



(Accredited with A+ Grade by NAAC in the Third Cycle)

Ref. No. D5/NAAC/2021:

Date: 16.04.2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that A.Veeriya Vandayar Memorial Sri Pushpam College (Autonomous), Poondi – 613503, Thanjavur District, Tamilnadu, is one of the Tamil Nadu state Government Aided College. The College was established in the year 1956 and initially affiliated to University of Madras and then attached to the Bharathidasan University in 1982. The above said college is also receiving funds from the University Grants Commission under Section 2(f) and 12(b) of UGC Act 1956 and continuously offering the following Under Graduate, Post Graduate, M.Phil. and Ph.D Research Programmes.

Sl.No	Name of the Programmes	Sanctioned Intake	Year of Affiliation Granted	Affiliation Status (Permanent /Temporary)	Extension Granted during the year
Government Aided Programmes					
Under Graduate Programmes					
1.	B.A History	50	1970 -1971	Permanent	
2.	B.A Economics	50	1957-1958	Permanent	
3.	B.A. Tamil	40	1965-1966	Permanent	
4.	B.A. English	50	1966-1967	Permanent	
5.	B.Com Commerce 3 Sections	150	1968-1969	Permanent	
6.	B.Sc. Mathematics	50	1957-1958	Permanent	
7.	B.Sc. Physics	50	1961-1962	Permanent	
8.	B.Sc. Chemistry	50	1959-1960	Permanent	
9.	B.Sc. Botany	50	1969-1970	Permanent	
10.	B.Sc. Zoology	50	1961-1962	Permanent	
11.	B.Sc. Computer Science	50	1984-1985	Permanent	

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12.	B.A. Indian Culture	30	1983-1984	Temporary	2020-2021
13.	B.Sc. Physical Education, Health Education & Sports	50	1988- 1989	Temporary	2020-2021
Post Graduate Programmes					
1.	M.A History	35	1982-1983	Permanent	
2.	M.A Economics	35	1967-1968	Permanent	
3.	M.A. Tamil	35	1975-1976	Permanent	
4.	M.A. English	35	1973-1974	Permanent	
5.	M.Com Commerce	35	1976-1977	Permanent	
6.	M.Sc. Mathematics	25	1967-1968	Permanent	
7.	M.Sc. Physics	24	1972-1973	Permanent	
8.	M.Sc. Chemistry	20	1983-1984	Permanent	
9.	M.Sc. Botany	24	1980-1981	Permanent	
10.	M.Sc. Zoology	24	1979-1980	Permanent	
11.	M.Sc. Computer Science	50	1987-1988	Permanent	
Self Finance Programmes					
Under Graduate Programmes					
1.	B. Com. Addl. Sections (III, IV, V)	150	1981 - 1982	Permanent	
2.	B.Sc. Mathematics Addl. Section I	50	1981 - 1982	Permanent	
3.	B.Sc. Physics Addl. Section I	50	1981 - 1982	Permanent	
4.	B.Sc. Chemistry Addl. Section I	50	1981 - 1982	Permanent	
Post Graduate Programmes					
1.	M.Sc. Microbiology	25	1998 - 1999	Permanent	
2.	M.Sc. Biotechnology	25	2005 - 2006	Permanent	
3.	M.C.A. Computer Applications	60	2007 - 2008	Permanent	
4.	M.B.A. Business Management	60	2000 - 2001	Permanent	
5.	M.Sc. Information Technology	40	2001 - 2002	Permanent	



Under Graduate Programmes					
1.	B.Lit. Tamil	40	2008-2009	Temporary	2020-2021
2.	B.A. English Additional Section –I Additional Section – II, III & IV	60 180	2009-2010 2010-2011	Temporary	2020-2021
3.	B.Com Commerce Additional Section –VI,VII & VIII	180	2010-2011	Temporary	2020-2021
4.	B.Com Computer Application	60	2017-2018	Temporary	2020-2021
5.	B.Com Bank Management	60	2017-2018	Temporary	2020-2021
6.	B.Sc Mathematics Additional Section –II Additional Section –III Additional Section –IV	60 60 60	2009-2010 2010-2011 2015-2016	Temporary	2020-2021
7.	B.Sc Physics Additional Section –II	40	2015-2016	Temporary	2020-2021
8.	B.Sc Chemistry Additional Section –II Additional Section –III	60 40	2010-2011 2015-2016	Temporary	2020-2021
9.	B.Sc Botany Additional Section –I	40	2015-2016	Temporary	2020-2021
10.	B.Sc Zoology Additional Section –I	40	2015-2016	Temporary	2020-2021
11.	B.Sc Computer Science Additional Section –I Additional Section –II Additional Section –III	150	1984-1985	Temporary	2020-2021
12.	B.C.A Additional Section –I & II Additional Section –III	60 120 60	2008-2009 2010-2011 2015-2016	Temporary	2020-2021
13.	B.B.A B.B.A Additional Section –I B.B.A Additional Section –II B.B.A Additional Section –III	50 60 60 60	2004-2005 2008-2009 2009-2010 2010-2011	Temporary	2020-2021
14.	B.Sc. Statistics	60	2013-2014	Temporary	2020-2021
15.	B.Sc. Geography	60	2013-2014	Temporary	2020-2021
16.	B.Sc. Physical education Additional Section –I	60	2017-2018	Temporary	2020-2021



