

Manonmaniam Sundaranar University Tirunelveli – 627 012

Bachelor of Human Resource Development - BHRD

Program Regulations and Syllabus For those who joined in 2024 – 2025 onwards

Introduction

Human resource is an integral part of any organization be it business , government or non government .Human resource management is considered to be a source of competitive and imitating unlike other sources used in framing organizations. The main aim of HRD is to develop a variety of competencies like knowledge, attitude .skill and technical areas, behavioral and human relation and conceptual ideas to perform various task or functions required for the job.HRD is a non core function for many organizations but not lose its importance.The requirement of expert in the field of HR is needed for man power planning ,training ,performance appraisal ,compensation and compliance of welfare laws and maintenance of industrial relations.

Rani Anna Government College For Women, was established with the aim of providing quality education to under prevailaged girl students and economically backward areas in Tirunelveli District.It has been established in the year1970 and it has 15 UG Courses ,12 PG courses,4 M.Phil and few doctoral research centers.Around 4700 students are studying in this campus.

Preamble

Rani Anna Government College for women, Tirunelveli is affiliated to M.S University. B.A HRD is a full time three year programme .The curriculum takes B.A HRD program to next level .It aims at the implementing out come based education along with the choice based credit system.This program dedicated to imparting the knowledge, skill required to manage the people within the organization. This program aims to create the professionals that competent in handling imperative HR role in public and private firms, organization and business. Under this program , students learn about planning, arranging and managing various things through class activities, projects and case studies. In addition , they also study organizational psychology and work place learning. The course work of this program includes basics of HR, labour law, industrial relations, ways of improving employee performance, stress and emotional management organizational development ,grievance addressable and more.

Mission

Offered full opportunities and challenges to develop individually enabling career growth, encouraged to acquire knowledge to meet the challenges of new technologies and business needs in the changing scenario. Educated and guided to include and practice right values as are nurtured by the organization. Through strategic partnerships and collaboration, the Human Resources Department recruits, develops and retains a high performing and diverse workforce and fosters a healthy, safe, and productive work environment for employees, their families, departments, and the public in order to maximize individual and organizational potential and position as an employer of choice.

Goals:

- Valuing, Encouraging, and Supporting a Diverse Workforce;
- Continually Improving Individual and Organizational Effectiveness;
- Anticipating and Meeting the Changing Needs of the Workforce / Family;
- Championing Career and Professional Growth;
- Creating and Enhancing Strategic Partnerships; and

Enhancing Services Through Technology.

Program Educational Objectives of HRD

- To provide a comprehensive frame work for the development of human resources in the organization.
- Development of a climate for employees to discover, develop and use their capabilities for the organization.
- To develop the sense of team sprit ,team work and inter team collaboration.
- To felicitate systematic information on human resources for man power planning, developmental placements ,career planning, etc.,
- To make management graduates conceptualize, critically analyze and acquire in-depth knowledge of business and management by imbibing in them the unique ability of synthesizing knowledge towards adding value areas of management.
- To promote lateral thinking by way of enabling management graduates to see at the things from different perspectives there by making them to come out with simple solutions for complex managerial problems.
- To inculcate a spirit of enquiry, so that management graduates search for facts and truths by developing methodologies that supports critical analysis and decision making.
- To evaluate the role of HRD in driving sustained business performance
- To inculcate and a spirit of Ethics and Social Commitment in the personal and professional life of management graduates so that they add value to the society.

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWOR GUIDELINES BASED

REGULATIONS FOR

B.A., (HRD) PROGRAMME

Program learning out comes

POs -1 Apply knowledge of management theories and practices to solve business problems. Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

POs-2 Foster analytical and critical thinking abilities for data-based decision making. Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

POs-3 Ability to understand,analyze and communicate global, legal and ethical aspects of

Business. Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

POs-4 Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

POs-5 Multicultural competence: Possess knowledge of the values and beliefs ofmultiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	<p>Foundation Course To ease the transition of learning from lower secondary to higher education, providing an overview of the pedagogy of English Literature and analysing the world through the literary lens gives rise to a new perspective.</p>	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	<p>Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable <hr/> <ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world. <hr/> <ul style="list-style-type: none"> ➤ Discipline centric skill will solve the Technical knowhow of ongoing real life problems.
III, IV, V & VI	<p>Elective papers</p>	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of-the-art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/ industry/ communication network / health sector are introduced with hands-on-training.

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities increased
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study and the course. ➤ Developing a research network and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional communication and Transferrable Skill

Credit Distribution for UG Programme

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – I	4	2.3 Core Course – CC III	4	3.3 Core Course – V	4	4.3 Core Course – CC VII Core Industry module	4	5. 3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – II	4	2.4 Core Course – CC IV	4	3.4 Core Course – VI	4	4.4 Core Course – CC VIII	4	5. 3.Core Course –/ subject with viva- voce CC -XII	4	6.4 Elective -VII Generic/ Discipline specific	3
1.5 Elective I Generic/ Discipline specific	3	2.5 Elective II Generic/ Discipline specific	3	3.5 Elective III Generic/ Discipline specific	3	4.5 Elective IV Generic/ Discipline specific	3	5.4 Elective V Generic/ Discipline specific	3	6.5 Elective VIII Generic/ Discipline specific	3
1.6 Skill enhancement Course C-1 (NME)	2	2.6 Skill enhancement Course C-2 (NME)	2	3.6 Skill enhancement Course C-4, (Entrepreneurial II)	1	4.6 Skill enhancement Course C-6	2	5.5 Elective VI Generic/ Discipline specific	3	6.6 Extension Activity	1
1.7 Ability enhancement Compulsory Course (AECC) Soft Skill-	2	2.7 Skill enhancement Course –SEC- (NME)	2	3.7 Skill enhancement Course C-5	2	4.7 Skill enhancement Course C-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.8 Skill enhancement (Foundation Course)	2	2.8 Ability enhancement Compulsory Course (AECC) Soft Skill-	2	3.7 Ability enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 Ability enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship /Industrial Training	2		
				3.8 E.V.S	-	4.8 E.V.S	2				
	23		23		22		25		26		21
	Total Credit Points										140

CREDIT DISTRIBUTION FOR U.G.

3 – Year UG Programme Credits Distribution			
		No. of Papers	Credits
Part I	Tamil(3 Credits)	4	12
Part II	English(3 Credits)	4	12
Part III	Core Courses (4 Credits)	15	60
	Elective Courses :Generic / Discipline Specific (3 Credits)	8	24
Total			108
Part IV	NME (2 Credits)	2	4
	Ability Enhancement Compulsory Courses Soft Skill(2 Credits)	4	8
	Skill Enhancement Courses (7 courses) Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
	Part IV Credits		
Part V	Extension Activity (NSS / NCC / Physical Education)		1
Total Credits for the UG Programme			140

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	11	11	11	11	22	18	84
Part IV	6	6	6	7	3	3	31
Part V	-	-	-	-	-	1	1
Total	23	23	23	24	25	22	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the undergraduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/prehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or Overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part-I	Paper-I	Language Tamil	Y	-	-	-	6	3	25	75	100
Part-II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part-III	Core Paper-I	Fundamental of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Individual Behavior	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Business Economics	Y	-	-	-	4	3	25	75	100
Part-IV	Skill Enhancement course Social Entrepreneurship		Y	-	Y	-	2	2	25	75	100
	Foundation course Managerial Communication						2	2	25	75	100
Total							30	21			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part-I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part-II	Paper-II	English	Y	-	-	-	5	3	25	75	100
Part-III	Core Paper-I	Human Resource Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Development of Professional Competence	Y	-	-	-	5	5	25	75	100
	Elective -II	Managerial Economics	Y	-	-	-	4	3	25	75	100
Part-IV	Skill Enhancement course –II Managerial Skill for Development		Y	-	-	-	2	1	25	75	100
	Skill Enhancement Course-III Creativity and Entrepreneurship Management						2	1	25	75	100
	Naan Muthalvan						2	2			100
Total							30	23			

