

MBA- Human Resource Management

An organization's objectives can only be achieved via its people. Managing the human resource of an organisation requires the appreciation of key issues such as diversity (issues related to race, gender, culture and age), newly emerging international markets for labour forces, etc. As a result, leaders and managers with the knowledge and skills to effectively manage the acquisition and development of people are highly sought-after within all types of organizations in the 21st Century. Managing people is one of the most crucial activities within an organisation especially in the "knowledge based" and globalised economic environment of the 21st Century. Human Resource Management is not a specialist function any longer and it has become integral part of the overall strategy of all types of private, public and not-for-profit organizations.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
SEMESTER I			SEMESTER III		
MBA-01	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
MBA-02	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
MBA-03	Legislative Framework of Business	5	MBA-15	International Business Management	5
MBA-04	Accounting and Taxation for Managers	5	HR-01	Strategic Human Resource Development	5
MBA-05	Quantitative Techniques for Managerial Decisions	5	HR-02	Management of Employee Democracy	5
MBA-06	Business Development and Entrepreneurship	5	HR-03	Performance and Compensation Management	5
SEMESTER II			SEMESTER IV		
MBA-07	Human Asset Management	5	HR-04	Human Psychology And Behavioural Science	5
MBA-08	Corporate Finance and Services	5	HR-05	Knowledge Management And Learning Organization	5
MBA-09	Marketing Planning and Management	5	HR-06	Management Of Training And Development	5
MBA-10	Production Technology and Industrial Engineering	5	HR-07	Behavioural Counselling And Talent Management	5
MBA-11	Information Science for Managers	5	HR-08	Strategies for Organizational Advantage	5
MBA-12	Strategic Management and Corporate Governance	5	MBA-16	Project Work Viva voice	6 3
				Grand Credits	124

SUBJECT CODE: MBA-01

SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES

- Unit 1: Manager Role, Responsibilities and Tasks
- Unit 2: Managerial Functions and Their Characteristics
- Unit 3: Evolution of Management and Schools of Thought
- Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION

- Unit 1: Planning Nature, Types and Process
- Unit 2: Decision Making and MBO
- Unit 3: Organizing Principles and Structural Design
- Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION

- Unit 1: Directing, Motivating, And Leadership
- Unit 2: Controlling Nature and Techniques
- Unit 3: Co Ordination the Essence of Management
- Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS

- Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
- Unit 2: Personality and Behavioural Assessment
- Unit 3: Emotions and Learning
- Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS

- Unit 1: Change Management
- Unit 2: Organizational Climate
- Unit 3: Management of Conflicts
- Unit 4: Organizational Development Interventions

REFERENCE BOOKS:

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6th Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk-Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

SUBJECT CODE: MBA-02

SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION

Unit 1: Meaning Importance Principles and Objectives Of
Communication

Unit 2: Verbal and Non Verbal Communication

Unit 3: Speech & Technical and Non Technical Presentation

Unit 4: Group Discussion, Conference and Interview
Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS

Unit 1: Business Letters: Concept And Introduction

Unit 2: Inquiries, Circulars, Quotation, Order, and
Acknowledgement

Unit 3: Complaints, Collection, Memos, Minutes and Resume
Preparation

Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS

Unit 1: Managerial Economics Role and Responsibilities

Unit 2: Law of Demand and Elasticity Of Demand

Unit 3: Utility Analysis and Indifference Curve

Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE

Unit 1: Production Functions and Laws of Returns

Unit 2: Cost Functions and Marginal Cost Theory

Unit 3: Market Structure and Price Determination

Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS

Unit 1: Corporate Environment and Assessment

Unit 2: Indian Economic Environment

Unit 3: International Trade and Trends

Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.
5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991),
New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical
implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

SUBJECT CODE: MBA-03

SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION

Unit 1: The Contract Act 1872, And Their Special Contracts

Unit 2: Indian Partnership Act 1932

Unit 3: Sale of Goods Act 1930

Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

Unit 1: Information Technology Act 2000

Unit 2: The Consumer Protection Act 1986

Unit 3: The Environment Protection Act 1986

Unit 4: Competition Law 2002

Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

Unit 1: The Banking Regulation Act 1949

Unit 2: The Reserve Bank of India Act 1934

Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

Unit 1: Factories Act 1948 & Workmen Compensation Act 1923

Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous
Provisio`n Act 1952

Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926

Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936

Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

BLOCK 5 CORPORATE LEGISLATION

Unit 1: The Indian Companies Act 1956

Unit 2: The Securities Contracts and Regulation Act 1956

Unit 3: sebi rules

REFERENCE BOOKS

1. N D Kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k Kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan
6. Saravanavel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
 - Indian Contract Act 1872
 - Negotiable Instruments Act 1881
 - Indian Partnership Act 1932
 - Foreign Exchange Management Act 1999
 - Sale Of Goods Act 1930
 - Consumer Protection Act 1986
 - Information Technology Act 2000
 - Companies Act 1956
 - Environmental Protection Act 1986
 - Right To Information Act

