

4.1 ENTREPRENEURSHIP DEVELOPMENT AND TQM

(Common with DBM (Specialization in Retail, Marketing & HRM))

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RATIONALE

In view of the dwindling job opportunities in government departments and organized sector, the students of management are required to be given inputs on entrepreneurship development and self-employment. The purpose is to impart necessary knowledge and skills to students so as to enable them to set-up and manage their own entrepreneurship ventures. It also emphasize on familiarizing the students with various aspects of total quality management and their implications.

DETAILED CONTENTS

A. ENTREPRENEURSHIP DEVELOPMENT

1. Entrepreneurship (12 hrs)
Concept, Meaning entrepreneur, need, scope and importance of entrepreneurship
Competencies/Qualities of an entrepreneur.
2. Entrepreneurial Support System (20 hrs)
District industry centers (DISc), Commercial banks, State financial corporations, small industrial service institute(SISIs), small industries development bank of India (SIDBI) National bank for Agriculture and rural development (NABARD), National small institute corporation (NSIC).
3. Market survey and Opportunity Identification (Business Planning) (10 hrs)
How to start a small scale industry, Assessment of demand and supply in potential areas of growth, Considerations in product selection
4. Project Report Preparation (10 hrs)
Preliminary project report, Project viability

B. TQM

5. Introduction: Definition of quality, total quality, total quality management, customer perception of quality, feedback from customers, theories of TQM (10 hrs)
6. Cost of Quality: Failure cost, appraisal cost, prevention cost and maintenance costs (05 hrs)
7. Quality Planning and improvement tools- Plan, Do, Check, Act Cycle (PDCA Cycle), Just in Time, (14hrs)

8. Elementary Knowledge of KAIZEN, Juran's Quality Circle, Total Employee Involvement and Benchmarking (15hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Entrepreneurship Theory and Practice :by B.S. Rathore and J.S.
2. Saini Entrepreneurial Development in India by C.B. Gupta and R.
3. Srinivasan Entrepreneurship Development by Khemka; Sultan Chand and Co.
4. Total Quality Management by Dr. DD Sharma
5. Total Quality Control Essentials by Sarv Singh Soni, McGraw Hill, New York Tutorial

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	14
2	20	22
3	10	10
4	10	10
5	10	10
6	05	05
7	14	14
8	15	15
Total	96	100

4.2 RETAIL MERCHANDISE MANAGEMENT

DBM (Specialization in Retail)

L T P
6 - -

RATIONALE

The objectives of this module are to develop fundamental knowledge of retail merchandise, its planning and drivers of retail change. It also tries to provide insight on buying and handling of merchandise, factors affecting them and concept of category management.

DETAILED CONTENTS

1. Merchandising – Meaning, Factors affecting Merchandising, The Merchandiser: Role and responsibilities, The Buyer: Role and responsibilities, Drivers of Retail change in India (26 hrs)
2. Retail Merchandise Planning - Concept, Process of Merchandise Planning, tools and procurement methods (24 hrs)
3. Merchandise Sourcing- Concept and methods of procuring Merchandise (20 hrs)
4. Category Management - Concept, Components and process (12 hrs)
5. Retail Franchising - Concept, Process and Types of Retail Franchise (14 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Sahni N.K, 'Basics of Retail', Kalyani Publishers, New Delhi.
2. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
3. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
4. Sahni N.K, 'Retail Management', Kalyani Publishers, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	26	28
2	24	26
3	20	20
4	12	12
5	14	14

Total	96	100
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4.3 RETAIL SHOPPER'S BEHAVIOUR

DBM (Specialization in Retail)

L T P
6 - -

RATIONALE

This module will provide insight on importance of understanding customers and factors affecting their buying behavior. It will help the students in examining the effect of recent changes in population, social and economic trends on the way a consumer behaves and its implication for retailers.

