

*Placed at the meeting of
Academic Council
held on 30.03.2021*

APPENDIX – I
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Syllabus for
One Year Diploma in Management and Entrepreneurship
(Under Semester Pattern - NSQF Programme)
With effect from the academic year 2021-2022
Regulations, Scheme of Examination and Syllabus

Eligibility for the Award of Diploma : No candidate shall be eligible for the Diploma unless he/she has completed the +2 (Higher Secondary Course) Exam conducted by the State Board of Education, Tamil Nadu and has passed the prescribed examination.

Examinations : External Examination in all subjects of the semester under the scheme of examinations will be conducted at the end of year. The sessional marks in all the subjects will be awarded on the basis of continuous internal assessment earned during the year concerned. For each subject 25 marks are allotted for internal assessment and 75 marks are allotted for External Examination.

Continuous Internal Evaluation Theory (Internal Assessment Mark 25 Marks) : It has been decided to introduce Continuous Internal Assessment marks for a total of 25marks, which are to be distributed as follows:

Attendance: 5 Marks

(Award of marks for attendance will be as per the range given below)

80% - 83% 1 Mark	84% - 87% 2 Marks	88% - 91% 3 Marks
92% - 95% 4 Marks	96% - 100% 5 Marks	

Test: 10 Marks : 3 Tests each of 2 hours duration for a total of 30 marks is to be conducted out of which the best two will be taken and the marks to be reduced to 10.

Question Paper Pattern for Internal Exam:

5 Objective Questions x 1 Mark ... 05 Marks
5 Either or Questions x 3 Marks ... 15 Marks
2 (out of 3) Questions x 5 Marks ... 10 Marks

30 Marks

Assignment: 10 Marks : For each subject three Assignments are to be given each for 20 marks and the average marks scored should be reduced for 10 marks.

All the mark entries for assignment, test and attendance should be entered in the personal logbook of the staff handling the subject. This is applicable to the theory subjects.

Criteria for Pass

1. No candidate shall be eligible for the award of Diploma unless he/she has undergone the prescribed courses of study successfully in an institution approved by UGC and MKU pass all the subjects prescribed in the syllabus.
2. A candidate shall be declared to have passed the examination in a subject if he/she secures not less than 40% in theory, subject out of the total prescribed maximum marks including both the sessional and the external Examination marks put together, subject to the condition that he/she has to secure at least a minimum of 30 marks out of 75 marks in the Board’s Theory Examinations.

Question Paper Pattern for External Exam:

10 Objective Questions x 1 Mark ... 10 Marks
 5 Either or Questions x 7 Marks ... 35 Marks
 3 (out of 5) Questions x 10 Marks ... 30 Marks

 75 Marks

External Exam Duration 3 Hours.

Scheme of Examination

DIPLOMA IN MANAGEMENT AND ENTREPRENEURSHIP							
Sl. No	Course Name	Subject	Credits	Hours	Internal Marks	External Marks	Total
01	Principles of Management	Core	90	5	25	75	100
02	Soft Skills for Entrepreneur	Core	90	5	25	75	100
03	Technology and Innovation for Entrepreneur	Core	90	5	25	75	100
04	Goods and Service Tax	Core	90	5	25	75	100
05	Lab- Information Technology for Entrepreneur	Core - Practical	90	5	40	60	100
	Total				140	360	500

01 – PRINCIPLES OF MANAGEMENT

Objective: To increase the management ability of students and to management practices to the students and improve the managerial and leadership skill of the students.

Unit-I : Management – Meaning – Nature – Level of Management – Functions – Administration Vs Management – School of Management thought – FW Taylor – Henry Fayol.

Unit-II : Planning – Meaning – Process of planning – Types of plans – Forecasting techniques of forecasting Decision making – Importance and process.

Unit-III : Organization – Meaning – Importance – Principles of organization – Types of organization – Centralization and Decentralization of Authority – Span of control.

Unit-IV : Staffing and Direction – recruitment – Meaning – Source – Selection – Training – Directing – Leadership – Qualities of good leader – Importance of Communication – Barriers to communication – Motivation.

Unit-V : Coordination – Controlling – Need for coordination – nature and process of control.

Text Book:

1. Principles and Practice of Management – L.M. Prasad, Sultan Chand & Sons.

Reference Book:

2. Principles of Management – Neeru Vasishth and Vibhuti Vasishth, Taxmann Publication.
3. Principles of Management – T. Ramasamy, Himalaya Publishing House.