Post Graduate Programmes					
1.	M.A. English Additional Section I Additional Section II	35 35	2010-2011 2015-2016	Temporary	2020-2021
2.	M.Com Commerce Additional Section I Additional Section II & III	40 70	2002-2003 2010-2011	Temporary	2020-2021
3.	M.Sc. Mathematics Additional Section I Additional Section II Additional Section III	30 35 35	2002-2003 2010-2011 2015-2016	Temporary	2020-2021
4.	M.Sc. Physics Additional Section I Additional Section II	40 40	2003-2004 2004-2005	Temporary	2020-2021
5.	M.Sc. Chemistry Additional Section I Additional Section II	40 40	2002-2003 2004-2005	Temporary	2020-2021
6.	M.Sc. Botany Additional Section I	40	2002-2003	Temporary	2020-2021
7.	M.Sc. Microbiology Additional Section I	25	2010-2011	Temporary	2020-2021
8.	M.Sc. Zoology Additional Section I	20	2002-2003	Temporary	2020-2021
9.	M.Sc. Computer Science Additional Section I	60	2010-2011	Temporary	2020-2021
10.	M.Sc. Biotechnology Additional Section I	20	2010-2011	Temporary	2020-2021
11.	M.C.A Computer Applications	40	2004-2005	Temporary	2020-2021
12.	M.L.I.S. Library and Information Science	30	2004-2005	Temporary	2020-2021



Diploma Programmes					
1.	Diploma In Biofertilizer Production	50	2020-2021	Permanent	
2.	Edible Mushroom Cultivation Technology	50	2020-2021	Permanent	
3.	Ornamental Fish Culture	50	2020-2021	Permanent	
4.	Handicrafts Thanjavur Arts & Paintings	50	2020-2021	Permanent	
UG Diploma Programmes					
1.	Office Management & Secretarial Practice (Commerce)	50	1995-1996	Temporary	
2.	Operations Research (Mathematics)	30	1995-1996	Temporary	
PG Diploma Programmes					
1.	Computer Applications (PGDCA)	40	1991-1992	Temporary	
2.	Aquaculture (Zoology)	12	1992-1993	Temporary	
3.	Bio fertilizers (Botany)	12	1992-1993	Temporary	
4.	Textile Processing	15	1994-1995	Temporary	
5.	Micro Processor & Computer Hardware	15	1994-1995	Temporary	
6.	Gandian Thought	60	2014-2015	Temporary	
M.Phil. Programmes					
1.	History	-	1982-83	Permanent	
2.	Economics	-	1983-84	Permanent	
3.	Tamil	-	1984-85	Permanent	
4.	English	-	1983-84	Permanent	



5.	Commerce	-	1983-84	Permanent	
6.	Mathematics	-	1982-83	Permanent	
7.	Physics	-	1982-83	Permanent	
8.	Chemistry	-	1985-86	Permanent	
9.	Botany	-	1983-84	Permanent	
10.	Microbiology	-	2000-01	Permanent	
11.	Zoology	-	1983-84	Permanent	
12.	Computer Science	-	2002-03	Permanent	
13.	Management Studies	-	2016-17	Permanent	

Ph.D. Programmes

1.	History	-	1986-87	Permanent	
2.	Economics	-	1987-88	Permanent	
3.	Tamil	-	1982-83	Permanent	
4.	English	-	1983-84	Permanent	
5.	Commerce	-	2002-03	Permanent	
6.	Mathematics	-	1987-88	Permanent	
7.	Physics	-	1982-83	Permanent	
8.	Chemistry	-	1986-87	Permanent	
9.	Botany	-	1987-88	Permanent	
10.	Microbiology	-	2000-01	Permanent	
11.	Zoology	-	1983-84	Permanent	
12.	Computer Science	-	2011-12	Permanent	
13.	Physical Education	-	2011-12	Permanent	
14.	Library and Information Science	-	2011-12	Permanent	
15.	Management Studies	-	2016-17	Permanent	



S. J. J. J.
REGISTRAR

This programme has been newly introduced in the academic year 2016-2017

M.Phil. M.B.A (2016 – 2017)