DETAILED CONTENTS

1. Shoppers Behaviour – Concept, Need for studying shopper behaviour, Factors affecting retail shoppers (20 hrs)
2. Consumer demographics and lifestyle and their retail implementations (16 hrs)
3. Environmental factor affecting consumers, Ethics and social responsibilities (14 hrs)
4. The customer decision making process in retail and its importance, Types of consumer decision making, impulse purchase and customer loyalty (24 hrs)
5. Consumer Research – Nature, Process, Importance and Identification of consumer characteristics, Understanding retail markets and consumers through market research (22 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Sahni N.K, 'Basics of Retail', Kalyani Publishers, New Delhi.
2. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
3. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
4. Sahni N.K, 'Retail Management', Kalyani Publishers, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	20	22
2	16	16
3	14	14
4	24	26
5	22	22
Total	96	100

4.4 STORE PLANNING AND LAYOUT

DBM (Specialization in Retail)

L T P
6 - -

RATIONALE

This module will impart students with the knowledge of strategic decision of choosing a store location, identify most critical elements in creating a successful retail store and describe the art and science of store planning, merchandise presentation and design.

DETAILED CONTENTS

1. Retail Store Location- Meaning, Importance of location decision, types of retail locations, factors affecting the location decision of a retail store and steps involved in choosing a retail location (28 hrs)
2. Retail Store layout – concept, types, importance and factors affecting store layout (20 hrs)
3. Retail Store Planning –Concept, Planning the shelf space and placement of products, store administration and management of the premises (16 hrs)
4. Retail Store Design – Importance and factors affecting exterior and interior store design, fixtures and furniture, lighting colour and music equipments, store environment, flooring & ceilings, graphics and signage's (18 hrs)
5. Visual Merchandising – concept and role of visual merchandising, technique of displays and design (14 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Sahni N.K, 'Basics of Retail', Kalyani Publishers, New Delhi.
2. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
3. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
4. Sahni N.K, 'Retail Management', Kalyani Publishers, New Delhi.
5. Dunne. M. Patrick, Lusch F. Robert, Griffith A. David, 'Retailing', Thomas South-Western, Delhi, 4e.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	28	30
2	20	20
3	16	16
4	18	20
5	14	14
Total	96	100

4.5 RETAIL OPERATIONS MANGEMENT AND PROMOTION

DBM (Specialization in Retail)

L T P
6 - -

RATIONALE

This subject will enhance the knowledge of students on operating a retail business and its various elements. It further provides an insight on promotion as a major generator of demand in retailing and how retailers should manage and allocate their resources in devising effective promotion mix.

DETAILED CONTENTS

1. Retail Operations: Understanding of retail operations, common store operations, elements of retail operation, components in operating Retail Business: Merchandise operation blueprint, store format, size, personnel utilisation, store maintenance, inventory management, store security, insurance, credit management, computerisation, outsourcing (30 hrs)
2. Retail Promotion Mix – Elements in Retail Promotion Mix, Promotional objectives, planning a retail promotional Mix (24 hrs)
3. Store promotion techniques, managing promotional campaign events and retail fair management (26 hrs)
4. Retail sales Process, Retail sales Promotion- elements & importance (16 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Sahni N.K, 'Basics of Retail', Kalyani Publishers, New Delhi.
2. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
3. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
4. Sahni N.K, 'Retail Management', Kalyani Publishers, New Delhi.
5. Dunne. M. Patrick, Lusch F. Robert, Griffith A. David, 'Retailing', Thomas South-Western, Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	30	32
2	24	24
3	26	28
4	16	16
Total	96	100

4.6 BUSINESS LAWS AND BANKING PRACTICES

(Common with DBM (Specialization in Retail, Marketing & HRM))

L T P
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RATIONALE

In this module, the students will learn about the relationship between a bank & a customer and how to develop and sustain a long term and profitable relationship. It also tries to enlighten students on various rules and provision given in Company Law.