SUBJECT CODE: MBA-04

SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES

Unit 1: Accounting Principles and Theory

Unit 2: Indian Accounting Standards

Unit 3: Users of Accounting Information and Accounting Equation

Unit 4: Double Entry Principles – Journal, Subsidiary Books,
Ledger and Trial Balance

BLOCK 2 FINANCIAL STATEMENTS ANALYSIS

Unit 1: Financial Statements – Corporate and Non Corporate Bodies

Unit 2: Financial Statement Analysis and Ratio Analysis

Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3 COST ACCOUNTING

Unit 1: Elements of Cost and Cost Statement

Unit 2: Marginal Costing and Break Even Analysis

Unit 3: Budgeting and Budgetary Techniques

Unit 4: Standard Costing and Variance Analysis

BLOCK 4 MANAGEMENT ACCOUNTING

Unit 1: Long Term Investment Appraisal

Unit 2: Costing For Decision Making

Unit 3: Process and Service Costing

Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5 TAXATION FOR MANAGEMENT

Unit 1: Taxation Principles and System

Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act

Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act

Unit 4: service tax

RECOMMENDEND TEXT BOOKS

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection

Unit 2: Tables, Graphs and Frequency Distribution

Unit 3: Measures of Central Tendency, Variation and Skewness

Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution

Unit 2: test of hypothesis – t test, f test and chi square test.

Unit 3: Statistical Decision Making

Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses

Unit 2: Graphical Method

Unit 3: Simplex Method

Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment

Unit 2: Transportation

Unit 3: Inventory Models

Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game theory

Unit 2: queuing theory

Unit 3: pert and cpm

Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

SEMESTER 1: SUBJECT CODE: MBA-06

SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT

BLOCK I BUSINESS INNOVATION AND CREATIVITY

Unit 1: Skills and Styles of Innovation and Creativity

Unit 2: Creative Organization

Unit 3: Functional Innovation

Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

Unit 1: Role and Functions of Entrepreneurs

Unit 2: Entrepreneurial Competencies and Culture

Unit 3: Entrepreneurial Motivation and Performance

Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

Unit 1: Sources of Business Ideas

Unit 2: Business Planning and Measurement of Success

Unit 3: Commencement of Internet Business

Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITIONS

Unit 1: Entrepreneurial Growth and Management Structure

Unit 2: Legal and Intellectual Property Issues

Unit 3: Venture Capital and Entrepreneurial Finance

Unit 4: Crisis and Symptoms of Business Failures

BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR

Unit 1: Role of Government for Promotion of Entrepreneur

Unit 2: Agencies for Entrepreneurship Development

Unit 3: Turnaround Strategies and Rehabilitation Measures

Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desai, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, latest Edition.

SUBJECT CODE: MBA-07

SUBJECT: HUMAN ASSET MANAGEMENT

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN

RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

- Unit 1: Theory of wages and job evaluation
- Unit 2: Pay plans and executive compensation
- Unit 3: Performance and financial incentives
- Unit 4: Benefits and services and employee commitment

BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

- Unit 1: Discipline Administration, Grievances and Industrial Relations
- Unit 2: Collective Bargaining and Trade Unionism
- Unit 3: Employee Health, Safety and Security Welfare Measures
- Unit 4: Human Resource Audit, Accounting, Report and Information System
- Unit 5: Human Resource Empowerment

REFERENCE BOOKS

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.
3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). *Logistics Management: Supply Chain Imperatives*, New Delhi: Pearson Education.
8. Verma M.M., *Materials Management*, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

SUBJECT CODE: MBA-08

SUBJECT: CORPORATE FINANCE AND SERVICES

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS

Unit 1: Corporate finance functions, scope, goals, organization and activities

Unit 2: Concepts of valuation and return

Unit 3: Portfolio theory, CAPM and Risk Diversification

Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Avenues of Short Term Fund Procurement

Unit 2: Avenues of Long Term Fund Procurement

Unit 3: Avenues of International Fund Procurement

Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Investment Analysis and Capital Budgeting Process

Unit 2: Cost of Capital and Leverage Analysis

Unit 3: Capital Structure Theories and Debit Analysis

Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

Unit 1: Banking System in India

Unit 2: Development banks

Unit 3: Money market and capital market operations and their recent trends

BLOCK 5 CORPORATE FINANCIAL SERVICES

Unit 1: Mutual funds and derivatives

Unit 2: Merchant banking and corporate counseling

Unit 3: Housing, leasing, consumer and export finance

Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

SUBJECT CODE: MBA-09

SUBJECT: MARKETING PLANNING AND MANAGEMENT

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 MARKETING CONCEPTS AND TASKS