COURSE COMPONENT		SUBJECTS								CIA	EXT	TOTAL
Part -III	Core Paper–IX	Human Resource Development	Y	-	-	-	5	4		25	75	100
	Core Paper–X	Research Methodology	Y	-	-	-	5	4		25	75	100
	Core Paper–XI	Corporate Social Responsibility	Y	-	-	-	5	4		25	75	100
	Core Paper/ Project	Project Viva voce	Y	-	-	-	5	3		50	50	100
	Elective–V	1. Professional Ethics 2. Strategic Management	Y	-	-	-	4		3	25	75	100
	Elective –VI	1.Performance Management 2, Stress Management	-	-	Y	-	4	3				100
		Naan Muthalvan/ Public Relations					2	2				100
Part- IV	Internship/Field visit/Industrial visit/Knowledge date activity		Y	-	-	-		2				
	Total						30	25				

SEMESTER-VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part- III	Core Paper–XIII	Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper-XIV	Organizational Development Change	Y				6	4	25	75	100
	Core Paper–XV	Trends in HRD	Y				6	4	25	75	100
	Elective–VII	1, Compensation agement 2. Industrial Relations	Y	-	-	-	5	3	25	75	100
	Elective–VIII	1.Commpetency Mapping 2. Industrial Psychology	Y	-	-	-	5	3	25	75	100
PartV	Naan Muthalvan/ Professional Competency ancement Quantitative Aptitude I)					2	2	25	75	100	
	Extension Activities			Y	-			1			
	Total					30	21				

Remarks: English Soft Skill Two Hours Will be handled by English Teachers (4+2 = 6 hours for English).

Semester-I

L	T	P	C
5	-	-	5

Corepaper-1

Fundamentals of Management

Learning objectives:

CLO-1- To help the students gain knowledge on the evolution, functions in management and contemporary perspectives in management.

CLO-2- To enable them to analyze the nature, purpose of management and tools for planning and decision making process.

CLO-3- To enable them to analyze and understand the types of the organization, and delegation of authority.

CLO-4 -To help the students develop cognizance of the importance of staffing, system of performance management, training and development .

CLO-5- The students acquainted vast knowledge about need and techniques followed in controlling and reporting.

Fundamentals of Management

Unit-I

Evolution of management thought – Management – Science or Art – Different Types of managers – Managerial roles – Levels of Management - Recent trends and contemporary perspectives in management.

Unit-II

Planning: Nature and purpose of planning – Types of Planning - Planning premises – Planning Tools and Techniques – Objectives and Policies - Decision making process.

Unit-III

Organizing: Purpose and Structure – Formal and informal organization - organization chart - departmentalization - delegation of authority – centralization and decentralization - Span of Control – Line and Staff functions

Unit-IV

Staffing: Recruitment and selection - Training and Development- Performance Management - Career planning. Directing: Foundations of individual and group behavior - types and theories of leadership - process of communication - motivational theories and techniques

Unit-V

Controlling: Need and techniques - System and process of controlling - control and performance – Direct and preventive control - Reporting.

Course outcomes:

CO-1. On completion of this course, the students will be able to understand the concepts ,evolution ,contemporary perspectives related to Business

CO -2. Demonstrate the roles, skills and functions of management and analyze the nature, purpose of management and tools for planning and decision making process. .

CO -3. Analyze and understand the types of the organization, and delegation of authority at various levels.

CO -4. Understand the complexities associated with management of human resources in the organization and integrate the learning in handling these complexities.

CO-5. The students acquainted vast knowledge about need and techniques followed in controlling and performance and reporting.

References:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Koontz and O’ Donnel, Management: A System Approach, Tata McGraw Hill.
3. Weihrich and Koontz, Management: A Global Perspective, McGraw Hill.
4. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999.
5. Robert Kreitner & Mamata Mohapatra, “ Management”, Biztantra, 2008.

Methods of Evaluation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, serve, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations
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		Course Code & Title : Fundamentals of Mnaagement													
CO/PO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3	
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2	
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2	
CO -4	2	2	2	2	3	3	2	2	3	3	3	2	2	2	
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	2	3	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation

-

(0)

INDIVIDUAL DEVELOPMENT

L	T	P	C
5			4

Learning Objectives:

- CLO-1. To help the students to learn about self esteem, its types and concept of self regulation.
CLO-2 To enable them to analyse self improvement, types of attitude and create positive atmosphere
CLO-3 To make the students to understand about motivation, self management
CLO-4 To enable the students to learn about communication.
CLO-5 To make the students to analyse the faces of conflicts and adjustment

Unit 1:

Self-esteem-Meaning- developing self esteem, accepting reality; accepting Self-esteem. Values-meaning and types-meaning of IQ, EQ, SQ and Q-emotion meaning and concepts, self regulation of emotions.

Unit 2:

Self improvement- Planning-long term goals-short term objectives- Action Plans- Strategies to improve oneself. Developing Positive attitude - Meaning, Learning attitude-steps for improvements. Avoiding Negative attitudes, creating positive atmosphere.

Unit-3

Self Motivation-Initiative, sources of Motivation- accepting responsibility-Social Motives, Achievement Motivation and Power Motivation(Meaning). Self Management-Efficient work habits, orderliness. Time management-Resource Management-Stress Management Stress signals- controlling stress-Developing self control.

Unit -4

Communication-Meaning Process, Importance, barriers. Types of communication - Formal, written -oral, upward downward horizontal, Informal communication- Grapevine & consensus with Merits & demerits. Communication to resolve conflicts- Conflict- types-simple ego, false values & beliefs conflicts.

Unit-5

Faces of conflicts-taking sides, keeping scores showdown, Adjustments-Handling conflict adjustment - negative & positive conflict adjustment. Relating to clients & customers, Customer- communications - attentiveness, Knowledge, respect, helpful, professionalism- Educating customers.

Course Outcomes

- CO-1- Understand the concept of self esteem, its type and concept of self regulation.
CLO-2 Analyse the complexities of self improvement and types of attitude.
CLO-3 Demonstrate the applicability of self motivation and self management.
CLO-4 It makes the students competent and develop the communicative skill.
CLO-5 Demonstrate the skills for analysing the faces of conflict and adjustment.

Reference:

1. Personality Development Harold R. Wallace & L. Ann Masters. Cengage Learning India (P) Ltd. New Delhi-2009.
2. Personality Development & Career Management- R.M. Omka, S. Chand Company Ltd., New Delhi-2009
3. Essentials of Business Communication- Rajendra Pal & J.S. Korlahalli, Sulthan Chand & Sons, New Delhi. 2005
4. Basic Managerial Skills for all- 6th Edition, E.H. McGrath, S.J., Prentice:
5. Personality Development- Jain G.C., Tech Media, New Delhi, 2003. e superiors. Meeting superior expectations - communicating with superiors. Hall of India Pvt. Ltd., New Delhi, 2003.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
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Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Individual Development														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	2	3	2	2	2	2	2	3	2
CO -2	2	3	3	2	2	3	2	3	2	3	3	3	2	2
CO -3	3	2	3	3	2	3	3	2	3	2	3	2	3	2
CO -4	2	2	3	2	3	3	3	3	2	3	2	3	2	3
CO -5	2	3	2	2	2	3	2	2	3	3	2	2	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Business Economics Elective

L	T	P	C
4			3

Learning objectives:

CLO-1- To familiarize the students with the basic concept of micro economics.

