

MANONMANIAMSUNDARANAR UNIVERSITY, TIRUNELVELI – 12
DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

WCSC-VISION for Wisdom, ALIYAR-642101

CURRICULAM FOR MBA in HUMAN EXCELLENCE

Title of the paper

I YEAR

- 1.1 Management Process and Behaviour (DRM11)
- 1.2 Managerial Economics (DRM12)
- 1.3 Accounting For Managers (DRM13)
- 1.4 Business Environment (DRM15)
- 1.5 Business Law (DRM15)
- 1.6 Managerial Communication (DRM16)
- 1.7 Computer Application in Management (DRM17)
- 1.8 Research Methodology (DRM18)

II YEAR

- 2.1 Functional Management – I
- 2.2 Functional Management – II
- 2.3 Strategic Management
- 2.4 Human Re-Engineering for Corporate Excellence

- 2.5 Corporeal Health Management

- 2.6 Science of Cosmic Intelligence at Workplace

- 2.7 Science of Energy and Consciousness for Corporate Redemption

- 2.8 Corporate Stress Management – (Practical)

FIRST YEAR

1.1. Management Process and Behaviour (DRM11)

Unit – I

Nature and functions of Management – Levels of management – Different approaches to management – Evolution of Management – Planning – Nature – Importance – Types – Steps in planning process – MBO – Strategic planning process – Decision making process – Models of decision making.

Unit – II

Formal/ Informal organization – Organizational structure – Organizing process – Departmentalization – Authority delegation – Decentralization – Coordination – Line/Staff relations – Staffing procedure – Training and development – Performance appraisal.

Unit – III

Direction and Communication – Processes and Barriers – Leadership – Characteristics of a leader – Approaches to leadership – Motivation concepts – Theories of motivation – Controlling – Control techniques.

Unit – IV

Organizational Behavior (OB) – Definition – Nature and scope – OB model – Group dynamics – Formation of groups – Team effectiveness – Team building – Individual level concepts – Learning – Perception – Values – Attitudes – Personality.

Unit – V

Organizational Dynamics – Organizational culture – Organizational change – Organization Development (OD) interventions- Business Ethics and Social Responsibility – Corporate governance.

References

1. Stephen P. Robbins, Organizational Behavior, Prentice Hall of India,
2. Fred Luthans, Organizational Behaviour, McGraw Hill Book Co.
3. Udai Pareek, “Understanding Organizational Behaviour”, Oxford University Press, N. Delhi.
4. Essentials of Management – Harold Koontz, Heinz Weihrich
5. Principles of Management – Tripathi, Reddy
6. Management: A competency based approach – Hellriegel and Slocum

1.2. Managerial Economics (DRM12)

Unit – I

Managerial Economics – Meaning, Nature and scope – Role in decision making – Concepts of Managerial Economics.

Unit – II

Supply meaning and determinants – Production decisions – Production function – Cost concepts – Cost output relationship. Economy of scale – Cost functions.

Unit – III

Market Structure – Characteristics – Pricing and output decisions – Methods of pricing – Differential pricing Government intervention in pricing.

Unit – IV

Profit – Meaning and nature – Profit policies – Profit planning and fore costing cost volume profit analysis – Investment analysis.

Unit – V

Macro Economics, aggregates and concepts – GNP, GDP, GDS. National Income – Business Cycle – Inflation and deflation – Balance of payments – Monetary and fiscal policies.

Reference

1. G.S. Gupta – Managerial Economics Tata Mc Graw Hill.
2. Varshney and Maheswari - Managerial Economics, Sultan Chand & Sons.
3. Mehta P.L. - Managerial Economics Sultan Chand & Sons.
4. Joel Dean – Managerial Economics Prentice Hall.
5. Rengarajan L – Principles of Macro Economics, Tata McGra Hill.

1.3. Accounting For Managers (DRM13)

Unit – I

Accounting principles – Concepts – Basic of accounting – Journal – Ledger Trial balance – Preparation of trading Profit and loss account and balance sheet (problems)- Depreciation methods.

Unit – II

Financial statement analysis – Objectives – Accounting Ratio's; Liquidity; profitability, turnover and market test ratios – Problems and computation and interpretation of various accounting ratios.

Unit – III

Fund flow statement analysis sources and applications of funds – Statement of changes in working capital – Computation of fund from operations – Working for computation of various sources and uses – Preparation of fund flow statement – Cash flow statement – Problems – Distinction between funds flow and cash flow statement.