Unit 1: Customer value satisfaction and marketing tasks

Unit 2: Digitalization, customization and e marketing

Unit 3: Market and marketing research and information system

Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

Unit 1: Marketing Action Plans

Unit 2: Strategic Marketing Process

Unit 3: Marketing Audit and Evaluation System

Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

Unit 1: Consumer Behavior

Unit 2: Marketing Segmentation

Unit 3: Services Marketing

Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

Unit 1: Meaning policy and development of product

Unit 2: Product line strategy

Unit 3: Product identification branding and packaging

Unit 4: Pricing of products

BLOCK 5 MARKETING COMMUNICATION MANAGEMENT

Unit 1: Sales Promotion Tools and Techniques

Unit 2: Advertising

Unit 3: Management of physical distribution

Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Guiltman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.
6. Border, N.H. and: Advertising Management-Text and Cases, Marshal, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montegomery, D.B.: Management Science in Marketing, & Urban. G.L. Prentice Hall, 197

SUBJECT CODE: MBA-10

SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES

- Unit 1: Meaning and implication of technology
- Unit 2: Technology forecasting
- Unit 3: Machine tools process technology
- Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING

- Unit 1: Integrated Production Planning System
- Unit 2: Procurement Planning and Inventory Policy
- Unit 3: Scheduling and Optimization
- Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS

- Unit 1: Facilities Location and Layout
- Unit 2: Capacity and Work System Design
- Unit 3: Management Information System for Production Technology
- Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY

- Unit 1: Measurement of productivity
- Unit 2: Work study and sampling
- Unit 3: Cost reduction and value analysis
- Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING

Unit 1: Quality assurance

Unit 2: Methods of engineering and ergonomics

Unit 3: Manufacturing Automation

Unit 4: Materials Handling

Unit 5: Stores and Purchase Management

REFERENCE BOOKS

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi
3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata McGraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

SUBJECT CODE: MBA-11

SUBJECT: INFORMATION SCIENCE FOR MANAGERS

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: COMPUTER SYSTEM

Unit 1: Computer and data processing

Unit 2: Computer peripherals and hardware

Unit 3: Operating system an introduction

Unit 4: Selection and analysis of computer system

BLOCK 2 : MANAGEMENT INFORMATION SYSTEM

Unit 1: Structure and Development of MIS

Unit 2: Prerequisites and Installation of MIS

Unit 3: MIS Reports

Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

Unit 1: electronic data processing system and flow charts

Unit 2: computer application in accounting

Unit 3: computer application in inventory control

Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

Unit 1: System development phases

Unit 2: Master development plan

Unit 3: System documentation

Unit 4: System implementation

BLOCK 5 DATA PROCESSING

Unit 1: Data Representation

Unit 2: Data processing resources

Unit 3: Data processing standards and documentation

Unit 4: Data processing and EDP environment

REFERENCE BOOKS

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

SUBJECT CODE: MBA-12

SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT

BLOCK I INTRODUCTION TO STRATEGY

Unit 1: What Is Strategy And Strategic Management?

Unit 2: Strategic Management Process and Models

Unit 3: Role of Top Management and Board Of Directors

Unit 4: Strategic Intent

BLOCK II RESOURCES DYNAMICS

Unit 1: Scanning and Diagnosis of Environment

Unit 2: Strategic Advantage Profile

Unit 3: Corporate and Industry Analysis

Unit 4: Business Level Strategies

BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL

Unit 1: Strategic Choice and Analysis

Unit 2: Strategic Implementation

Unit 3: Strategic Control and Audit

Unit 4: International Strategic Issues

BLOCK IV BUSINESS ETHICS

Unit 1: Concept of Business Ethics

Unit 2: Value Based Organizations

Unit 3: Discriminatory and Prejudicial Employee Practice

Unit 4: Ecological Consciousness

BLOCK V CORPORATE GOVERNANCE

Unit 1: Overview of Corporate Governance

Unit 2: Directorial Competence and Board Effectiveness

Unit 3: Disclosure and Investor Protection

Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

SUBJECT CODE: MBA-13

SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

Objectives:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

STRUCTURE OF THE COURSE CONTENT

BLOCK I RESEARCH AN INTRODUCTION

Unit 1: Meaning and Types Of Research

Unit 2: Research Process

Unit 3: Problem Identification

Unit 4: Research Design

BLOCK II SAMPLING DESIGN

Unit 1: Meaning and Steps in Sampling

Unit 2: Types of Sampling

Unit 3: Data Collection

Unit 4: Data Processing

BLOCK III TESTING OF HYPOTHESIS

Unit 1: Meaning, Sources and Types of Hypothesis

Unit 2: Parametric Test of Hypothesis

Unit 3: Non Parametric Test of Hypothesis

Unit 4: Techniques of Measurement and Scaling

BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION

Unit 1: Meaning of Interpretation

Unit 2: Report Meaning and Types

Unit 3: Presentation of Report

Unit 4: Mechanics of Writing of Research Report

BLOCK V SOFTWARE APPLICATION OF RESEARCH

Unit 1: SPSS Application for Research Methodology

Unit 2: MS- Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

SUBJECT CODE: MBA-14

SUBJECT: TOTAL QUALITY MANAGEMENT

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT

BLOCK I CONCEPT OF QUALITY MANAGEMENT

Unit 1: Concept, Principles and Role of TQM Implementation.