DETAILED CONTENTS

- | | | |
|----|--|----------|
| 1. | Company Law | (32 hrs) |
| | 1.1 Meaning and characteristics
1.2 Nature and types of company
1.3 Difference between joint stock Company and Partnership Firm
1.4 Promoters –rights, duties, liabilities and remunerations
1.5 Registration of company and Documents to be filled with registrar
1.6 Memorandum of Association (in brief only)
1.7 Article of Association (in brief only)
1.8 Prospectus – meaning and objective
1.9 Meetings - Annual General Meeting, Statutory Meeting and Extra Ordinary General Meeting | |
| 2. | Meaning of Bank, Customers and their Account Opening Process | (12 hrs) |
| | 2.1 Individuals including minor
2.2 Partnership firms
2.3 Joint stock companies
2.4 Trusts
2.5 Clubs & associations
2.6 Joint Hindu family etc
2.7 NRI Banking
2.8 Foreigners & foreign companies
2.9 Farmers
2.10 Online trading platforms | |
| 3. | Meaning and type of borrowing facilities granted by banks | (12 hrs) |
| | 3.1 Cash credit
3.2 Terms loans
3.3 Over drafts
3.4 Demand loans
3.5 Bills discounted
3.6 Letter of credits. | |
| 4. | Meaning of securities and methods of charging them | (12 hrs) |
| | 4.1 Mortgage
4.2 Retail Lending | |

- 4.3 Housing loans
 - 4.4 Car loans
 - 4.5 Education loans
 - 4.6 Personal loans
 - 4.7 Consumer loans
5. Misc. Banking Services – Meaning of following: (12 hrs)
- 6.1 Lockers
 - 6.2 ATM (Automated teller machine)
 - 6.3 Internet banking
 - 6.4 Demat Account
 - 6.5 Credit cards
 - 6.6 Tele-banking

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Elements of Mercantile Law by N.D. Kaor; Sultan Chand Publishers, New Delhi
2. Modern Banking Law by E.P. Ellinger and Eva Lomnicka
3. Banking Laws and Regulation by Geoffrey P Milles
4. Business Law by M.C. Kuchhal; Vikas Publishing, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	32	40
2	12	15
3	12	15
4	12	15
5	12	15
Total	80	100

INDUSTRIAL TRAINING OF STUDENTS
(during summer vacation after IV Semester)
(Common for DBM (Specialization in Retail, Marketing & HRM))

It is needless to emphasize further the importance of Industrial Training of students during their 3 years of studies at Polytechnics. It is industrial training, which provides an opportunity to students to experience the environment and culture of industrial production units and commercial activities undertaken in field organizations. It prepares student for their future role as diploma engineers in the world of work and enables them to integrate theory with practice. Polytechnics have been arranging industrial training of students of various durations to meet the above objectives.

This document includes guided and supervised industrial training of a minimum of 6 weeks duration to be organised during the semester break starting after second year i.e. after IV Semester examinations. The concerned HODs along with other teachers will guide and help students in arranging appropriate training places relevant to their specific branch. It is suggested that a training schedule may be drawn for each student before starting of the training in consultation with the training providers. Students should also be briefed in advance about the organizational setup, product range, manufacturing process, important machines and materials used in the training organization.

Equally important with the guidance is supervision of students training in the industry/organization by the teachers. A minimum of one visit per week by the teacher is recommended. Students should be encouraged to write daily report in their diary to enable them to write final report and its presentation later on.

An internal assessment of 50 and external assessment of 50 marks have been provided in the study and evaluation scheme of V Semester. Evaluation of professional industrial training report through viva-voce/presentation aims at assessing students understanding of materials, industrial process, practices in industry/field organization and their ability to engage in activities related to problem solving in industrial setup as well as understanding of application of knowledge and skills learnt in real life situations. The formative and summative evaluation may comprise of weightage to performance in testing, general behaviour, quality of report and presentation during viva-voce examination. It is recommended that such evaluations may be carried out by a team comprising of concerned HOD, teachers and representative from industry.