Unit – IV

Cost accounting meaning – Distinction between accounting and cost accounting-Cost terminology; cost , cost centre, cost unit- Elements of cost- Cost sheet - Problems-Activity based costing – Concept – Methodology application and uses – Target costing; concept and applications.

Unit V

Marginal costing – Definition – Distinction between marginal costing and absorption costing-Decision making under marginal costing system – Contribution P/V Ratio, limiting factor, margin of safety, break even point problems – Computation of break event point-Break even chart-Uses and limitation of break even chart – Uses and limitation of break even analysis.

Budget, Budgeting, and Budgeting control – Distinction between budgetary control and standard costing – Types of budgets – Preparation of production, purchases and cash budget – Preparation of flexible budgets – Problems – Zero base budgeting.

Reference

1. Advanced Accountancy: R.L. Gupta and Radhasamy
2. Management Accounting: Brown and Howard
3. Management Accounting: Khan and Jain
4. Management Accounting: S.N. Maheswari
5. Management Accounting: Antony and Recace
6. Management Accounting: J. Batty

1.4. Business Environment (DRM15)

Unit I

Business Environment – The concept and significance – Constituents of business environment – Business and society – Business and ethics – Business and culture – Social

Responsibility – Business and Government – Political System and its influence on business – Indian constitution – Directive principles of state policy.

Unit II

Indian Economy – Economic Systems – National income, expenditure – Investment – Economic planning – Priorities of IX plan – Income distribution and poverty – Capital formation and domestic savings – Public and Private Sectors – Privatization move – Fiscal Policy.

Unit III

Industrial Development – Industrial Policy resolution – Small Scale and Cottage industries – Problems solutions – The new economic policy and its impact economy.

Unit IV

Legal Environment of Business – Forms of Business Organisation – Environmental pollution and contrast – Ecosystem concepts –Basic concepts and their application in business – Industrial ecology and recycling industry.

Unit V

International Business – Overview – Types of international Business – External Environment – Economy and Political Environment Human and Cultural Environment – Influence on Trade and investment pattern – Working financial environment – Cross national Co-operation and agreements –Tariff and non-tariff barriers GATT, WTO – Regional Block.

Reference

1. Rudder Dutt and Sundaram - Indian Economy
2. Cherunilam - Business Environment
3. Tuteja S.K. - Business Law for Managers
4. Amar chand - Government and Business
5. Bhalla V.K. & Shivaramu - International Business Environment and Business

1.5. Business Law (DRM15)

Unit I

Legal environment & business – Forms of business – Forms of Business organization – Indian contract performance of contract –Essentials of agreements – Void and voidable and illegal contract – Offer an distance –Capacities of the parties to create contract – Consideration – Breach of contract – Remedies.

Unit II

Sale of good act – Transfer of property from buyer and seller. Law of Agency – relation of principle agency – Personal liabilities of agents – Termination of agency.

Unit III

Indian Companies Act – Definition – Kinds – Incorporation of Companies – Memorandum of Association articles of Association and Articles of Association – Certificate of Incorporation – Prospectus.

Unit IV

Monopolies and Trade restrictive practices Act – Securities Exchange Board of India Act – Custom and Central Excise Act – Central and State Sale Tax Act.

Unit V

Foreign Exchange Management Act – Patent Act. Intellectual Property Right – Consumer Protection Act.

Reference

1. N.D. Kapoor – Elements of Commercial Law
2. N.C. Shukla – A manual of Mercantile Law
3. R.S. Daver – Indian Mercantile Law

1.6. Managerial Communication (DRM16)

Unit- I

Communication – Managing and Significance for management – Types of Communication Media Barriers to communication – Principles of effective communication.

Unit – II

Correspondence Norms for business – Letters for different kinds of situations – Personalized standard letters, enquiries, customer's complaints, collection letters, sales promotion letters.

Unit –III

Report writing – Structure of Reports – Long and short reports – Formal and informal reports – Writing research reports – Technical reports – Norms for including exhibits and appendices.

Unit – IV

Non- Verbal communication – Personal appearance, posture, body language, use of charts, diagrams and tables-visual and Audio-Visual aids for communication –Dyadic communication – Face to face communication, telephone conversation.

Unit –V

Conducting Meeting Procedure – Preparing Agenda, Minutes and resolutions-Conducting seminars and conferences. Procedure of regulating speech-Evaluating oral presentation – Group Discussion-Drafting speech.