Unit 2: Quality Control Techniques

Unit 3: Cost of Quality

Unit 4: Kaizen and Continuous Improvement

BLOCK II PRINCIPLES OF TQM

Unit 1: Customer Specification and Perception

Unit 2: Employee Involvement and Retention

Unit 3: Supplier Relationship Movement

Unit 4: Service Quality

BLOCK III QUALITY ANALYSES

Unit 1: Introduction to Statistics

Unit 2: Statistical Control Charts

Unit 3: Probability Estimation

Unit 4: Measurement of Reliability and Sampling

Unit 5: Experimental Designs

BLOCK IV QUALITY SYSTEMS

Unit 1: ISO 9000

Unit 2: Six Sigma

Unit 3: Certification Requirements

Unit 4: Standards for Quality

BLOCK V BENCHMARKING AND QUALITY CIRCLE

Unit 4: Introduction to Benchmarking

Unit 2: Quality function Deployment

Unit 3: Quality Circle

Unit 4: Quality Awards

REFERENCE BOOKS:

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Hcinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

SUBJECT CODE: MBA15

SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT

BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

BLOCK II INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

BLOCK III MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

BLOCK IV INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

BLOCK V INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

SUBJECT CODE HR-01**SUBJECT: STRATEGIC HUMAN RESOURCE DEVELOPMENT****BLOCK I: HUMAN RESOURCE DEVELOPMENT**

Unit 1: Meaning, Strategic framework for HRM and HRD, Vision, Mission and Values Importance.

Unit 2: Challenges to Organisations, HRD Functions, Roles of HRD Professionals.

Unit 3: HRD Needs Assessment, HRD practices, Measures of HRD performance & Links to HR.Strategy and Business Goals, HRD Program Implementation and Evaluation.

Unit 4: Recent trends, Strategic Capability, Bench Marking and HRD Audit.

BLOCK II: E-HRM

Unit 1: E- Employee profile, E- selection and recruitment

Unit 2: Virtual learning and Orientation, E-training and Development, E-Performance Management.

Unit 3: Compensation design, Development and Implementation of HRIS

Unit 4: Designing HR portals, Issues in employee privacy & Employee surveys online.

BLOCK III: CROSS CULTURAL HRM

Unit 1: Domestic Vs International HRM, Cultural Dynamics, Culture Assessment & Cross Cultural Education and Training Programs.

Unit 2: Leadership and Strategic HR Issues in International Assignments.

Unit 3: Current challenges in Outsourcing, Cross border M and A- Repatriation.

Unit 4: Building Multicultural Organisations - International Compensation.

BLOCK IV: CAREER & COMPETENCY DEVELOPMENT

Unit 1: Career Concepts, Roles, Career stages, Career planning and Process.

Unit 2: Career development Models, Career Motivation and Enrichment.

Unit 3: Managing Career plateaus, Designing Effective Career Development Systems.

Unit 4: Competencies and Career Management, Competency Mapping Models, Equity and Competency based Compensation.

BLOCK V: EMPLOYEE COACHING & COUNSELING

Unit 1: Need for Coaching, Role of HR in coaching, Coaching and Performance, Skills for Effective Coaching & Coaching Effectiveness.

Unit 2: Need for Counseling, Role of HR in Counseling, Components of Counseling Programs.

Unit 3: Counseling Effectiveness, Employee Health and Welfare Programs, Work Stress, Sources & Consequences.

Unit 4: Stress Management Techniques. Eastern and Western Practices, Self Management and Emotional Intelligence.

REFERENCES BOOKS:

1. Jeffrey A Mello, 'Strategic Human Resource Management', Thomson, Singapore, Southwestern 2003.
2. Randy L.Desimone, Jon M. Werner – David M. Marris, 'Human Resource Development', Thomson Southwestern, Singapore, 2002.
3. Robert L.Mathis And John H. Jackson, 'Human Resource Management', Thomson Southwestern, Singapore, 2003.
4. Rosemary Harrison, 'Employee Development' – University Press, India Ltd, New Delhi, 2003.
5. Srinivas Kandula, 'Human Resource Management in Practice', Prentice Hall Of India, 2005, New Delhi, 2004.

6. Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.)
7. Dessler – Human Resource Management (Prentice Hall, 10th Ed.)
8. Rao VSP – Human Resource Management, Text and Cases (Excel Books, 2nd Ed.),
9. Aswathappa K - Human Resource and Personnel Management
(Tata McGraw Hill, 5th Ed.).

SUBJECT CODE HR-02

MANAGEMENT OF EMPLOYEE DEMOCRACY

BLOCK I: INDUSTRIAL RELATIONS

- Unit 1 : Meaning & Objectives, Importance, Approaches to Industrial Relations
Unitary, Pluralistic, Marxist.
- Unit 2 : Role of Three Actors to Industrial Relations – State, Employer & Employees.
- Unit 3 : Causes for poor IR, Developing sound IR. Ethical approach to IR: Idea of Trusteeship.
- Unit 4 : Principles & features, Code of conduct.

BLOCK II: TRADE UNION

- Unit 1 : Meaning, why do workers join unions, Types of trade unions, Theories to Trade Union
- Unit 2 : Trade union movement in India, Problems of trade unions, Functions of trade Unions
- Unit 3 : Measures to strengthen trade unions, Trade union Act – Registration of trade Unions
- Unit 4 : Need for Recognition & Rights to recognition of trade unions, Central trade Unions in India.

BLOCK III: INDUSTRIAL DISPUTES

- Unit 1 : Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes.
- Unit 2 : Settlement of Industrial disputes. Industrial Disputes Act.
- Unit 3 : Conditions to Strikes, Lock-outs, Lay-off & Retrenchment.
- Unit 4 : Laws relating to standing orders.

BLOCK IV: INTEGRATION OF INTEREST AND MANAGING CAREERS

- Unit 1 : Career Planning, Factors affecting Career Choices. Career Stages & Anchors.
- Unit 2 : Need for Career Planning, Managing Promotions, Transfers & Demotions.
- Unit 3 : Individual & organizational problems in Integration.
- Unit 4 : Integration process.

BLOCK V: QUALITY OF WORK LIFE AND QUALITY CIRCLES

- Unit 1 : Meaning of quality of work life – Quality Circles- Objectives.
- Unit 2 : Process, Structure and problems.
- Unit 3 : Workers participation in management and quality circles.
- Unit 4 : Concept of Empowerment.

REFERENCES BOOKS:

1. B.D Singh - Industrial Relations – Excel Books
2. Mamoria & Mamoria :- Dynamics Of Industrial Relations In India – Hph
3. Strategic HRM – Jeffery Mello, Thompson publication, New Delhi
4. Human resource management – Garry desseler, PHI, New Delhi
5. Rao VSP – Human Resource Management, Text and Cases (Excel Books, 2nd Ed.),
6. Ivansevich – Human Resource Management (Tata McGraw Hill, 10th Ed.)
7. Dessler – Human Resource Management (Prentice Hall, 10th Ed.)
8. Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.)

SUBJECT CODE HR-03

SUBJECT: PERFORMANCE AND COMPENSATION MANAGEMENT

BLOCK I: PERFORMANCE MANAGEMENT

Unit 1: Definition, Objectives, Need for Appraisal, Essentials of performance Appraisals and Problems of Performance Appraisal.

Unit 2: Methods of Performance Appraisal. Traditional and Modern Methods.

Unit 3: Graphic Rating-Scale, Straight Ranking Method, Paired Comparison Method, Critical Incident Method, Group Appraisal, Confidential Methods.

Unit 4: Behavioral Anchored Rating Scale (BARS), Assessment Centers.

BLOCK II: WAGE & SALARY ADMINISTRATION

Unit 1: Nature and Scope, Compensation, wage determination process.

Unit 2: Factors Influencing wage and Salary Administration.

Unit 3: Theories of Wages, and Types of wages.

Unit 4: Time rate, piece rate, and, Wage differentials.

BLOCK III: PLANNING FOR IMPROVED COMPETITIVENESS

Unit 1: Diagnosis and Bench Marking.

Unit 2: Obtaining Commitment; Determination of Inter and Intra industry comparison

Unit 3: Compensation Differentials.

Unit 4: Internal and External Equity in Compensation Systems.

BLOCK IV: INCENTIVES AND FRINGE BENEFITS

Unit 1: Definition, Types of Incentives.

Unit 2: Individual Incentives: Measured day Work, Piece work, standard hour, Gain sharing, Its advantages and disadvantages.

Unit 3: Organisation wage incentives – Scanlon Plan, Kaiser Plan, Profit sharing, Non-financial incentives.

Unit 4: Fringe Benefits – Definition, Objectives, Types of Fringe Benefits

BLOCK V: INDIVIDUAL, GROUP VARIABLE COMPENSATION, INCENTIVES & RETIREMENT PLANS

Unit 1: Pay of Performance, Pay by Seniority, Group Piece rate, Production sharing Plan.