CLO-2- To make students to understand the demand and supply analysis and relationship between price elasticity and sales curve in business applications.

CLO-3 - To familiarize students with the production and cost structure under different strategies of production.

CLO-4- To understand the supply and cost analysis under various market structure.

CLO-5- To help the students understand and apply the various decisions tools to understand the market structure.

BUSINESS ECONOMICS

Unit-I

Business Economics- Meaning, Nature and Significance of business Economics – Role of business economics in decision making – Production function - Industry equilibrium - Factor pricing theory.

Unit-II

Demand and Supply - Demand determinants – Law of demand and demand curves – Types of demand – Elasticity of Demand – Measuring price elasticity of demand – Relationship between price elasticity and sales revenue.

Unit-III

Production Analysis- Factors of production– Production possibility curves – Concepts of total product, Average product and Marginal Product – Fixed and variable factors – Consumption goods, capital goods, final goods, intermediate goods; stocks and flows; gross investment and depreciation.

Unit-IV

Supply and Cost analysis- Factors affecting supply – Law of supply – Elasticity of supply and types

– Concepts of cost – Sunk cost and future cost, direct cost and indirect cost – Total, Average, Marginal cost curves – Fixed and variable cost curves.

Unit-V

Forms of Market and Price Determination - Perfect competition - Features; Determination of market equilibrium and effects of shifts in demand and supply - Other Market Forms - monopoly, monopolistic competition, oligopoly - their meaning and features.

Reference:

1. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
2. Chaturvedi. D.D., Gupta. S.L, and Sumitra. A.L., Business Economics-Test and cases, Galgotia publishing company, New Delhi, 2001.
3. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
4. Manab Adhkary, Business Economics (2nd Edition), Excel Books, New Delhi, 2002.

Course outcomes:

CO- 1. To understand the concepts and basic concept related to micro economics.

CO- 2. The students demonstrate various factors on demand and supply analysis and relationship between price elasticity and sales curve in business applications.,.

CO- 3. The students analyze the concept, factors about production, gross investment and depreciation.

CO- 4 The students understand about various types of markets, competition analysis in market structure.

CO - 5 The students understand and apply the various, decisions tools to understand the market structure.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend 2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, serve, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Business Economics														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	3	2	1	2	2	2	1	1	2	1	1	2
CO -2	2	2	1	1	1	2	2	2	1	1	2	2	2	2
CO -3	1	2	1	1	1	1	2	1	2	1	3	2	2	2
CO -4	2	2	3	3	3	2	2	2	1	2	1	2	2	2
CO -5	3	3	2	2	1	2	3	3	2	2	1	2	1	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

NoCorrelation-(0)

(0)

Skill Enhancement Course

SOCIAL ENTREPRENEURSHIP

Learning Objectives

- CLO-1 . To learn the Contribution the well being of the Society.
- CLO-2 . To understand the value addition activity and surces of income generation.
- CLO-3. To evaluate the relationship between the role of NGO and State.
- CLO-4. To mkes the students to understand the oppertunities for social enterprises.
- CLO-5. To develop the students to gain knowledge about decentralization and social entrepreneurship.

Unit –I

Introduction to Social Entrepreneurship - History of NGO - Contribution to the wellbeing of the society and the economy - Social enterprise and profits.

Unit – II

Profile of Social Enterprises - Outcome of 'social value addition' activity- Sources of income generation- Functional/geographical orientation of NGO – Social activism.

Unit- III

Relationship of Social Enterprises - Factors that affect the relationship between the NGOs and the State - Barriers to a Healthy State-NGO Relationship- National Policy on the Voluntary Sector

Unit – IV

Issues and Concerns of Social Enterprises - Opportunities for Social Enterprises - Voluntarism Vs. Privatization.

Unit – V

Insourcing Vs. Outsourcing - Implications of Decentralization - Conflict Vs. Consensus - Models of consensus – Case studies on successful social entrepreneurship models.

Course Outcomes

- CO-1. Demonstrate the concept of well being of the society,Social enterprise and prfits
- CO-2. To develop the understanding of social value addition activity and social cactivism.
- CO-3. Understand the nature and factors ffecting and barriers of healthy relatinship between state and NGO.
- CO-4. Demonstrate the skill for the require the bet use of oppertunities for social enterprise.
- CO-5. To familirise the cnept of decentralation and social entrepreneurship.

References:

- “Social Entrepreneurship (What Everyone Needs To Know)” by Bornstein and Davis
- “Social Entrepreneurship: Working towards Greater Inclusiveness” by Rama Krishna Reddy Kummitha
- “Social Innovation and Entrepreneurship: Case Studies, Practices and Perspectives” by Francesco Molinari and Brendan Galbraith
- “Getting Beyond Better: How Social Entrepreneurship Works” by Roger L Martin and Sally Osberg
- “Social Capital and Entrepreneurship (Foundations and Trends in Entrepreneurship)” by Phillip H Kim and Howard E Aldrich
- “The Business of Good: Social Entrepreneurship and the New Bottom Line” by Jason Haber

Methods of Evaluation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, derive, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

	Course Code & Title : Social Entrepreneurship													
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2
CO -4	2	2	2	2	3	3	2	2	3	3	3	3	2	2
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Foundation Course

Managerial Communication

CLO-1 - To educate students role & importance of communication skills

CLO-2 - To build their listening, reading, writing & speaking communication skills.

CLO-3 - To introduce the modern communication for managers.

CLO-4 - To understand the skills required for facing interview

CLO-5 - To facilitate the students to understand the concept of Communication.

UNIT-I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT-II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT-III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language .

UNIT-IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT-V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites .

Course Outcomes: On completion of this course, students will;

CO-1- Understand communication process and its barriers.

CO-2- Develop business letters in different scenarios

CO- 3- Develop oral communication skills & conducting interviews

CO- 4- Use managerial writing for business communication

CO- 5- Identify usage of modern communication tools & its significance for managers

References Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Soans, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Methods of Ealuation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, serve, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : **Managerial ommunication**

CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	2	3	3	3	2	3	3	2	2	3	3	3
CO -2	3	2	2	2	3	3	2	2	2	3	3	2	3	2
CO -3	2	3	2	3	2	2	3	3	3	2	2	2	3	2
CO -4	2	2	2	2	3	3	2	2	3	3	3	3	2	2
CO -5	0	3	2	2	3	2	3	2	2	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

**IInd semester
Human Resource Management**

L	T	P	C
5	-	-	5

Course objectives:

To enable the students to understand the HR management , concept, scope ,objectives and importance in HR practices.
 To help the students focus on analyze HRP strategies, and describe difference between HR and personal management.
 To makes the students to know about recruitment system and process of selection and application in HR related issues .
 To enable the students to analyze the need of induction and problems faced during induction.
 The students are aware of performance management, employee relation ,counselling and employee empowerment.