Reference

1. Murphy and Peek – Effective Business Communication 2nd Ed. Tata McGraw Hill N.D.
2. Asha Kaul – Effective Business Communicaton Pretice Hall
- 3 .Rajendra Paul and Koraiahaili – Business communication
4. L. Shuster and Peter Willimson – Written Communication in Business.

1.7. Computer Application in Management (DRM17)

Unit I

Computers – Introduction –Computers in business – Elements of computer systems setup; Indian computing environment; components of a computer system; generations of computers and computer languages.

Unit II

Personal computers in business – PC software packages-introduction-Disk Operating system and windows.

Unit III

Word processing software – Creating document – File management – Editing – formatting – Using tools – Tables – Working within tables.

Unit IV

Spreadsheet software – Introduction – Creation of spreadsheet application; range, formula, functions database functions in spreadsheet – Graphics on spreadsheet.

Unit V

Managerial applications of computers – Computer and management functions – Computer based financial accounting systems – Inventory systems – Computerized MIS and control systems.

Reference

1. Summer .M. – Computer Concepts and Uses (PHI)
2. Long, L. –Computers (PHI)
3. David.Van Over – Foundation of Business systems (Dryden)

1.8. Research Methodology (DRM18)

Unit I

Research – Meaning, Scope and Significance – Type of Research – Research process – Characteristics of good research – Scientific method – Problems in research – identifying research problem- Objectivity in research.

Unit II

Hypothesis – Meaning – Sources – Types – Case study – Features of good design measurement – Meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in Sampling – Criteria for good sample design – Types of sample designs, probability and non-probability sample.

Unit III

Data Collection – Types of data –Sources – Tools for data collection, methods of data collection, constructing questionnaire – Pilot study – Case study – Data processing coding – Editing and tabulation of data – Data analysis.

Unit IV

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA, one way Two way and Three way classification.

Unit V

Interpretation – meaning, Techniques of interpretation, Report writing- significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics

of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

Reference

1. Rao K.V. Research Method for Management and Commerce – Sterling
2. Kothari C.R. – Research Methodology
3. Wilkinson Bhadarkar – Methodology and Techniques of Social Research
4. Anderson et.al.- Assignment and Thesis writing.

Second Year

2.1.Functional Management – I

Unit – I

Introduction – Functions – Marketing and Selling – Segmentation : Approach, Patterns and Segmentation procedures. Basis for segmenting consumer and industrial market product positioning. Marketing Mix.

Unit – II

Product – Product classification – New Product Development – Product life cycle. Pricing – Setting and modifying the price, initiating price units, Price increases, responding to price changes. Channel Decisions- Nature of Marketing channels, Functions, Type of retailer's

Unit-III

Promotion Strategies – promotion mix, measuring results. Marketing Organizations – Control Strategies Marketing Strategies: for leaders for followers, market strategies for niche makers, for challengers, market strategic for global markets.

Unit- IV

Human Resource Function: Human Resource Philosophy – Role of HR Managers. Job Analysis – Selection Process – Selection techniques – Orientation and Training – training techniques – Performance Appraisal – Compensation – factors determining Pay rate – current trends in compensation – job evaluation. Pay for performance and financial Incentives.

Unit – V

Industrial relation and collective bargaining: Trade unions – Collective bargaining – future of trade unionism. Discipline Administration. Grievance handling – managing dismissals and separation. Labour Welfare: Importance and Implications of labour registrations – employee health –auditing HR functions. Future of HRM Function.

References:

1. Philip Kotler, "Marketing Management Analysis Planning and Control", Prentice Hall, 9th Edn. New Delhi, 1996.
2. Ramaswamy V.S. and Namakumari S., "Marketing Management Planning, Implementation Control", Prentice Hall, New Delhi, 1996.
3. Human Resource Management – Garry Dessler, Prentice Hall
4. Human Resource Management – H. John Berharding and Joycee R.A. Russel
5. Personnel and Human Resource Management – David A Decenzo & Stephen P. Robbins
6. Human Resource Management Text and Cases V.S.P. Rao Excel Books, New Delhi.

2.2.Functional Management – II

Unit – I

Financial Management – Objectives – Functions – Role of financial Manager Risk – Return Relationship – Time value of Money – Sources of Capital – Cost of Capital Cost of debt, Cost of preference shares, Cost of equity, weighted average cost of capital Average and marginal cost of capital.

Unit – II

Capital Budgeting, Capital budgeting under the conditions of Capital rationing and inflationary conditions. Working Capital Decisions – Working capital policy – Management of cash and near – cash assets. Management of Receivables. Management of inventory.