S. No.	Course	Paper Code	Title of the Paper	Maximum Marks			Minimum Marks for Pass			Hours /Week	Credits
				C.I.A.	E.E.	Total	C.I.A.	E.E.	Total		
1.	Course – I (Core)	16MP1BA1	RESEARCH METHODS IN MANAGEMENT	25	75	100	13	37	50	4	6
2.	Course – II (Core)	16MP1BA2	ADVANCED FUNCTIONAL MANAGEMENT	25	75	100	13	37	50	4	6
3.	Course – III (Optional)	16MP1BA3	ADVANCED ELECTIVE – STRATEGIC HUMAN RESOURCE MANGEMENT	25	75	100	13	37	50	4	6
4.	Course – IV (Elective)	16MP1BA4	GUIDE PAPER	25	75	100	13	37	50	-	6
5.	Course – V (Elective)	16MP1BA5	TEACHING METHODOLOGY	25	75	100	13	37	50	-	6
6.	Dissertation	16MP2BA6	DISSERTATION	40	60	100	20	30	50	-	10

GRADING OF COURSE PERFORMANCE (10 POINT SCALE)

Aggregate Marks	Grade	Grade Point
96 and above	S ⁺	10
91 – 95	S	9.5
86 – 90	D ⁺⁺	9.0
81 – 85	D ⁺	8.5
76 – 80	D	8.0
71 – 75	A ⁺⁺	7.5
66 – 70	A ⁺	7.0
61 – 65	A	6.5
56 – 60	B	6.0
50 – 55	C	5.5
Below 50	F	0

CLASSIFICATION OF SUCCESSFUL CANDIDATES

Grade point	Grade	Classification on Final Result
9.75 – 10.00	S ⁺	First Class – Exemplary
9.25 – 9.74	S	
8.75 – 9.24	D ⁺⁺	First Class – Distinction
8.25 – 8.74	D ⁺	
7.75 – 8.24	D	
7.25 – 7.74	A ⁺⁺	First Class
6.75 – 7.24	A ⁺	
6.25 – 6.74	A	
5.75 – 6.24	B ⁺	Second Class
5.50 – 5.74	C	
Below 5.50	F	Fail

Semester	Subject Code	Title of the Paper	Hours/ week	Credits
I	16MP1BA1	PAPER – I RESEARCH METHODS IN MANAGEMENT	4	6

Unit I

Research: Meaning – Purpose – Types of research – Significance of research – Research in Management – Steps in research – Identification, selection and formulation of research problem – Research Design – Hypothesis; concepts, sources and types – Formulation of hypothesis – Review of literature: Nature and Purpose.

Unit II

Sampling Methods: Meaning of sample – Sampling theory – Sampling techniques – Probability sampling – Non probability sampling – Advantages and disadvantages of sampling – Sampling and Non – Sampling errors – Estimation of sample size – Determinants of sample size.

Unit III

Collection of Data: Source of data – Primary and Secondary data- Methods of data collection – Case study, observation, survey method – Tools of data collection – Questionnaires and Interview Schedule – Pre – Testing and Pilot study.

Management and Scaling: Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Cuttman Scale – Likert Scale – Sematic Differential.

Unit IV

Data Analysis: Data preparation and preliminary analysis – Editing – Field Editing, Central Editing – Coding – Tabulation – Cross Tabulation – Differences between Parametric and Non – Parametric tests – Mann – Whitney ‘U’ test, Rank Sum Test (Sign Test) – Chi – Square test – ANOVA – Factor analysis – Cluster analysis- Discriminate Analysis- Multiple Regression – Correlation – Canonical Correlation through SPSS.

Unit V

Report Writing: Chapter Format – Pagination – Indentation – Using Quotations – Presenting Footnotes – Abbreviations – Presentation of tables and figures – Referencing – Documentation – Use and format of Appendices – Indexing – Technique, style and linguistic aspects of Report Writing.

Reference:

1. Donald R.Cooper and Pamela S.Schindler, 2000, 6th Ed., Business Research Methods, Tata McGraw Hill Publishing Company Limited.
2. D.K.Bhattacharyya, 2003, 1st Ed., Research Methodology, Excel Books.
3. C.R.Kothari, 2001, Research Methodology Wishva Prakashan Publication.
4. William G.Zikmund, 7th Ed., Business Research Methods, Thomson – South – Western.
5. William M.K.Trochim, 2nd Ed., Research Methods, BIZTANTRA.

Semester	Subject Code	Title of the Paper	Hours/ week	Credits
I	16MP1BA2	PAPER - II ADVANCED FUNCTIONAL MANAGEMENT	4	6

Unit I

Financial Management: Financial Planning and Strategy – Approaches of Financial Management – factors influencing Financial Management – Recent Trends – Financing decisions – Theories of capital structure – Financial leverage EBIT – EPS analysis – Analysis of internal and external financing methods – Capital structure planning in practice – determinants.

