**MBA- Human Resource Management**

An organization's objectives can only be achieved via its people. Managing the human resource of an organization 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 organization, especially in the "knowledge-based" and globalized economic environment of the 21st Century. Human Resource Management is not a specialist function any longer and it has become an integral part of the overall strategy of all types of private, public and not-for-profit organizations.

**MBA- Marketing Management**

This course introduces basic concepts of the marketing process from the perspective of the marketing manager and provides a framework for the analysis of marketing management problems. A key focus is to develop the planning and analytical skills necessary to manage marketing plans and strategy. Specific topics include the role of marketing in the competitive environment, the impact of technology on marketing opportunities, selection of target markets, market segmentation, the development of problem solving skills and marketing strategies in the global marketplace.

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MBA - Human Resource Management

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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 COORDINATION
- 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:

5. C B Gupta, Management Principles And Practice, 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
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
   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
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. Majundar, 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
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
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

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
RECOMMENDED 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
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
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 thoery
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,
5. Statistics and Quantitative Techniques - M.G.Dhaygude
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
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:

2. Peter F Drucker, “Innovation and Entrepreneurship”
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

3. C B Mamaria and Mamaria, Personnel Management,
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
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:

3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
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.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
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
The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e-mail, e-commerce, and teleworking. 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 environments.

**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

5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
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:

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.
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:

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:

2. Export Import Policy, Government of India,
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 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 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.

REFERENCES BOOKS:
7. Dessler – Human Resource Management (Prentice Hall, 10th Ed.)
   (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 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
7. Dessler – Human Resource Management (Prentice Hall, 10th 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 4: Executive Compensation Plan, Retirement Plan

REFERENCES BOOKS:
1. B.D Singh - Compensation & Rewards Management – Excel Books
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, Kuppusamy, Asia Publishing House
2. Social Psychology, Baron and Byrne, Tata Mcgraw Hill
6. Sarason, "Contemporary Research in Personality."
8. Ereig et al : Contemporary Educational Psychology
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 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:

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.
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,
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
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
3. Wendell l. French, cecill h bell, jr. Veena, vohra, organization development behavioural science interventions for organization improvement, pearson education, delhi.
7. Strategic Marketing Management - David Aaker
8. Leading Through Relationship Marketing- Richard Batterley
10. Customer relationship Management - Sheth, Parvatiyar, Shaines