Unit –III

Financial analysis and Planning: Financial Statements, Financial Ration Analysis, Operating and Financial leverage. Break even Analysis.

Unit – IV

Production and Operations Management – Definition – Scope – Importance. Plant Location – Selection techniques for new and expansion. Layout – Types – Advantages – Applicability. Capacity Planning. Models- Process Planning – Economic Batch Quantity – Joint Cycle – Multiple Products.

Unit –V

Production Planning and Control – Master Production Schedule – Sequencing – Scheduling – Statistical Techniques in controlling – Maintenance Management. Quality Management. Work Study. Procedures- Applicability. Industrial Safety.

Reference:

1. Prasanna Chandra: Financial Management

2. I.M. Pandey : Financial Management
3. M.Y. Khan & P.K. Jain: Financial Management
4. Modern Production and Operations Management – E.S. Buffa
5. Production and Operations Management- N.G. Nair
6. Production and Operations Management – Pannerselvam
7. Production and Operations Management – S.N. Chary
8. Production and Operations Management – Everet E.Adam and Ebert
9. Elements of Production Planning and Control – Samuel Eilon.

2.3.Strategic Management

Unit I

Business policy an overview – the General management function – concept of corporate strategy – corporate goals and objectives formulation strategy – Rating opportunity and resources – the company and environment the company and its resources – Strategy and personal values – strategy and social responsibility.

Unit II

Corporate and strategic planning – mission –vision of the firm – Development, maintenance & the role of leader – Hierarchical levels of planning – strategic planning process – merits and limitations of strategic planning.

Unit III

Environment Analysis and Internal Analysis of firms - General Environment scanning, competitive environment analysis – to identify opportunities and threat assessing internal environment through Financial approach and value chain – Identifying critical success factors to identify the strength and weakness – SWOT audit – SWOT matrix – Implication core competencies.

Unit IV

Strategic Formulation - Generic Strategies – Grand Strategies – Strategies of leading Indian Companies – the role of Diversification Limitis – means and forms – Strategic management at Corporate level, at Business level and the function level with special reference to companies, operating in India.

Unit V

Concepts of tools of strategic evaluation competitive cost dynamics – experience curve – BCG approach cash flow implication – Assessment of economic contribution to strategy – cost

of equity capital assessing market values of a business – Profitability matrix Strategy Implementation and control.

Reference

Strategic Management – Pearce & Robinson. All India Travellers ND 1988

Strategic Management – An Integrative perspective A.C. Hak & N. Smajluf. Prentice Hall, 1984.

Competitive Strategies – Michael Porter

Competitive Advantage of Nations – Michael Porter

Strategic Management Concepts & Application – Samuel, C.Corto and J. Paul peter, McGraw Hill, 2nd Ed.

Strategic Management – Gregory G. Dess & Alex miller McGraw Hill.

Exploring Corporate Strategy – Text and Cases, Gerry Johnson & kevar Scholes, Prentice Hall
Strategic Planning formulation for corporate Strategy – V. S. Ramasamy & Namakumari –
Macmillan Business Policy and strategic Management – P. Subbarao Himalaya.

2.4 : HUMAN RE-ENGINEERING FOR CORPORATE EXCELLENCE

OBJECTIVE :

Understanding of (1) Human re-engineering (2) Moralisation of desire (3) Neutralisation of anger (4) Eradication of worries (5) Harmonious relationship with fellow beings (6) Corporate excellence, CSR and Corporate Governance

UNIT – I: HUMAN RE-ENGINEERING

- 1.1 Meaning – Need for Human re-engineering and its relationship with Corporate excellence – Overt and Covert behaviour – Philosophy of Life – Psychological factors underlying human re-engineering - Ego, Thoughts, Desires, Anger, Worries.
- 1.2 Introspection – Meaning - annihilation of ego
- 1.3 Analysis of Thought : Mind and thought - Greatness of thought – Causes for thought – positive thoughts.
- 1.4 Practice for analysis of thoughts – Worksheet.

UNIT – II: DESIRE AND ANGER

- 2.1 Moralisation of desire : Desire - 3 types of desires – greed – six bad temperaments – reasons for desire – valuable desires – detached attachments – contentment
- 2.2 Practice for moralisation of desires – Worksheet.
- 2.3 Neutralisation of anger : Anger - Root causes for anger - evil effects of anger - anger and chain of reactions - Tolerance - greatness of forgiveness.
- 2.4 Practice for neutralisation of anger – worksheet.