Unit 2: Employee Profit sharing, Employee stock ownership, Gain Sharing.

Unit 3: Basic Pay, Provisions for Dearness allowance- Calculation of total compensation package, various methods of compensating cost of living, Neutralization factors.

Unit 4: Executive Compensation Plan, Retirement Plan

REFERENCES BOOKS:

1. B.D Singh - Compensation & Rewards Management – Excel Books
2. Cynthia D Fisher –Human Resource Management -5th Edition-Biztantra.
3. A M Sharma – Aspects of Labour Welfare And Social Security – HPH
4. Lawrence Kleiman-Human Resource Management -3rd Edition-Biztantra
5. R.K Sahu – Performance Management Systems – Excel Books
6. Maintenance Planning And Control – Anthony Kelly – East West Press Pvt. Ltd
7. Mikell P.Grover, Automation, Production Systems and Computer Prentice Hall of India Pvt.Ltd. 1995.
8. A.Troitsky Principles of Automation and Automated Production Mir Publ., 1976.
9. C.Ray Astaihe, Robots and Manufacturing automation, John Wile and Sons, New York

SUBJECT CODE HR-04

SUBJECT: HUMAN PSYCHOLOGY AND BEHAVIOURAL SCIENCE

BLOCK I FOUNDATIONS OF PSYCHOLOGY

Unit 1: Introduction to psychology, Concept and definition of psychology. Nature and Scope of psychology.

Unit 2: Methods in Psychology,

Unit 3: Quantitative Analysis

Unit 4: Characteristics of psychological studies, Observation. Survey method,

Clinical Bio Psychology case study method and Experimental method

BLOCK II BIO PSYCHOLOGY

Unit 1: Physiological Psychology, Structure of neuron, nerve impulses, synapse and Neurotransmitters. Central and peripheral, nervous system-structure and neural Control of behaviour.

Unit 2: Development of human behaviour,

Unit 3: Perception

BLOCK III CONGNITIVE PSYCHOLOGY

Unit 1: Learning

Unit 2: Memory,

Unit 3: Cognition and Language

Unit 4: Transfer of Training. Learning and Motivation.

BLOCK IV HUMAN INTELLIGENCE PERSONALITY

Unit 1: Intelligence and Aptitude

Unit 2: Motivation

Unit 3: Emotion

Unit 4: Personality

BLOCK V SOCIAL PSYCHOLOGY

Unit 1: Adjustments and Stress

Unit 2: Social Behaviour

Unit 3: Industrial Psychology

Unit 4: Development of Attitudes, Stereotypes and Prejudice, Measurement of Attitudes

REFERENCES BOOKS:

1. Introduction to Psychology, Kuppasamy, Asia Publishing House
2. Social Psychology, Baron and Byrne, Tata Mcgraw Hill
3. Introduction to Social Psychology, Lindgren.
4. Lorenze A. Pervin (1990), Handbook of Personality : Theory and Research, New York : Guilford Press.
5. Quammer Hussain, "Personality Measurement.
6. Sarason, "Contemporary Research in Personality."
7. Dececoo, J. P. & Garswford W : (1979): The Psychology of Learning and Instructions, New Delhi : Prentice Hall of India.
8. Ereig et al : Contemporary Educational Psychology
9. Tubbs S.L., Moss Sylvia (1977): Human Communication, Random House

SUBJECT CODE HR-05

SUBJECT: KNOWLEDGE MANAGEMENT AND LEARNING ORGANIZATION

BLOCK I: THE PARADIGM OF LEARNING ORGANIZATIONS

- Unit 1: The Paradigm of Learning Organizations, Lessons in Learning and Creativity, Learning Organizations.
- Unit 2: Paradigm of Strategy and Management, Life Long Creates Trails of Life Long Creators, Model of Life Long Creativity, Mastering Creative Problems, Solving.
- Unit 3: Models of Creative Problems Solving, Model of Creative Intelligence, Convergent Thinking, Acquiring a Creative Persona.
- Unit 4: Techniques of Creative Problems Solving and Creativity.

BLOCK II: TECHNIQUES OF CREATIVE PROBLEM SOLVING

- Unit 1: Techniques of Creativity, Problem Decomposition, Information Search, Breaking Stereotyped Response.
- Unit 2: Unblocking, Mutual Stimulation, Imaging, Fashioning, Ideating, Extermination and Dialectical
- Unit 3: Brainstorming -when of Creativity Techniques.
- Unit 4: Attributing Changing and Morphological Analysis.