Course outcomes:

- CO-1** To students develop the quqlity of understanding of the concept ,scope and importance of human resource management.
- CO-2** To develop necessary skill set for application of various HR issues and HR planning and the difference between HR and personal management.
- CO-3** To makes the students to know about recruitment system and process of selection and application in HR related issues followed in the organization.
- CO-4** The students understand the system of performance management,empolyee relation, need of induction and problems faced during induction.
- CO -5** To integrate the knowledge of Human Resource concept with personality attitude and employee relationsand analyze the strategic issues and strategies required to select and develop man power resources.

HUMAN RESOURCE MANAGEMENT

Course Objective: To make understand the applications of human resource and its effective utilization in the organization.

Unit-I

Concept of Human Resource Management – Objectives and Functions - Scope and Development of Human Resource Management - Importance of Human Resource Management - Human Resource Practices.

Unit-II

Human Resource Planning – HRP Process – Functions of Human Resource Manager - Difference Between Personnel Management and Human Resource Management.

Unit-III

Concept of Recruitment - Factors Affecting Recruitment - Types of Recruitment - Concept of Selection, Process of Selection - Selection Tests - Barriers in Selection.

Unit-IV

Definition of Induction - Need for Induction - Problems Faced during Induction - Induction Programme Planning - Concept and Significance of Training - Training Needs and Methods- Types of Training.

Unit-V

Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal - Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling - Concept of Employee Empowerment

References:

1. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
2. Kaushal Kumar, Human Resources Management – ABD Publishers.
3. Personnel the Management of Human Resources, Robbins, Stephen. P
4. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
5. J. Jayasankar, Human Resource management, Margham Publications, Chennai.

Methods of Ealuation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
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Understand/ Comprehend 2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, derive, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Human Resource Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	3	2	3	3	3	2	2	2	2	3	3	2
CO -2	2	2	2	3	3	3	3	2	2	2	3	2	3	3
CO -3	2	2	3	2	2	2	3	3	3	2	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	2	2	3	3	3	3	2	2	3	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

DEVELOPMENT OF PROFESSIONAL PRACTICES

L	T	P	C
5	-	-	4

Learning objectives

CLO-1 To makes the students to understand the concept of self confidence

CLO-2 To create awareness about the assessment of interpersonal skill and communication

CLO-3 To develop the understanding the concept of leadership and its importance.

CLO-4 To know the basics of stress and conflict management.

CLO-5 To understand the importance and planning of proper time management.

1. SELF ANALYSIS SKILL -

Meaning, tips for developing self esteem, meaning and tools for improving self- confidence, Developing motivation and concentration skill, personal skill audits and SWOT analysis.

2. INTERPERSONAL,AND COMMUNICATION

Assessing interpersonal skills, emotional intelligence, and Different types of body languages. Communication skill - different types of communication, communication process, presentation skill.

3. LEADERSHIP SKILLS-

Meaning of leader and leadership,Importance and types of leadership styles,Theories of leadership Skills for a good leader and leader in a work environment.

4. STRESS, AND CONFLICT MANAEMENT s

Meaning and Causes for stress, steps to manage stress.Emotinal intelligence and conflict management.Conflicts in Human relations, Approaches to conflict resolution, managing conflict in workplace, crisis management

5. TIME MANAGEMENT SKILLS

Principles of time management,Time management skill; prioritization,Appropriate use of time, planning and focus.on effective time management strategies.-

Course Outcomes: On Cmpleting the course students will

CO 1- To develop the understading of self confience and SWOT analyses.

CO2- Demstrate the skill required for interpersonal and communication.

CO3- Evaluate the different types of leadership

CO4- To understad the basics f stress and conflict resolution.

CO5- Assess the importnce ,plnning of proper time mnaement.

References:

1. Covey Sean – Seven Habits of Highly Effective teens, New York, Fireside publishers, 1998
2. Thomas A Harris- I am OK , You are OK – New York- Harper and Row, 1972
3. Principles and practices of management- T.N.Chaabra
4. Wallace and Master- Personality Development.

Websites

<https://hr.berkeley.edu/development/career-development>

<https://www.mindtools.com>

Methods of Evaluation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, derive, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Development f professional Pracices														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	3	2	3	3	3	2	2	2	2	3	3	2
CO -2	2	3	2	3	3	3	3	2	2	2	3	2	3	3
CO -3	2	3	3	2	2	2	3	3	3	2	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	3	2	3	3	2	3
CO -5	2	2	3	3	3	3	2	2	3	2	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Elective Paper I

L	T	P	C
4	-	-	3

Managerial Economics

CLO1-To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario

CLO-2-To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.

CLO-3-To Understand the optimal point of cost analysis and production factors of the firm

CLO-4-To describe the pricing methods and strategies that are consistent with evolving marketing needs

CLO-5-To Provide insights to the various market structures in an economy.

UNIT-I Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

UNIT-II Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT-III Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT-IVPricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT-V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Course Outcomes: On completion of this course, students will;

CO1-Analyze & apply the various managerial economic concepts in individual & business decisions.

CO2- Explain demand concepts, underlying theories and identify demand forecasting techniques.

CO3- Employ production, cost and supply analysis for business decision making

CO4- Identify pricing strategies/Classify market structures under competitive scenarios.

Reference Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Methods of Evaluation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, derive, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Managerial Economics														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Skill Enhancement Course

L	T	P	C
2	-	-	2

MANAGERIAL SKILL DEVELOPMENT

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.

3. To assess the Emotional intelligence
4. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
5. To improve professional etiquettes

UNIT-I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

UNIT-II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

UNIT-III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

UNIT-IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT- V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Course Outcomes: On completion of this course, students will;

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of immediate use in management or leadership positions
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

References Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

Methods of Ealuation

Internal Evaluation	Continue intrnal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Apply, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : Managerial Skill Development														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Foundation Course

CREATIVITY INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Learning Objectives

CLO-1. To make the students understand the importance of creativity and its impact on the economy.

CLO-2. Demonstrate the applicability of various mechanisms in problem solving.

CLO-3. Evaluate the application of creative intelligence and thinking strategies.

CLO-4. Understand innovative ideas, methods of outsourcing.

CLO-5. Analyze the systems approach to various types of innovation.

Unit I: The Creativity Phenomenon: Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities- Quality of Creativity Existential, Entrepreneurial and Empowerment Creativities – Criteria for evaluating Creativity Credible Evaluation- Improving the quality of our creativity.

Unit II: Mastering Creative Problem Solving: Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving

Unit III: Creative Intelligence: Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity- fears and Disabilities- Strategies for Unblocking Energy for your creativity- Designing Creativ ogenic Environment.

Unit IV: Innovation Management: Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories.

Unit V: Micro and Macro Perspectives of Innovation: Systems Approach to Innovation- Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Framework- Innovations developed by Open Technology Communities.

Course Outcomes: On successful completion of this course, the students will be able:

CO1: Explain concepts and importance of Creativity for economic development.

CO2: Outline various models and mechanisms of creative problem solving.

CO3: Interpret creative intelligence abilities and thinking strategies.

CO4: Formulate an Appropriate innovative ideation methods and theories of outsourcing.

CO5: Identify the system approach to Micro and Macro Perspective of Innovation.