UNIT – III: HARMONIOUS RELATONSHIP

- 3.1 Eradication of worries : Root causes of worries - Four types of Worries - Evil effects of worry - solutions to the problems.
- 3.2 Practice for eradication of worries – Worksheet.
- 3.3 Science of Blessing : Wave function - greatness of blessing – method of blessing – Invocation of cosmic protection - Auto suggestion.
- 3.4 Work-Life Balance – Meaning and its need - Family peace - family – causes for conflict in family – need, quantity, quality and time – solutions: tolerance, adjustment and sacrifice – economic imbalance – intimate relationship between husband and wife.

UNIT – IV: CORPORATE EXCELLENCE

- 4.1 Personality traits contributing to Corporate excellence – Not being boastful, No ego, No vanity, No selfishness, Self control, Consistent effort, Peace, Honesty, Truth, Respecting others, No feeling of jealousy, Determination, Sincerity, clarity, courage, house-keeping, time management
- 4.2 Service mentality – Avoiding unnecessary expectation from others, Seeing goodness in every thing – Service through body and mind. (Eg.) Mahatma Gandhi – Mother Teresa – Practice of Total Quality Management
- 4.3 Changing Work-force Profile – Increasing role of women - Greatness of Women - Feminine, motherhood, divinity – sacrifice – detachment - Wife appreciation day.
- 4.4 Economic Justice – Sharing of work

UNIT – V: CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE

GOVERNANCE

5.1 Concept of CSR – Reasons for growing concern for CSR – Profit motive and CSR – Scope of CSR – Strategies for improving CSR

5.2 Meaning of Corporate Governance – Need and significance

5.3 Business Ethics – Meaning, Nature and Need for Business Ethics –

Sources of ethical standard

5.4 Protection of Natural resources – Pollution free environment –

Adverse impact of pollution on environment (Land, Water, Air, Forest, Sound) – Solution – Tree plantation – Protection of Environment.

TEXT BOOK

1. Sublimation and Social Welfare – VISION, Vethathiri Publication.

REFERENCE BOOKS

1. Yoga for Modern Age - Vethathiri Publications
2. The World Order of Holistic Unity - Vethathiri Publications
3. Vethathirium - Vethathiri Publications
4. Unified Force - Vethathiri Publications

2.5 : CORPOREAL HEALTH MANAGEMENT

OBJECTIVE :

Understanding of (1) Understanding the basics of Corporeal Health Management (2) Importance of Physical Exercises and various Medical systems (3) Life-force and Doctrine of Kaya Kalpa (4) Mind and its functions and (5) Tool kit for tranquilizing a turbulent mind

UNIT - I: BASICS OF CORPOREAL HEALTH MANAGEMENT

- 1.1 Definition – Need for Corporeal Health Management and its relationship with Corporate excellence – modern life style – Holistic health management – meaning – Difference between holistic and physical health – Aligning individual intelligence with Cosmic intelligence
- 1.2 Cosmic perspective of Human edifice – synthesis of five elements – three inherent, integrated forms of body – molecular, subtle and localized cosmic body
- 1.3 Scientific perspective of physiology – Cells, DNA, Blood circulation system – Respiratory system.
- 1.4 Neurology - Nervous system – Voluntary and Autonomic nervous system.

UNIT - II: TOOLS FOR CORPOREAL HEALTH MANAGEMENT

- 2.1 Devices for Corporeal Health Management – Life Force, Mind, Tool kit for tranquilizing a turbulent mind, Food and Medicine – Anatomy of disease, pain and death - genesis of disease.
- 2.2 Science of balanced living – food, vocation, leisure, sensual pleasure and thought.
- 2.3 Science of physical exercises – Simplified Physical Exercises - significance - Rules and regulations.
- 2.4 Food and Medicine – Food as medicine – natural food – naturopathy – Medical systems : Allopathy, Siddha, Ayurvedha, Unani and Homeopathy.

UNIT - III: REJUVENATION OF LIFE-FORCE

- 3.1 Doctrine of Kaya Kalpa – the powerful bio-cosmic tool for rejuvenating life force and enriching bio-magnetism – molecular body, life force and its invigorating source, bio-magnetism, mind.

- 3.2 Kaya Kalpa practicals – techniques and nuances for mounting and disseminating enriched bio-magnetic field all over the body – benefits – antidote for diseases and ageing, postponing death.
- 3.3 Intimate relationship – the royal path to union with cosmic intelligence – married life – chastity.
- 3.4 Functional relationship of body, life force and mind.