Unit II

Human Resources Management: Recruitment Management – Training and Development – Reward Management – Welfare Measures – Performance Management – Employee Maintenance and Separation – Strategic Human Resources Management – Global Human Resources Management – Recent Trends in HRM.

Unit III

Marketing Management: Marketing Research Objectives and methods of marketing research –Retail Management – Global Marketing – rationale and principle – product strategy and organization for Global Marketing – E-Marketing – Marketing of Services.

Unit IV

Production Management: Quality control – Statistical Quality Control – Total Quality Management – Purchase and material management – Inventory Control – Supply chain Management – Information Technology and supply Chain Management – Bench Mark.

Unit V

Management of Information System: Information System for the Digital Firm – Enterprise Systems – Information System for Business Operations – Artificial Intelligence – Customer Relationship Management Systems – Business Process Integration.

Reference:

1. S.N. Maheswari, Financial Management, Sultan Chand.
2. Dwivedi R.S. Human Behaviour and Organizational & IBH.
3. Saxsena, Human Resource Management S –Chand Sons.
4. R.S.N. Pillai and Pagavathy, Modern Marketing S –Chand sons.
5. V.A. Avodhani, Marketing of Financial Services.
6. S.K.Sinha and R.Sahaya, Management of Co-operative Enterprises.

M.B.A.

Semester	Subject Code	Title of the Paper	Hours /week	Credits
I	16MP1BA3	PAPER – III ADVANCED ELECTIVE – STRATEGIC HUMAN RESOURCE MANAGEMENT	4	6

Unit I

An overview of Strategic HRM – Strategic Fit, Resource Based strategic HRM – strategies to improve organizational effectiveness and cultural implications – Global and Cross cultural Issues to HRM.

Unit II

Intellectual capital definition – Human Capital – Social Capital – Organizational Capital.

Unit III

Models of Strategic HRM, General models, The High performance working model – the high commitment management model – The high involvement management model.

Unit-IV

Organizational HR Strategies – Organizational development, strategies for culture change – strategies for knowledge management – organizational HR Strategies in action.

Unit- V

Current challenges in outsourcing – Need for outsourcing in general – BPO – HRO – type of HRO – benefit of HRO – typical HR functions, which organizations outsources – competencies and carrier management – self management and emotional intelligence.

Recommended Text Book:

Strategic HRM and Development – Richard Regis.

Strategic HRM – Michael Arm strong, Angela Baron – Jaico Book.

Semester	Subject Code	Title of the Paper	Hours /week	Credits
I	16MP1BA5	PAPER – V TEACHING METHODOLOGY	-	6

Objectives:

After completing the course, scholars will be able to:

- Acquaint different parts of computer system and their functions.
- Understand the operations and use of computers and common accessories.
- Develop skills of ICT and apply them in teaching learning context and Research
- Appreciate the role of ICT in teaching, learning and Research
- Acquire the knowledge of communication skill with special reference to its elements, types, development and styles.
- Understand the terms communication Technology and Computer mediated teaching and develop multimedia /E-content in their respective subject
- Understand the communication process through the web
- Acquire the knowledge of instructional.

Unit – I Computer Applications Skills.

Computer System: Characteristics, Parts and their functions – Different generations of computer- Operation of Computer: switching on/off/restart. Mouse control, Use the key board and some functions of key – Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power Point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.

Unit – II Communication Technology

Communication Technology: Bases, Trends and Developments- Skills of using communication Technology – Computer Mediated Teaching Multimedia, E- content – Satellite – based communication: EDUSAT and ETV Channels. Communication through web: Audio and Video applications on the internet, interpersonal communication through the web.

Unit – III Pedagogy

Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique : Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation – Versatility of Lecture technique– Demonstration: Characteristics, Principles, Planning Implementation

and Evaluation – Teaching – learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion – Modes of teaching : CAI, CMI and WBI.

Unit IV : Teaching Skills

Teaching Skills : Definition, Meaning and Nature: Types of Teaching skills: Skill of Set induction, skill of stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills.

Unit – V Communication skills

1. Situational Dialogues – Railway Enquiry, looking for Accommodation, At the Doctor's Selling a Product, Buying a Computer.
2. Personality Skills: Welcome Speech, introducing the guests, vote of Thanks, Short speech on relevant topical issues, Soft Skills – Goal setting, e-mail, video conferencing.
3. Dyadic Communication:
Face to face conversation – asking for permission, request, offer, greetings, sympathy, apology, inviting-accepting/Declining, Agreeing, Disagreeing, Complimenting/congratulating, wishing, Telephonic conversation. Language in advertisements.
4. Dissertation Format, Seminars & Conferences, evaluating oral presentation.
5. Occupational skills – Resume, Group Discussion, Interview, Telephonic Interviews.