Reference Books:

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2014.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.
4. A.DaleTimpe, Creativity, Jaico Publishing House, 2003.
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.
6. P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan 2009.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or review
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, serve, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or presentations

Course Code & Title : creativity and Entrepreneurship Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	3	3	2	3	3	3	2	3	3	2	3	3	2
CO -2	3	2	2	3	3	3	3	2	3	2	3	2	3	3
CO -3	2	3	3	2	3	2	3	3	3	3	3	2	3	2
CO -4	3	3	2	3	2	3	3	3	2	2	3	3	2	3
CO -5	3	2	3	3	3	3	2	2	3	3	3	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Semester-III

Core Paper-V

Organizational Behavior

L	T	P	C
5	-	-	5

Learning Objectives

CLO-1. To help the students to understand the concept , importance ,challenges and opportunities in Organizational Abehavior.

CLO-2. To enable students to describe how people behave under different condition and understand why people behave as they do.

CLO-3. To provide the students to analyze group behavior like dynamics and cohesiveness and organization practice.

CLO-4. To enable students to synthesize the nature and meaning of interpersonal and transactional analysis.

CLO-5 To makes the students to understand the concept of organizational control, organizational change and emerging issues in OB.

ORGANIZATIONAL BEHAVIOUR

Unit: I

Concept of Organizational Behaviour - Importance of Organizational Behavior → Key Elements of Organizational Behavior - Foundations or Approaches to Organizational Behavior - Challenges and Opportunities for Organizational

Behaviour.

Unit: II

Individual Behavior: Personality – Learning - Perception and Individual Decision-making, Values and Attitudes. Chris Argyr’s Behaviour Pattern- Motivation: Maslow’s Need Hierarchy - Vroom’s Expectancy Theory. Organizational Behaviour Model.

Unit: III

Group Behaviour: Group Dynamics - Cohesiveness and Productivity- Resistance to Change. Conflict: Source – Pattern - Levels and Resolution - Organizational Politics. Leadership: Concept and Styles. Fielder’s Contingency Model, House’s Path-Goal Theory.

Unit: IV

Nature and meaning of Interpersonal Behaviour - Concept of Self - Transaction Analysis (TA) - Benefits and uses of Transactional Analysis - Johari Window Model.

Unit: V

Organizational Processes: Control - Process and Behavioral Dimensions of Control. Organizational Climate - Concept and Determinants Organizational Culture. Organizational Effectiveness - Concept and Measurement. Organizational Change: Emerging Issues in Organizational Behavior.

Course Outcome:

- CO-1. Demonstrate the applicability of the concept of organization behavior to understand the behavior of the people in the organization.
- CO-2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- CO-3. Analyze the complexities associated with management of the group behavior in the organization.
- CO-4. Synthesize the nature and meaning of interpersonal and transactional analysis.
- CO-5. Understand the concept of organizational control, organizational change and emerging issues in OB.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Reference:

1. Robbins, Stephen P., Organizational Behavior, Prentice-Hall, New Delhi.
2. Luthans, Fred, Organizational Behavior, McGraw-Hill, New York 2000
3. Gregory, Moorhead and Ricky W. Griffin, Organizational Behavior, AITBS Publishers and Distributors, 1st ed. 1999
4. New storm, John W. And Keith Davis, Organizational Behavior: Human Behavior at work, Tata McGraw-Hill Pub. Co. Ltd. New Delhi,
5. Kast, F.E. and Rosenzweig, J.E., Organizational and Management: A System and Contingency Approach, McGraw-Hill, New York, 198

Course Code & Title : Organizational Behavior														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	3	2	2	3	3	2	2	2	3	2	3	2
CO -2	2	2	1	3	2	2	2	2	3	2	3	2	2	3
CO -3	3	2	2	3	3	2	2	2	2	3	3	3	2	2
CO -4	2	2	1	3	2	3	3	3	2	3	2	3	2	3
CO -5	3	2	2	2	2	3	3	2	3	2	3	2	2	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (2)

No Correlation - (0)

Core paper-VI

Labour laws

L	T	P	C
4	-	-	5

Learning objectives:

CLO-1. To know the features and functions of factories act of 1948

CLO-2. To learn the salient features of welfare and wage legislation under minimum wages act.

CLO-3. To learn the laws related to in industrial relation, social security and provident fund and its implementation.

CLO-4. To understand the laws related to Bonus and its Settlement.

CLO-5 Te students able to analyze the important features of insurance and registration of establishments.

LABOUR LAWS

Unit-I

Factories Acts, 1948 – Licensing and registration of factories – Manager and occupier – Powers of the authorities under the Act – Penalty provisions.

Unit-II

Employee’s State Insurance Act,1948 - Registration of Factories and Establishments - Employees State Insurance Corporation – Functions of Inspectors – Miscellaneous provisions.

Unit-III

Minimum Wages Act,1948 - Appointment of Advisory Board – Payment of minimum wages – maintenance of registers and records – Powers of appropriate government offences and penalties.

Unit-IV

Employees Provident Fund and Miscellaneous provisions Act, 1952 - Employees Provident Fund and other Schemes – Provisions relating to transfer of account and liability in case of transfer of establishment – Exemption under the Act – Court’s power under the Act.

Unit-V

Payment of Bonus Act, 1965 - Eligibility for bonus and payment of bonus – Deduction from bonus payable — Set on and Set of allocable Surplus - Presumption about accuracy of balance sheet and profit and loss account.

Course outcomes:

CO-1 Students will know the development and the judicial set up labour law.

CO-2 They will learn the silent features of welfare and wage legislation.

CO-3 They integrate labour legislation with HR practice.

CO-4 Students learn the laws relating to industrial relations and working condition.

CO-5 They also understand the laws on social security, enquiring protocol and industrial discipline.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

References:

1. M.R. Srinivasan, Industrial relation and labour legalization, Margham Publication, Chennai.
2. R.D. Agarwal, Dynamics of Labour Relations in India, Tata McGraw Hill, New Delhi, India.
- P. Chowdry, Workers welfare and Law, National Printers, New Delhi

Course Code & Title : Labour laws														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	1	2	2	3	2	3	2	2	2	2	2	3	2
CO -2	2	1	3	2	2	3	2	3	2	2	2	3	2	2
CO -3	3	2	3	3	2	3	3	2	3	2	3	2	3	2
CO -4	1	1	3	2	3	3	3	1	2	3	2	3	2	3
CO -5	2	2	2	2	2	3	2	2	3	3	2	2	3	3

Strongly Correlated- (3)

Moderately Correlated - (2)

Weakly Correlated - (1)

No Correlation - (0)

L	T	P	C
3	-	-	3

Course objectives:

- CLO-1. To develop the students ability to deal with numerical and quantitative issues in business.
 CLO-2. To enable them to analyze set theory, domino its functions and business applications of matrix.
 CLO-3. The students understand the probability distribution and measures of central tendency.
 CLO-4. The students demonstrate measures of dispersion, formulation and testing hypothesis.
 CLO-5. To students analyze arithmetic and geometric progression, understand about data's ,data collection ,classification and tabulation and types of index number and business for costing techniques.

BUSINESS STATISTICS**Unit- I**

Statistics - Meaning and Limitation - Primary and secondary data - Data collection methods – Scaling Techniques - Classification and tabulation - Frequency Distribution – Graphical representation of data,

Unit - II

Set theory – Venn Diagrams – Domain and Co-domain Functions – Linear and nonlinear – Maxima and minima - Business Applications of Matrix.

Unit - III

Introduction to Probability distribution – Binomial, Poison and normal distribution - Measures of Central tendency - Arithmetic mean - median – mode.