UNIT - IV: MIND

- 4.1 Bio-magnetic wave – Mind - imprinting and magnifying - Eight essential factors of living beings.
- 4.2 Mental Frequency – functions of mind – five layers.
- 4.3 Ten stages of mind – habitual imprints – understandable imprints.
- 4.4 Meditation – powerful tool for tranquilizing a turbulent mind and purifying magnetic imprints – importance and benefits

UNIT V: TOOL KIT FOR TRANQUILIZING A TENSE AND TURBULENT

MIND TO TAKE TIMELY RIGHT DECISION IN CORPORATE AND PERSONAL LIFE

- 5.1 Need and greatness of Master – types of bio-energy centres
- 5.2 Brow centre meditation – explanation - benefits.
- 5.3 Genetic centre meditation - explanation – benefits – clearance of spinal cord – benefits.
- 5.4 Crown centre meditation - explanation – benefits – Primeval mute energy meditation - explanation – benefits

Text Book :

- 1. Yogic Life – VISION, Vethathiri Publications.

Reference Books :

- 1. Yoga for Modern age - Vethathiri Publications.
- 2. Mind - Vethathiri Publications.
- 3. Medicine and Health - Dr.Mathuram Sekar, Narmadha Publications

4. Simplified Physical Exercises - Vethathiri Publications.
5. Yogasanas - Vethathiri Publications.

2.6 : SCIENCE OF COSMIC INTELLIGENCE AT WORKPLACE

OBJECTIVES:

Understanding of (1) Science and Cosmic Intelligence (2) Enhancing work place productivity and dexterity (3) Tools for enriching bio-magnetism (4) Cultural and social education (5) Application of Cosmic Intelligence at work place

UNIT - I: SCIENCE AND COSMIC INTELLIGENCE

- 1.1 Development of Science – from stone age to computer age
- 1.2 Merits and Demerits of Scientific development
- 1.3 Blossoming of Cosmic intelligence – from stone age to computer age
- 1.4 Meaning of Cosmic Intelligence at work place – Tools for inner re-engineering for peak performance – Special Meditations and Bio-magnetism

UNIT - II: ENHANCING WORKPLACE PRODUCTIVITY AND DEXTERITY

- 2.1 Functional role of biological input organs in molding one's personality - meditation on five biological input organs - benefits
- 2.2 Five primary environmental elements and solar system – their collaborative impact on professional and personal life – meditation on five primary elements and solar system – benefits.
- 2.3 Endocrine glands and their biological neural association – their relationship with Universe and Cosmic intelligence – meditation on endocrine glands, Universe and Primeval mute energy – benefits.
- 2.4 Meditation for enhancing bio-magnetic circulation – Eternal bliss – meaning – impact of it's permeation in human body and social interaction – meditation on eternal bliss – benefits.

UNIT - III: TOOLS FOR ENRICHING BIO-MAGNETISM

- 3.1 Magnetic body – Bio-magnetism – Psychic extension of life-force – mind.
- 3.2 Five physical transformation of magnetism – pressure, sound, light, taste, smell – Production, Consumption and stock of Bio- magnetism in human body.
- 3.3 Enhancement of bio-magnetism – lamp gazing practice – rules – benefits.
- 3.4 Mirror gazing practice – rules – benefits – passes for curing diseases.

UNIT - III: CULTURAL AND SOCIAL EDUCATION

- 3.1 Five fold culture: Earning through self effort - not inflicting pain on others – non-killing - respecting others' freedom – Charity - Two fold culture
- 3.2 Five kinds of duties - Importance of duty – Duties to Self, family, relatives, society and world.
- 3.3 Good government – Greatness of Democracy – Public responsibility in selecting the government heads – Educational system for public administration – holistic education.
- 3.4 Globalisation of Food and Water – Linking of rivers

UNIT - V: APPLICATION OF COSMIC INTELLIGENCE AT WORK PLACE

- 5.1 Four functional levels of cosmic intelligence – individual, group, organizational, societal – Cosmic elevation process in humans
- 5.2 Corporate Cosmic Leadership Models – transactional and transformational – Qualities of Corporate Cosmic Leader
- 5.3 Living by following the guidelines of sagacious people – suruthi (Literature) – yukthi (Perception through thinking), Experience – Life styles of wise people – Vethathirium concepts.