Teachers and students are requested to see the footnote below the study and evaluation scheme of IV Semester for further details.

4.2 SALES MANAGEMENT

DBM (Specialization in Marketing)

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RATIONALE

The course focuses on what it takes to be successful in managing the sales function in a personal, direct sales environment. It asks the student to put himself/herself in the position of being a prospective sales manager.

DETAILED CONTENTS

1. Sales Management

Concept, Objectives and Functions, Personal Selling: Concept, Importance and process, Sales manager: function and qualities, Various Selling techniques, Difference between Sales and Marketing, AIDAS Theory of Selling (18 hrs)
2. Sales Planning - Importance, Process of Sales Planning, Sales Forecasting, Sales Budgeting (16 hrs)
3. Sales Organization - Purpose, Principles and Process of setting up a Sales organization, Sales Organization Structures (16 hrs)
4. Managing the Sales Force - Recruitment, Selection, Training, Compensation, Motivating and Leading the Sales-Force, Determining Size of Sales Force (18hrs)
5. Territory and Quota Management - Need, Procedure for setting up Sales Territories, Sales Quotas: Purpose, Types of Quotas. (14 hrs)
6. Control process - Analysis of Sales Volume, Cost and Profitability, Evaluating Sale-Force Performance, Impact of IT in Sales Management (14 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange Filed visits to identify various types of sales promotions and their essentials. Wherever possible, teachers may give case studies and exercises to the students Role-plays for various steps in the sales process.

RECOMMENDED BOOKS

1. Sales Management: Decisions, Strategies, and Cases by Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni; Prentice Hall
2. Management of the Sales Force, William J. Stanton & Richard Buskrik, R.D. Irwin; Chicago
3. Sales and Distribution Management by Tapan K. Panda, Sunil Sahadev; Oxford University
4. Sales and Distribution Management by S.A.Chunawala; Himalaya Publishing House
5. Sales and Distribution Management by Gupta, S. L; Excel Books

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	19
2	16	17
3	16	17
4	18	19
5	14	14
6	14	14
Total	96	100

4.3 PRODUCT AND BRAND MANAGEMENT

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

In this module, students will learn about the concepts of product management, such as pricing, brand creation and management, and product planning. They will also learn about the product lifecycle.

DETAILED CONTENTS

1. Products level and product line length, Product Mix Strategies, Product life cycle, New Product Development (12 hrs)
2. Meaning, concepts and Components of product planning, market Strategies for different stages of Product life cycles, Product planning as per segmentation of market (24 hrs)
3. Product pricing strategies, Product differentiation, Consumer perception, Pre and after sales services (20 hrs)
4. Creating a Brand: Meaning, Definition and characteristics of Brand, Various Approaches to Brand Name Creation, Brand Extensions: Concept, Types, Advantages and Disadvantages of Brand Extensions, Concept of Patents and Trade marks (20 hrs)
5. Brand Building Concepts: Brand Identity, Brand Image, Brand Personality, Brand Portfolio, Brand Hierarchy Levels, Brand Positioning (20 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange Field visits for Case studies from the industry. Wherever possible, teachers may give case studies and exercises to the students Role-plays on consumer perception and competition.

RECOMMENDED BOOKS

1. Product Management in India Majumdar, Prentice Hall
2. The Strategy and Tactics of Pricing: A Guide to Growing More Profitably, Prentice Hall
3. Strategic Brand Management- Kevin Lane Keller, Prentice Hall India
4. Marketing Management, (Authors: Philip Kotler and Kevin Lane Keller) Publisher: PHI
5. Branding, Geoffrey Randall, Kogan Page, The Economist & Profile Books Ltd
6. Brands and Branding: Rita Clifton and John Simmons
7. Managing Brand Equity (Authors: Aaker, David) Publisher: Free Press.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	12
2	24	25
3	20	21
4	20	21

5	20	21
Total	96	100

4.4 CONSUMER BEHAVIOUR

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

The objective of this course is to familiarize students & to make them aware of the basics concepts of consumer behaviour and the factors influencing buying decision making process. They would be able to apply the knowledge of various factors that impact consumer behaviour for a successful marketing.