Unit - IV

Measures of dispersion – Range – Moments - Standard deviation - Skewness and Kurtosis -. Introduction to Hypothesis formulation and testing.

Unit - V

Arithmetic and Geometric Progression – Types of Index Numbers - Time series analysis- Trend analysis– Business forecasting techniques.

Course outcomes:

- CO-1 Describe the factors on data collection its classification and tabulation for analysis.
 CO-2 Critically evaluate the underlying assumptions on set theory, domain its functions and business applications of matrix.
 CO-3 Demonstrate the application of probability distribution and measures of central tendency.
 CO-4 Evaluate the measures of dispersion formation of hypothesis and testing it. Solve a range of problems using the techniques covered.
 CO-5 Analyse the arithmetic and geometric progression in business research.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

References:

1. Richard I. Levin & David S. Rubin, Statistics for Management, Tata McGraw Hill
2. SP Gupta, Statistical Methods
3. R.P. Hooda, Statistics for Business and Economics
4. Elhance - Statistics.
5. Gupta, SP and Gupta MP, Business Statistics

Course Code & Title : Business Statistics															
CO/PO	PO								PSO						
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	2	3	2	3	2	3	3	2	2	2	2	2	2	3	
CO -2	2	3	2	2	2	3	2	3	2	2	2	2	3	2	
CO -3	2	3	1	2	2	2	2	2	1	2	1	2	2	3	
CO -4	3	3	1	2	2	3	2	3	2	1	2	2	3	2	
CO -5	2	3	2	1	2	3	2	3	2	1	2	2	2	3	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

SEC-4 Computer Application in Business

L	T	P	C
2	-	-	2

Learning Objectives

CLO1- To build skills in Ms-Word

CLO2 -To build skills in Ms-Excel,

CLO3- To build skills in Ms- Power Point

CLO4 -To understand the basics of tally

CLO5 -To familiarize students with google forms for students with relevance in business scenario and its applications.

Computer Application in Business

UNIT-I Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

UNIT-II

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

UNIT-III

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.

UNIT-IV

Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet.

UNIT-V

Use Google forms to develop & share questionnaire.

Course Outcomes On completion of this course, students will;

CO1-Demonstrate hands on experience with Ms-word for business activities

CO2 Demonstrate hands on experience with Ms-Excel for business activities

CO3-Demonstrate hands on experience with Ms-power point for business activities

CO4-Demonstrate hands on experience with Tally for business activities

CO5-Demonstrate hands on experience with Tally for reporting in business

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Reading List

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P. Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4. Computer Application in Business (Tamil Nadu) by Dr. R. Paramaeswaran

5. Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

References Books

1. P. Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Course Code & Title : Computer Applications in Business														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	1	2	2	3	2	3	2	2	21	2	2	3	2
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CO -3	3	2	3	3	2	3	3	2	3	2	3	2	3	2
CO -4	1	1	3	2	3	3	3	1	2	3	2	3	2	3
CO -5	2	2	2	2	2	3	2	2	3	3	2	2	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Naan Muthalvan / Entrepreneurial skill New Venture Management

L	T	P	C
2	-	-	2

Learning Objectives

- CLO1-To learn to generate and evaluate new business ideas
- CLO2-To learn about a business model that generates money
- CLO3- To understand how to find, evaluate and buy a business
- CLO4 -To evaluate the feasibility of idea into a Venture
- CLO5- To understand sources who lend for new ventures

Unit-I

Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit-II

Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

Unit-III

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability

Unit-IV

Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation-

Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

Unit-V

Financing the New Venture:

Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.

Course Outcomes

On completion of this course, students will;

- CO1-** Understand the concept of entrepreneurship and skill sets of an entrepreneur.
- CO2-** Assess new venture opportunities & analyze strategic choices in relation to new ventures
- CO3-** Develop a credible business plan for real life situations.
- CO4-** Coordinate a team to develop and launch and manage the new venture through the effective leadership
- CO5-** Evaluate different sources for financing new venture

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Reading List

1. Journal of Business Venturing – Elsevier
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald

3. Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5. Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

References Books

1. New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4. The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5. Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

Course Code & Title : Entrepreneurial skill New venture management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	3	2	2	3	3	2	2	2	3	2	3	2
CO -2	2	2	1	3	2	2	2	2	3	2	3	2	2	3
CO -3	3	2	2	3	3	2	2	2	2	3	3	3	2	2
CO -4	2	2	1	3	2	3	3	3	2	3	2	3	2	3
CO -5	3	2	2	2	2	3	3	2	3	2	3	2	2	3

Strongly Correlated- (3)
 Moderately Correlated –(2)
 Weakly Correlated - (2)
 No Correlation - (0)

Semester -IV

Core paper-VII

Business Environment

L	T	P	C
4	-	-	5

Course objectives:

- CLO-1 To understand the different environment in the business climate.
 CLO-2 To know the minor and major factors effecting the business in various streams.
 CO3 To know the different environment like political, technological and economic environment in the

CLO-4 To acquire in depth knowledge about trade policy.

CLO-5 To acquire in depth knowledge on economic reforms and globalization.

Business Environment

Course Objective: To understand various environmental factors affecting business.

Unit-I

Business environment Meaning – various environments affecting Business - Economic and Social

Environment - Socio cultural and political environment - Legal environment - Changing role of government.

Unit-II

Structural differences of Indian economy – Business and Culture – elements of culture - Social responsibilities of Business - Business Ethics.

Unit-III

Planning goals and Strategies, Evolution of Industrial Policy, Regulatory and Promotional frame work - Impact of technological changes in business

Unit-IV

Foreign trade in Indian context – Export and Import Policy – Foreign capital and collaborations – Foreign Direct Investment.

Unit-V

Economic Reforms: Liberalization - Globalization and Privatization – Economic reforms and Social Justice – Socialism – Capitalism – Mixed economy.

Course outcomes:

CO-1 . Familiarize the nature of business environment and its components.

CO-2. The students will be able to demonstrate and develop conceptual, frame work of business environment.

CO-3 Demonstrate the various factories like political economic and technical development.

CO-4 Integrate the knowledge of economic reforms with globalization liberalization ,collaboration of direct investment.

CO-5 Understand the trade policy both National and Inter National level and economic reforms introduced in recent years.

References:

1. Justin Paul, “Business Environment” Tata Mc Graw Hills, New Delhi, 2010.
2. Saravana Vel P “International Marketing” Himalaya Publications, New Delhi, 1987.
3. Cherunilam Francis, “Business Environment” Himalaya Publications, New Delhi, 2017.
4. Ghosh P.K., Business and Government
5. Sampath, Mukerji, Economic Environment of Business

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

		Course Code & Title : Business Environment													
CO/PO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	2	1	3	2	3	2	2	1	2	2	2	3	2	2	
CO -2	2	2	3	2	3	2	3	2	2	2	3	1	2	3	
CO -3	2	1	2	2	2	2	2	2	1	2	2	2	2	2	
CO -4	3	2	2	2	3	3	2	2	2	3	2	3	2	3	
CO -5	2	1	2	3	2	3	3	2	1	2	3	3	2	3	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (2)

No Correlation - (0)

Core Paper-VIII Training and Development

L	T	P	C
5	-	-	5

Course Objectives:

CLO-1 To make the students understand the learning theories and apply them in training program.

CLO-2 To demonstrate use of various training methods is conducting various

e-learning ,training program.

CLO-3 Identifying training needs, design and develop appropriate programme and implement properly.