02 – SOFT SKILLS FOR ENTREPRENEUR

Objectives : To familiarize the participants with the important of soft skills, communication and time management of entrepreneur with a view to enhance entrepreneurial talent

Unit-I : Soft Skills – Meaning and Importance, Need and Importance of Communication, Process of Communication.

Unit-II : Types of Communication– Verbal, Non-Verbal, Formal Vs. Information, 7 Cs of Good Communication, Barriers to Communication.

Unit-III : Public Speaking – Preparation of Speech, Timing the speech, Addressing a crowd.

Unit-IV : Group Discussion, Meetings – Agenda, Minutes, Reports.

Unit-V : Personality Development, Self-Management, Time Management.

Text Book:

1. Bhatia, R.C., Business Communication, Ane Books Pvt., Ltd., New Delhi.

Reference Books:

1. Mitra, Barun K., Personality Development and soft skills, Oxford, New Delhi.
2. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

03 – TECHNOLOGY AND INNOVATION FOR ENTREPRENEUR

Objectives : To impart knowledge on the basics of technology and innovation for entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.

Unit-I : Introduction to Science and Technology, Technology Environment, Technology Policy, Technology Diffusion.

Unit-II : Management of Technological changes and Forecasting, Forecasting Techniques.

Unit-III : Technology Transfer – Modes, Routes, Agreements, Technology Acquisition.

Unit-IV : Creativity Types, Process, Individual and Organisational Creativity, Fostering Creativity.

Unit-V : Innovation Process, Types – Product, Process, Innovation Strategies, Innovations Economics, Models of Innovation.

Text Book:

1. Narayanan, V.K., Managing Technology and Innovation for Competitive Advantage, Prentice Hall, New Delhi.

Reference Books:

1. Khalil, Tarek M., Management of Technology, Industrial Engineering and Management Press.
2. Krishnamacharyulu, CSG and Ramakrishnan, Laitha, Management of Technology, Himalaya Publishing House, New Delhi.

04 – GOODS AND SERVICE TAX

Objective: To understand the concept and the importance of goods and services tax in the context of Indian economy.

Unit-I : GST – Concept – Meaning – Definition – Objectives – Advantages, GST and Centre, State Financial Relation.

Unit-II : Main features of GST Law – Impact of GST – Subsuming of taxes – Types of GST – CGST – SGST – IGST – UTGST.

Unit-III : GST Council – Constitution – Structure – Action Plan – Quorum and Decision making of Meeting – Functions.

Unit-IV : Registration – Registration under GST – Procedure – Persons liable for Registration – Persons not liable for registration – Company Registration.

Unit-V : Computation of taxable value and tax liability – Comparative calculations with previous tax laws – Tax calculation for inter-state Sales – Value of Supply – Value of Taxable Supply – Input Tax Credit.

Text Book:

- 1) Goods and Services Tax – Ghousia Khatoon, Naveen Kumar C.M., &Venkatesh S.N., Himalaya Publishing House Private Ltd., Mumbai.

Reference Books:

- 1) Fundamentals of GST and Customs Act, R.G.Sha, S.K.Podder Shruthi Prabhakar.
- 2) Goods and Services Tax – B. Mariappa.
- 3) GST – The Essentials of Goods and Service Tax, Dr.Thomas Joseph, Dr.Jayajacob, Ms. Chinnu Mariam Chacko.
- 4) Business Taxation (Good and Services Tax – GST), T.S.Reddy, Y. Hari Prasad Reddy, Margham Publications, Chennai.

05 – INFORMATION TECHNOLOGY FOR ENTREPRENEUR- LAB

Objective:

This syllabus trains students how to use MS Office and Tally applications to carry out office and financial accounts works.

Unit-I : Computer System Concept : Characteristics, Generations, Basic computer organisation, Computer Memory, Input and output devices, Secondary storage devices.

Unit-II : Computer software: application and system software, operating systems, computer languages.

Unit-III : MS-Office: Word, Excel, Access and Power Point, Basics of Internet, e-mail, etc.

Unit-IV : Software packages for Basic Accounting.

Unit-V : MIS, ERP Fundaments.

Text Book:

1. Saxena, Sanjay, A First Course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi.

Reference Books:

1. Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.
2. Saxena, Sanjay, MS-Office 2000 for everyone, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Jawadekar, W.S., Management Information Systems, Tata Mc Graw Hill Education Pvt., Ltd., New Delhi.

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