through active research.

Learning Outcomes

The student after completing this project would have understood certain problem solving techniques and other issues which would provide a base for their future research and career development

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3. Scope of the study
4. Hypothesis (If there is)
5. Population and sampling techniques
6. Data collection methods
7. Statistical tools for analysis
8. Limitations of the study

Chapter 3:

Analysis and Interpretation

The data collected is to be analyzed using relevant statistical tools followed by suitable interpretation.

Chapter 4:

Summary of Findings

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Chapter 5:

Recommendations and Conclusion

Annexure [No chapterization]

Questionnaire

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Bibliography [No chapterization]

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Essential Text Books:

Evaluation (Internal and External)

Project – 60 marks

Presentation - 20 marks

Viva-voce examination – 20 marks