CLO-4 To evaluate the training program .

CLO-5 To learn the practical applications and implications of training on other HR practices like recruitment, selection, HRP, performance appraisal etc.

TRAINING AND DEVELOPMENT

UNIT I

Concepts of Training and Development Organizing training department - Training and Development policies - Requisites of Effective Training - Role of External agencies in Training and Development.

UNIT II

Training Methodologies - Logic and Process of Learning - Skills of an Effective Trainer - Audio-Visual Aids in training - Computer Aided Instructions - E- Learning - Technologies Convergence and Multimedia Environment - Electronic Enabled Training Systems (EETS.)

UNIT III

Training Needs Assessment (TNA) - TNA at different levels - Training design, kinds of training and development programs - Preparation of trainers - Developing training materials - Training process outsourcing - Training issues resulting from the external environment and internal needs of the company.

UNIT IV

Case-study methods in training - In-basket exercise - Multiple management Programme Learning - Action learning – Training Games - Role Play - Self Diagnostic Skills - Experience Learning - Discovery Learning - Brain Storming – Counseling - Sensitivity Training.

UNIT V

Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation Methods of evaluating effectiveness of Training Efforts.

Course Outcomes:

CO-1 The students will be able to understand basic concepts of learning process, theories, training and development.

CO-2 Understand training needs, training process, training methods and e-learning ,training program.

CO-3 Elaborate the training process and outsourcing in training.

CO-4 .The students able to evaluate the system of training

CO-5 Relevance and usefulness of training expertise in the organizational work environment.

References:

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Craig, Robert L., Training and Development Handbook, McGraw Hill.
3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Dayal, Ishwar, Management Training in Organisations, Prentice Hall.
5. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	

External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping

Course Code & Title : Training and Development																	
CO/PO	PO							PSO									
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8		
CO -1	3	2	2	1	2	1	2	3	3	2	3	2	1	2	2		
CO -2	2	2	3	2	2	1	2	1	2	2	3	2	3	2	2		
CO -3	2	3	2	2	3	2	1	2	1	2	3	2	3	2	2		
CO -4	3	2	2	1	2	1	2	3	3	2	3	2	1	2	2		
CO -5	2	2	3	2	2	1	2	1	2	2	3	2	3	2	2		

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Elective Paper IV: Human Resource Information system

L	T	P	C
3	-	-	4

Course Objectives:

CLO-1 To understand what is the role of information system, HR information system, current scenario of business.

CLO-2 To help the students to understand the concept of HRIS, planning, designing and its implementation maintaining and developing HRIS.

CLO-3 To enable them to know how the managers use information system effectively in employee engagement, compensation and training and development.

CLO-4 To understand the implementation of decision support system and artificial intelligence.

CLO-5 To instill the technological updates in information system thereby making decision making process more easy.

HUMAN RESOURCE INFORMATION SYSTEMS

Unit - I

Organizations and Information Systems – HR System Development – Managerial Decision Making - Information Systems and Business Strategy.

Unit - II

Concept of Human Resource Information System (HRIS) —HRIS Planning and Designing - Hardware and Software of HRIS Implementation- Maintaining and developing HRIS.

Unit - III

Application of HRIS in Employee Engagement - Compensation Management - Training and Development - Grievance Redressal - Payroll.

Unit - IV

Decision Support System (DSS) – Business Intelligence - Expert System - Artificial Intelligence (AI) – Managing Human Resource Information Systems.

Unit - V

Introduction to HRIS software - HRIS in different types of organizations – Networking – Internet - Intranet - Telecommunications in HRIS functions.

Course Outcomes:

CO-1 To gain knowledge on how information systems are effectively used in organization for achieving their goals.

CO-2 To use modern information technology in planning, designing and help them to solve the problems in business.

CO-3 To manage global workforce by attracting, engaging and retaining talent across borders using technology.

CO-4 It helps to understand how organization to streamline processes like recruiting selection, payroll, training projection, career pathing and productivity evaluation.

CO-5 It demonstrates a thorough understanding of the strategic value of HRIS and how it contributes to organizational success.

Reference:

1. Jaiswal & Mittal. Management Information System. Oxford University Press.
2. Keen, Peter GW. Decision support system: An Organizational Perspective. Addison- Wesley Laudon, K.C. & Laudon, J.P. Management Information Systems. Pearson Education.
3. Turba Efrin. Decision Support & Expert Systems - Management Perspective. Macmillan
4. Vincent R. Ceriello, Human Resource Management System –Strategies, Tactics and Techniques, Lexington.
5. Hcas M. Awad, Casico, Human Resource Management, An Information Systems Approach, Reston Publishing

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Human Resource Information system															
CO/PO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	3	2	2	3	2	3	2	2	3	2	3	2	3	2	
CO -2	2	3	2	2	3	3	3	2	1	3	2	3	2	3	
CO -3	3	2	1	2	2	3	2	2	3	2	2	2	2	3	
CO -4	2	2	2	2	3	2	3	2	1	2	3	3	2	3	
CO -5	3	2	2	3	3	2	3	3	3	2	3	2	2	3	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Part-IV

Part-IV SEC V

KNOWLEDGE MANAGEMENT

L	T	P	C
2	-	-	2

Learning Objectives

CLO-1. To equip the students with competence to manage themselves in organizations with a scientific outlook towards

COL-2. To learn the architecture of the knowledge management system process and implementation model using with the balanced scored method.

COL-3. Identifying the various tools and techniques of knowledge management.

COL-4. To makes the students to develop the mechanism using data minig.

COL-5. To learn the measurement systems with knowledge audit and facilitate practices into globalized era.

UNIT I

Introduction -History of Knowledge Management, Importance of Knowledge Management, Information

Management Vs Knowledge Management; Knowledge Management's Value Proposition, Role of Consultant in Knowledge Management.

UNIT II

Strategic Dimensions of KM: Knowledge Management Strategies, Impact of Business Strategy on Knowledge Strategy, Porter's Five forces Model, Resource Strategy Model, Strategic Knowledge Resources, Balanced Scorecard and Knowledge Strategy.

UNIT III

Knowledge Management Systems: Types of Knowledge Systems, Knowledge Management Architecture, Knowledge Management System Implementation, Knowledge Management System Life Cycle (KMSLC); Challenges and Barriers to Knowledge Management Systems, Drivers of Knowledge Management System.

UNIT IV

Role of IT in KM, Knowledge Portals and Knowledge Management Tools, Communities and Collaborations, Intelligent Techniques in Building KMS, Data Mining in KM; Scope, Cost Efficiency and Reliability of Technologies to Support Knowledge work.

UNIT V

Measurement Systems for KM, Knowledge Audit, Knowledge Divestiture, IP Protection, KM Certifications; Practices of Knowledge Management in Modern Global Organizations.

Course Outcomes

- CO-1** The students will be able to know the knowledge management with different strategic dimensions.
- CO-2** To analyze the knowledge management system process and implementation model and KM architecture.
- CO-3** To know the tools and techniques of knowledge management further development of the mechanisms.
- CO-4** To design the KM with the measurement system and practice to the well.
- CO-5** Demonstrate the applicability of measurement systems with knowledge and felicitate practices into globalized era.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
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REFERENCES

1. Elias M Awad, Hassan M Ghaziri, Knowledge Management, PHI
2. Fernandez A C. Knowledge Management, Pearson Education.
3. Anu Singh Lather, Anil K Saini and Sanjay Dhingra Ed., Knowledge Management, MacMillan.
4. Warier, Sudhir, Knowledge Management, Vikas Pub. House.