- 5.4 Scientific Laws of Nature – Cause and Effect system – Birth, Growth and Dissolution- ephemeralism and it's impact on human body and psyche – reverence for Nature, Corporate and Civic veterans.

TEXT BOOK :

1. Mental Prosperity and Human Excellence – VISION, Vethathiri Publications

REFERENCE BOOKS:

1. Mind - Vethathiri Publications
2. Vethathirium - Vethathiri Publications
3. World Peace Plan - Vethathiri Publications
4. World Community Life - Vethathiri Publications

2.7 : SCIENCE OF ENERGY AND CONSCIOUSNESS FOR CORPORATE REDEMPTION

OBJECTIVE:

- *Understanding of (1) Primeval mute energy (2) Transformation of primeval mute energy into visible and non-visible things (3) Transformation of mute energy into living beings, and (4) Nucleus for corporate redemption (5) Perfection in consciousness*

UNIT - I: PRIMEVAL MUTE ENERGY

- 1.1 Energy and Consciousness - One origin - various concepts of mute energy – Common truth – Construct of Nature.
- 1.2 Primeval mute energy –It's four characteristics features - Plenum, Force, Consciousness, Time.
- 1.3 Four potentials of primeval mute energy - Transformation – Mutation – Cause and effect.
- 1.4 Magnetism – Characteristic features – Universal and Bio-magnetism.

UNIT - II: TRANSFORMATION OF PRIMEVAL MUTE ENERGY INTO

VISIBLE AND NON-VISIBLE THINGS

- 2.1 Formation of five primary environmental elements - Absolute space, Self compressive force, Kinematic quivering - Dust particle – Magnetism - Fundamental energy particles - Five primary environmental elements.
- 2.2 Evolution of Planets, Stars, Galaxies and Universe – compressive force – repulsive force – physical transformation of magnetism – consciousness in non-living things: Pattern, Precision, and Regularity.
- 2.3 Universal magnetism – various concepts in evolution of universe.
- 2.4 Relation between planets and living beings – Impact of magnetic waves from planets on non living things and living beings.

UNIT - III: TRANSFORMATION OF PRIMEVAL MUTE ENERGY INTO

LIVING BEINGS – THE BRICK AND MORTAR OF CORPORATE

EDIFICE

- 3.1 Evolution of living beings - one sense plants to five sense animals - Formation of Five sensory organs and execution organs – Mutation of consciousness – Perception, cognition, experience and discrimination – sensation due to obstruction of bio-magnetism - specific gravity principles.
- 3.2 Evolution of mankind - Greatness of sixth sense – Deductive and intuitive power – Consciousness of cosmic intelligence.
- 3.3 Rationale for skill divergence in corporate workforce
- 3.4 Steps in development of consciousness – animalistic behaviour – human behaviour and divine behaviour.

UNIT – IV: NUCLEUS FOR CORPORATE REDEMPTION – GENETIC

CENTRE:

- 4.1 Genetic centre – structure - function – relationship between Genetic centre and Bio-magnetism – creation of magnetic imprints in bio-magnetism
- 4.2 Stages of Life force – life before birth and life after birth.
- 4.3 Purification of magnetic imprints of employers and employees – Techniques for purification - expiation, super imposition and dissolution.
- 4.4 Greatness of Observing Psychic Silence – silence for realizing one’s full potential – techniques for observing blissful silence – mind control practice – meditation and introspection.

UNIT – V: PERFECTION IN CONSCIOUSNESS - HUMAN BEING FOR BEING HUMAN – FINITE TO INFINITE

- 5.1 Scope and need for Self realization of employees – Intuiting the presence of cosmic intelligence in animate and inanimate things – Altruism and harmony for corporate excellence.
- 5.2 Cause and effect system – Scientific Law of nature – destiny and wisdom – Ephemeral nature of Pleasure and Pain - awareness in thoughts, words and deeds.
- 5.3 Duty consciousness and Service orientation for corporate leaders and employees – thankfulness – awareness – ten doctrines.
- 5.4 Relationship management - Love and compassion for fellow workers and customers – protection and maintenance – intuiting Cosmic intelligence in everything - Service to society – Perfection of consciousness – Final mutation from finite to infinite.