BLOCK III: BUILDING A LEARNING ORGANIZATION

- Unit 1: What is Learning Organizations – Nature of Learning Enterprises, Skills Needed? By Learning Organizations.
- Unit 2: Three Phases of Learning, Learning Implies Unlearning, Adaptive and Generative Learning.
- Unit 3: Building a Learning Organization.
- Unit 4: Knowledge Intensive Organization.

BLOCK IV: ISSUES, THEMES AND THE ROLE OF INFORMATION TECHNOLOGY ON LEARNING ORGANIZATIONS.

- Unit 1: Core Issues and Themes are Building Learning Enterprises, Vision and Strategy, Nature of the Organization structure.
- Unit 2: An Infrastructure for Knowledge Management.
- Unit 3: Role of Information Technology in Knowledge Management.
- Unit 4: Information Technology and Knowledge Approaches.

BLOCK V: TECHNIQUES METHODS AND APPROACHES TO LEARNING ORGANIZATIONS & KNOWLEDGE MANAGEMENT SYSTEM

- Unit 1: Learning Companies Fostering Knowledge and Learning, a Brief Overview of Some Techniques Methods and Approaches, Learning Organizations and Management of Change & Activities.
- Unit 2: Introduction to Knowledge Management, Knowledge Management and Knowledge Management Systems, Drivers of Knowledge, Tacit and Explicit Knowledge.
- Unit 3: Knowledge Management is Virtual Organizations, Implementing Knowledge management solutions.
- Unit 4: Knowledge Management System on Learning Organization, Knowledge Management Systems -Issues, Challenges and Benefits.

REFERENCES BOOKS:

1. Barnes, Knowledge Management System: Theory And Practice, 1st Edition, Thomson Learning, New Delhi, 2007.
2. Rao, Madanmohan, Leading With Knowledge: Knowledge Management Practices in Global Infotech Companies, 1st Edition, Tata Mcgraw Hill, New Delhi, 2003.
3. Awad, Knowledge Management, 1st Edition, Pearson Education, New Delhi, 2007.
4. Jashapara, Knowledge Management: An Integrated Approach, 2nd Edition, Pearson Education, New Delhi, 2004.
5. Barnes, Knowledge Management Systems: Theory And Practice, 1st Edition, Thomson Learning, New Delhi, 2007.
6. Gupta C.B., Management: Theory and Practice, 9th Edition, Sultan Chand & Sons, New Delhi, 2006.

SUBJECT CODE HR-06

SUBJECT: MANAGEMENT OF TRAINING AND DEVELOPMENT

BLOCK I TRAINING AND DEVELOPMENT FUNDAMENTALS

- Unit 1: Job analysis.
- Unit 2: Manpower planning
- Unit 3: Performance appraisal.
- Unit 4: Standards, Methods, Errors.

BLOCK II LEARNING AS TRAINING & DEVELOPMENT

- Unit 1: Learning Objectives & Domains of learning.
- Unit 2: Methods of Learning & Importance of Teaching Techniques.
- Unit 3: Instruction technology & instructor behavior.
- Unit 4: Attention Versus Involvement.

BLOCK III INTRODUCTION TO TRAINING & DEVELOPMENT

- Unit 1: Need for Training and Development.
- Unit 2: Role of Development Officers – Administrators, Consultants, Designers and Instructors.
- Unit 3: Determining Training Needs, Potential Macro Needs, Usefulness of Training.
- Unit 4: Development of Competency-Based Training Programs & Evaluation of Training Programs.

BLOCK IV METHODS OF TRAINING & DEVELOPMENT

- Unit 1: Methods of Training: On The Job Training & Off The Job training.
- Unit 2: Choosing optimum method: the Lecture, Field trips, Panel Discussion, Behaviour Modeling, Interactive Demonstrations, Brain Storming & Case Studies.
- Unit 3: Action Mazes, Incident Process, In-Baskets, Team Tasks, Buzz-Groups and Syndicates, Agenda Setting, Role-plays-Reverse Role Plays, Rotational Role Plays, Finding Metaphors, Simulations, Business Games, Clinics, Critical Incidents, Fish Bowls.
- Unit 4: T-groups, Data Gathering, Grouping Methods, Transactional Analysis, Exception Analysis.

BLOCK V MANAGEMENT DEVELOPMENT PROGRAMS

- Unit 1: Need for Development & Differences Between Training and Development.
- Unit 2: Management Development Program.
- Unit 3: Career Development Program & Counseling Evaluation of Programs.
- Unit 4: Job Evaluation Methods and Techniques.