DETAILED CONTENTS

1. Consumer Behaviour- Meaning, definition and importance, Types of consumer, Purchase process, Post purchase Behaviour (18 hrs)
2. Consumer decision making - Levels, Process, Various Decision Making Models - Nicosia Model, Howard-Sheth Model, Consumerism (22 hrs)
3. Psychological Factors Affecting Consumer Behaviour - Motivation, Personality, Perception. Learning, Self- Concept and Attitude Formation and Change - their Marketing Implications (26 hrs)
4. Cultural Influences on Consumer Behaviour - Culture, Subculture and Social Class (18 hrs)
5. Social Influences: Reference Groups and Family Influences, Consumer Influence (12 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange Filed visits for Case studies on consumer behaviour. Further, Group Work and presentation and role plays to analyse the consumer decision making process while buying a particular product and the factors that affected the decision. Wherever possible, teachers may give case studies and exercises to the students Role-plays on Internet based Research project on various models of consumer behaviour.

RECOMMENDED BOOKS

1. Consumer Behaviour by S Ramesh, Pearson Education
2. Consumer Behaviour by Schiffman L.G. & Kanuk, L.L PHI, New Delhi.
3. Consumer Behaviour in Theory and in Action by Stuart Henderson, Britt.
4. Consumer Behaviour by Benett Peter D. & Kassarjan, Harold H. PHI, New Delhi.
5. Consumer Behaviour by Engel, James, Kollat, DT & Miniard, PW Silligrade Dryden Press
6. Consumer Behaviour by David L. Loudon Tata McGraw Hill, New Delhi.
7. Consumer Behaviour by Del L. Hawkins Tata McGraw Hill, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	18
2	22	24

3	26	28
4	18	18
5	12	12
Total	96	100

4.5 MARKETING OF SERVICES

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

The objective of this course is to acquaint the students with concepts of services marketing. In this module, students will learn about the growing importance of service in the current market scenario and how service becomes a crucial differentiator, when customer's time is a premium. The students will also learn about the growth in the service sector.

DETAILED CONTENTS

1. Services – Meaning, definition and Nature, Type of services, Growth in Service Sector, Marketing of Services-Conceptual Framework, Marketing Mix in Services, Services Marketing Environment (20 hrs)
2. Services Marketing Strategy, STP (Segmenting, Targeting and Positioning)-Approach in Service Sector, New Service Design and Development (18 hrs)
3. Service Demand Management, Role of Employees in Services, Service Quality, Gap Analysis, Customer Satisfaction and Relationship Marketing in Services, Customer retention and loyalty (22 hrs)
4. Services Pricing - Objectives & Approaches, Managing Physical Evidence, Integrated Marketing Communication in Services. (16 hrs)
5. Delivery & Distribution of Services, Global Strategies in Services Management, Service Failure and Recovery, Managing quality in services, Role of Technology in Services, Recent Trends in Services (20 hrs)

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on Lectures and theory classes on meaning and importance of various terminologies used in the subject. They should arrange Industry visit to understand various sectoral applications and teachers may give case studies and exercises to the students Role-plays on Internet-based research project for students on services marketing mix.

RECOMMENDED BOOKS

1. Services Marketing by Valarie A Zeithaml, Mary Jo Bitner, Ajay Pundit, Tata McGraw-hill,
2. Service Marketing by Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee
3. Services Management by James A.Fitzimmons, Tata McGraw-Hill
4. Services Marketing by K.Rama Mohana Rao, Pearson India
5. Services Marketing by C Bhattacharjee, Excel Books
6. Services Marketing by Rajendra Nargundkar, Tata McGraw-hill

7. Services Marketing by Govind Apte, Oxford Publication
8. Service Marketing by M.K. RamPal, S.L. Gupta Galgotia Publication,
9. Service Marketing- The Indian Context by Srinivasan

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	20	22
2	18	18
3	22	22
4	16	16
5	20	22
Total	96	100

4.2 HUMAN RESOURCE MANAGEMENT – II

DBM (Specialization in HRM)

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RATIONALE

This course is aimed to understand the various issues related to manpower management in organisation.