TEXT BOOKS:

1. Science of Divinity and Realization of self – VISION, Vethathiri Publication

REFERENCE:

1. Unified Force - Vethathiri Publications
2. History of the Universe and living beings - Vethathiri Publications
3. Universal Magnetism - Vethathiri Publications
4. Bio-magnetism - Vethathiri Publications
5. Karma Yoga - Vethathiri Publications

2.8 : CORPORATE STRESS MANAGEMENT – (Practical)

OBJECTIVES :

Practicing (1) Physical exercises and Postures for channeling cosmic energy (2) Rejuvenation of life force for maintaining youthful agility and longevity (3) Psychic inner re-engineering for mental prosperity and personality development (4) Deep breathing techniques for invigorating body and mind.

UNIT I: SIMPLIFIED PHYSICAL EXERCISES

Physical exercises practice – Hand exercises – Leg exercises – Breathing exercises – Eye exercises – Forceful exhalation (Kapalabathi) – Spine suppleness practice (Makarasana) – Body massage – Acupressure – Deep relaxation.

UNIT II: REJUVENATION OF LIFE FORCE

Kaya kalpa exercise for maintaining youthful vigour and vitality and postponing death. Lamp Gazing practice - Mirror Gazing practice – Giving passes to cure disease.

UNIT III: PSYCHIC INNER RE-ENGINEERING TECHNIQUES

Brow centre meditation - Genetic centre meditation – Clearing energy blocks in the spinal cord – Crown centre meditation – Meditation on primeval cosmic mute energy. Meditation on five biological input organs - Meditation on five primary environmental elements and solar system – Meditation on endocrine glands, universe and primeval mute

energy – Meditation for enhancing bio-magnetic circulation – Meditation
on eternal bliss.

UNIT IV: CHANNELING COSMIC ENERGY THROUGH BODY POSTURES

Sun salutation (Surya Namaskar) – Lotus pose (Padmasana), Pelvic pose (Vajrasana),
Crossed legged easy pose (Sukasana), Mountain pose (Thadasana), Wheel pose
(Chakkarasana – Lateral Side Position), Tree pose (Viruchasana), Forwarding bending
sitting on heels (Yoga mudhra), Great hand pose seal (Maha mudhra), Camel pose
(Ustrasana), Twisted pose (Vakkarasana), Serpent pose

(Bhujangasana), Supine relaxation pose (Savasana). Chair pose (Utkadasana) –
Lateral bending pose (Trikona asana) – Plank pose (Thandasana) – Head to knee pose
(Janusirasasana) – Seated forward bend position (Pachi mothasana) – Cow face
posture (Komugasana) – Locust or Grasshopper pose (Salabasana) – Bow pose
(Dhanurasana) – Boat pose (Naukkasana) – Crocodile pose (Makkarasana) – Wind
relieving pose (Artha bhavana mukthasana) – Full boat pose (Bhavana mukthasana) –
Backward bend sitting on the heels (Subthavajrasana) – Leg lift pose
(Uthanabathasana) – Full boat pose (Navasana) – Supine relaxation pose (Savasana).

UNIT - V: DEEP BREATHING TECHNIQUES AND SYMBOLIC HAND

GESTURES FOR INVIGORATING BODY AND MIND

Alternate nostril breathing (Nadi Suddhi), Ocean sound breathing (Ujjaii), Cooling
breath (Sheetali), Breathing with hissing sound (Sheetkari). *Symbolic hand gestures
(Mudras) : Mudra of knowledge (Gnana mudra/Chin mudra) – Mudra of air (Vaayu
Mudra) – Mudra of emptiness (Soonya Mudra) – Mudra of earth (Prithvi Mudra) – Mudra
of sun (Surya Mudra) – Mudra of water (Varuna Mudra) – Mudra of vital energy (Prana
Mudra) – Mudra for digestion and excretion (Abana Mudra) – Mudra of heart (Abana
Vaayu Mudra) – Mudra of heat (Linga Mudra) – Mudra of fist (Adi Mudra) – Mudra of
tongue holding (Kecheri Mudra) – Horse gesture (Aswini Mudra).*

Muscular locks/contraction (Bandha) – Chin lock (Jalandhara Bandha)

–Upward abdominal lock (Uttiyana Bandha) – Root lock (*Moola Bandha*)

Cleansing techniques (Kriyas) - Cleansing the nasal passage (Jalanethi),
Eye cleansing technique (Thrattaha).

TEXT BOOKS :

1. Yoga Practices I – VISION, Vethathiri Publications

REFERENCE BOOKS :

1. Simplified Physical Exercise - Vethathiri Maharishi.
2. Yogasana - Vethathiri Publications.
3. Sound Health through Yoga - Dr.K.Chandrsekaran.
4. Yogasana in educational Curriculum - Dr.H.R.Nagendra.