REFERENCES BOOKS:

1. B.taylor & galipot: management development and training handbook.
2. William e.blank, handbook for developing competency based training programmes, prentice-hall, New Jersey, 1982.
3. Human Resource Management – Text & Cases – K. Ashwatappa; 5th Edition, TMH.
4. Human Resource Management - Cynthia Fisher, Shaw – Wiley / Biztantra, 5/e, 2005
5. Managing Human Resources – Bohlander et all – Cengage Learning 13 Ed., 2004.
6. Human Resource Management, Text & Cases – VSP Rao, Excel Books, 2005
7. Human Resource Management -Biswajeet Patnayak - PHI 3IE, 2005

SUBJECT CODE-HR-07

BEHAVIOURAL COUNSELLING AND TALENT MANAGEMENT

BLOCK I INTRODUCTION TO COUNSELLING

- Unit 1: Overview of Counseling
- Unit 2: Counseling Process
- Unit 3: Role of Counselor
- Unit 4: Application of Counseling

BLOCK II COUNSELLING THEORIES

- Unit 1: Psychoanalytic Theory
- Unit 2: Behavioural Theory
- Unit 3: Cognitive Theory
- Unit 4: Person centered Theory

BLOCK III BEHAVIOURAL OBSERVATIONS

- Unit 1: Group Guidance and Therapy
- Unit 2: Methods of Behavioural Assessment
- Unit 3: Psychological Testing and Procedures
- Unit 4: Modern Trends and Practices

BLOCK IV TALENT MANAGEMENT

- Unit 1: Philosophy of Talent Management
- Unit 2: Performance Management Cycle
- Unit 3: Reward Trends
- Unit 4: Talent Planning (succession Planning)

BLOCK V EMERGING TRENDS

- Unit 1: Virtual Teams
- Unit 2: Balanced Scorecard
- Unit 3: HRD Reengineering
- Unit 4: International Human Resource management

RECOMMENDED BOOKS:

1. Personnel Management, Text And Cases, Author: C B Mamoria And S V Gankar, Pub: Himalaya Publications
2. HRD Audit; Author: T. V. Raopub: "Response Books" Leading HR,
3. Delivering Competitive Advantages Author: Clive Morton, Andrew Newall, Jon Sparkes Pub: Jaico Publishing House 1st Edition
4. Re-Engineering Of Human Resources Author: Lyle Spencer (Jr) Pub: John Wiley And Sons
5. International HRM – Managing People In International Context, Author: Dowling, Welch Pub: Thompson Learning, South Western Publications
6. Corey, G. (2005). Theory and Practice of Counseling and Psychotherapy. (7th Ed.). Scarborough, ON: Brooks/Cole
7. Michael J Scott, Scott, Windy Dryden, Stephen G Stradling, Developing Cognitive Behavioural Counselling, Sage Publications.

SUBJECT CODE-HR-08

SUBJECT: STRATEGIES FOR ORGANIZATIONAL ADVANTAGE

BLOCK I ORGANIZATIONAL DESIGN

- Unit 1: Organizational Design and Quality of Work Life
- Unit 2: Organizational Assessment Techniques and Tools
- Unit 3: Job Design and Work Simplification
- Unit 4: Human Resource Audit, Reports and Records

BLOCK II ORGANIZATIONAL CHANGES

- Unit 1: Concept and Types of Organizational Change
- Unit 2: Skills and Leadership for Organizational Change
- Unit 3: Transitional Management and Role of Change Agent
- Unit 4: Change Models and Resistance with Case Studies

BLOCK III ORGANIZATIONAL DEVELOPMENTS

- Unit 1: Meaning and Determinants of Organizational Development
- Unit 2: Organizational Development Interventions
- Unit 3: Organizational Growth and Leadership
- Unit 4: Organizational Climate and Effectiveness

BLOCK IV ORGANIZATIONAL PROCESSES

- Unit 1: Organizational Power and Political Structure
- Unit 2: Conflict management
- Unit 3: Team Building Strategies
- Unit 4: Interpersonal Communication, Persuasion and Group Dynamics

BLOCK V ORGANIZATIONAL DYNAMICS

- Unit 1: Role Analysis
- Unit 2: Employee Empowerment
- Unit 3: Organizational Culture
- Unit 4: Diversity Management

RECOMMENDED BOOKS:

1. Gareth r jones, organizational theory, design and change, prentice hall
2. Richard l datt, organization theory and design, thomson south western, 8th edition.
3. Wendell l. French, cecill h bell, jr. Veena, vohra, organization development behavioural science interventions for organization improvement, pearson education, delhi.
4. Bhattachary, S.K. andN.Venkataramin: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
5. Human Resource Management – Text & Cases – K. Ashwatappa; 5th Edition, TMH.
6. Human Resource Management - Cynthia Fisher, Shaw – Wiley / Biztantra, 5/e, 2005
7. Strategic Marketing Management - David Aaker
8. Leading Through Relationship Marketing- Richard Batterley
9. Relationship Marketing - S.Shajahan, TMGH, 1st ed., 2006 reprint.
10. Customer relationship Management - Sheth, Parvatiyar, Shainesh