DETAILED CONTENTS

- | | | |
|----|--|----------|
| 1. | Human Resource Management | (20 hrs) |
| | 1.1 Introduction | |
| | 1.2 Features | |
| | 1.3 Importance and Role of Human Resources in an Organization | |
| | 1.4 Limitations of Human Resource Management | |
| | 1.5 Impact of Technology on HRM | |
| 2. | Job Analysis, Description and Specification | (17 hrs) |
| | 2.1 Concept | |
| | 2.2 Objectives | |
| | 2.3 Contents | |
| | 2.4 Process | |
| 3. | Selection, Induction and Placement | (25 hrs) |
| | 3.1 Importance and Process of selection | |
| | 3.2 Methods of Selection: Interviews, Psychological and Intelligence Tests | |
| | 3.3 Importance, Process and Techniques of Induction and Placement | |
| 4. | Job Enlargement, Job Enrichment and Job Satisfaction | (18 hrs) |
| | 4.1 Meaning | |
| | 4.2 Concept | |
| | 4.3 Techniques | |
| | 4.4 Job Satisfaction and Work Behaviour | |
| | 4.5 Quality of work life | |
| 5. | Absenteeism, Labour Turnover and Separation | (16 hrs) |
| | 5.1 Meaning | |
| | 5.2 Concept | |
| | 5.3 Causes and Effects | |
| | 5.4 Controls | |
| | 5.5 Measurement | |
| | 5.6 Exit Interviews | |

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDE BOOKS

1. Human Resource Management by CB Gupta, Sultan Chand and Sons, New Delhi
2. Human Resource Management by Shashi K. Gupta

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	20	22
2	17	17
3	25	26
4	18	19
5	16	16
Total	96	100

4.3 ORGANISATIONAL CHANGE AND DEVELOPMENT

DBM (Specialization in HRM)

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RATIONALE

The students will learn about various dimensions of organizational change, power politics and corporate Governance etc.

DETAILED CONTENTS

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|----|---|----------|
| 1. | Organisation Change | (18 hrs) |
| | 1.1 Concept | |
| | 1.2 Nature | |
| | 1.3 Forces of change | |
| | 1.4 Resistance to change | |
| | 1.5 Overcoming resistance to change | |
| | 1.6 Management of change | |
| 2. | Organisation Development | (16 hrs) |
| | 2.1 Concept | |
| | 2.2 Characteristics | |
| | 2.3 Benefits | |
| | 2.4 Limitations | |
| | 2.5 Techniques of organization development | |
| 3. | Organisational Climate | (10 hrs) |
| | 3.1 Definition | |
| | 3.2 Characteristics | |
| | 3.3 Components of organisational climate | |
| 4. | Organisational Culture | (14 hrs) |
| | 4.1 Meaning | |
| | 4.2 Influencing factors | |
| | 4.3 Types of culture | |
| | 4.4 Functions of culture | |
| 5. | Organisational Effectiveness | (10 hrs) |
| | 5.1 Definition | |
| | 5.2 Factors affecting organizational effectiveness | |
| | 5.3 Impact of organizational climate on effectiveness | |

6. Group Behaviour and Conflicts (18 hrs)
- 6.1 Meaning and Types of group
 - 6.2 Group Cohesiveness
 - 6.3 Inter-group behaviour
 - 6.4 Conflict management:-introduction, classification and remedies
7. Team Building (10 hrs)
- 7.1 Concept
 - 7.2 Principles
 - 7.3 Qualities of a Team Builder

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Organisational Behaviour by L.M Parsad.
2. Organisational Behaviour by Awasthapa.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	20
2	16	16
3	10	10
4	14	14
5	10	10
6	18	20
7	10	10
Total	96	100

4.4 HUMAN RESOURCE PLANNING

DBM (Specialization in HRM)

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RATIONALE

This module tries to abreast the students of intricacies of human resource planning, organisational growth, forecasting techniques. The student will also learn various aspects of job evaluation, human resource information system etc.

DETAILED CONTENTS

- | | | |
|----|---|----------|
| 1. | Human Resource Planning | (15 hrs) |
| | 1.1 Introduction | |
| | 1.2 Definition and Concept | |
| | 1.3 Need/ Importance | |
| | 1.4 Requisition for successful Human Resource Planning | |
| | 1.5 Barrier in implementing Human Resource Planning | |
| 2. | Organisational Growth and Human Resource Planning | (17 hrs) |
| | 2.1 Organisational Growth and Expansion | |
| | 2.2 Human Resource Planning Process | |
| | 2.3 Retention Plan – Action by an organization | |
| 3. | Forecasting Techniques | (16 hrs) |
| | 3.1 Management Judgment | |
| | 3.2 Ratio – Trend Analysis | |
| | 3.3 Regression Analysis | |
| | 3.4 Work Study Techniques | |
| 4. | Job Evaluation | (20 hrs) |
| | 4.1 Meaning | |
| | 4.2 Need of Job Evaluation | |
| | 4.3 Techniques of Job Evaluation | |
| 5. | Human Resource Information System (HRIS) | (15 hrs) |
| | 5.1 Meaning | |
| | 5.2 Human Resource Information System applications in different areas of organization | |
| | 5.3 HR Research- meaning, Objectives, Methods and tools | |
| 6. | Human Resource Records and Report | (13 hrs) |
| | 6.1 Nature | |
| | 6.2 Essentials | |
| | 6.3 Types | |
| | 6.4 Objectives | |
| | 6.5 Procedure of keeping records and reports | |

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Human Resource Management – (Text and Cases) by K. Aswathapa; Tata McGraw Hills, New Delhi.
2. Human Resource Management in Practice by Srinivas R. Kandula; PHI Learning Pvt. New Delhi.
3. Human Resource Management by Biswajeet Pattanayak; Prentice Hall of India, New Delhi.
4. Human Resource Planning by Deepak Kumar Bhattacharya.
5. Strategies and Techniques by Greenword Qvorum Books.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	15	15
2	17	18
3	16	16
4	20	21
5	15	15
6	13	15
Total	96	100

4.5 LABOUR WELFARE AND SOCIAL SECURITY

DBM (Specialization in HRM)

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RATIONALE

This will assist the students in understanding various facts of labour welfare and social security aspects of working class and its legal frame work

DETAILED CONTENTS

- | | | |
|----|---|----------|
| 1. | Labour Welfare | (18 hrs) |
| | 1.1 Concept | |
| | 1.2 Importance | |
| | 1.3 Objectives | |
| 2. | Statutory Welfare Provisions | (36 hrs) |
| | 2.1 The factories Act 1948 | |
| | 2.2 The contract labour Act 1970 (Regulation and Abolition) | |
| 3. | Social Security | (42 hrs) |
| | 3.1 Concept and evaluation | |
| | 3.2 The Employee's State Insurance Act 1948(The ESI Act) | |
| | 3.3 The Maternity Benefits Act 1961 | |
| | 3.4 The Employee's Provident Fund and miscellaneous provisions Act 1952 | |
| | 3.5 The Payment of Gratuity Act 1972 | |

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students. Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Human Resource Management by VSP Rao
2. Mercantile Law by ND Kapoor,
3. Industrial Relations by Sinha & Sinha, PHI

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	18
2	36	38
3	42	44
Total	96	100