KimizDalkir, Knowledge Management in Theory and Practice, PHI

Mapping

		Course Code & Title : Knowledge Management															
CO/PO	PO	PSO															
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8		
CO -1	3	2	2	1	2	2	3	3	2	1	2	2	3	3	3		
CO -2	3	2	2	3	3	2	3	3	1	2	2	1	2	3	2		
CO -3	2	2	2	1	2	3	2	3	2	1	3	1	3	3	2		
CO -4	3	2	1	1	2	2	2	2	2	1	2	0	3	2	2		
CO -5	3	2	2	3	2	2	3	3	2	1	2	1	2	2	3		

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Naan Muthalvan / Performance Appraisal System

L	T	P	C
2	-	-	2

Learning objectives

CLO-1 To makes the students to understand the frame work, concept , process and objectives of performance appraisal system.

CLO-2 To makes the students to analyse the components, measures of evaluation and methods of performance appraisal system.

CLO-3 The students gain knowledge on implementation and characteristics of effective performance appraisal system.

CLO-4 The students know the concept , approaches and frame work of talent management.

CLO-5 The students understand the managing employee engagement, key factors and different aspects of talent management.

PERFORMANCE APPRAISAL SYSTEM

Unit I:

Conceptual Framework of Performance Appraisal System: Concept, Meaning, Performance Appraisal System process; Objectives of Performance Appraisal System; Historical development in India

Unit II:

Components of Performance Appraisal System: Performance planning; coaching; Performance

measurement and evaluation; Methods of performance appraisal; Identifying potential for development; Linking pay with performance.

Unit III:

Implementation of Performance Appraisal System: Characteristics of effective Performance Appraisal System; Performance management as an aid to learning and employee empowerment; Use of technology and e- Performance Appraisal System.

Unit IV:

Talent Management: Concept and approaches; Framework of talent management; Talent identification, integration, and retention.

Unit V:

Talent Management Practices and Process: Managing employee engagement; Key factors and different aspects of talent management; Talent management in India.

Course outcomes

- CO-1 Understand the frame work,concept ,process and objectives of performance appraisal system.
- CO-2 Analyse the components,measures of evaluation and methods of performance appraisal system.
- CO-3 Gain knowledge on implementation and characteristics of effective performance appraisal system.
- CO-4 . Understand the concept , approches and frame work of talent management.
- CO-5 Understand the managing employee engagement,key factors and different aspects of talent management.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping

Course Code & Title : Performance Appraisal System															
CO/PO	PO							PSO							
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8

CO -1	3	2	2	1	2	2	3	3	2	1	2	2	3	3	3
CO -2	3	2	2	3	3	2	3	3	1	2	2	1	2	3	2
CO -3	2	2	2	1	2	3	2	3	2	1	3	1	3	3	2
CO -4	3	2	1	1	2	2	2	2	2	1	2	0	3	2	2
CO -5	3	2	2	3	2	2	3	3	2	1	2	1	2	2	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Semester-V

Core paper-IX

Human Resource Development

L	T	P	C
5	-	-	4

Learning Objectives:

CLO-1 To develop the understanding of the concept of human resource development.

CLO-2 Demonstrate an understanding of key terms theories and practices within the field of HRD.

CLO-3 Demonstrate competence in development and problem solving provides innovative solutions to problems in the fields of HRD.

CLO-4 Demonstrate an understanding the process, implementation of HRD and its evaluating process.

CLO-5 To develop the students to gain knowledge about competency mapping and recent technologies emerging trends in HRD.

HUMAN RESOURCE DEVELOPMENT

Unit I:

Introduction to Human Resource Development: Concept; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes; HRD matrix; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD.

Unit II:

HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

Unit III:

HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centres; Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD; Influence of motivation on development activities.

Unit IV:

HRD Applications and Trends: Coaching and mentoring; Career management and development; Employee counseling; Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

Unit V:

HRD in Organisations: Selected cases covering HRD practices in government organisations, manufacturing and service industries and MNCs; International experiences of human resource development

Course Outcomes

CO-1 Demonstrate the applicability of the concept mechanism, HRD interventions and role of HR and their challenges.

CO -2 Analyse the complexities in the process, design and develop effective evaluation.

CO- 3 The students understand rules to build an organization excelling in people, processes, products, and profits.

CO-4 It makes the students more competent and develop skills and knowledge.

CO-5 Demonstrate the applicability of HR practices in various organization at National and Inter National level.

References:

1. Goldstein Irwin L, Training In Organizations - Needs Assessment, Development & Evaluation, Wordsworth Publication.
2. Lynton & Parekh, Training for Development, Sage Publication.
3. Robert L. Craig, ASTD Training and Development, McGraw Hill Publication.
4. Dugan laird- Approaches to Training and Development, Perseus Publishing.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

		Course Code & Title : Human Resource Development													
CO/PO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	3	2	2	3	3	3	3	2	2	1	2	3	2	3	
CO -2	2	2	3	3	2	2	2	3	2	3	2	2	3	3	
CO -3	3	1	3	2	3	3	3	2	2	2	3	3	2	2	
CO -4	2	3	2	3	3	2	2	3	1	3	2	2	3	3	
CO -4	3	2	3	2	2	3	3	3	2	2	3	2	3	3	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

L	T	P	C
5	-	-	4

Learning objectives

1. To familiarize the students about meaning of research and significance research process.
2. To enable the participants in conducting research work to find research problem through proper solution.
3. The students demonstrate different types of research design to find out the truth.
4. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business research.
5. To makes the students to prepare report writing ,significance of report writing and its different types.

REAEARCH METHODOLOGY**Unit I:**

An introduction meaning of research, objectives of research, significance of research, types of research.

Unit II:

Research Problem – what is research problem, selection of research, necessity of defining a problem.

Unit III:

Research Design – Meaning of research design, need for research design, features of research design, different types of research design.

Unit IV:

Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data Vs secondary data, appropriate method of data collection.

Unit V:

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

Course outcome

- CO-1 Develop understanding on various kinds of research, objectives of doing research, research process research design and sampling.
- CO-2 Gain basic knowledge on quantitative research techniques.
- CO-3 Acquire adequate knowledge on measurement and scaling techniques as well as the quantitative data analysis
- CO-4 Create basic awareness on data analysis and hypothesis testing procedures
- CO-5 Develop the skill in the preparation of report writing ,significance of report writing and its different types..

Reference:

1. Gupta S.C., Fundamentals of Statistics, (Six Reviseds& Enlarged Edition) Himalaya Publishing House, Mumbai, 2006.
2. Hans Raj, Theory and Practice in Social Research, Surjeet Publications, Delhi, 2002
3. Krishnaswami O.R., Ranganatham M., Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai, 2005
4. Kothari C.R, Research Methodology, WishvaPrakashan, New Delhi, 2001.
5. Manoharan M., Statistical Methods, Palani Paramount Publishers, Tamil Nadu, 1997

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Research methodology															
CO/PO	PO								PSO						
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	2	2	2	3	2	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	
CO -2	3	2	1	2	2	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	
CO -3	3	2	2	2	2	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	
CO -4	3	2	1	2	1	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	
CO -5	2	3	2	3	2	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (2)

No Correlation - (0)

L	T	P	C
5	-	-	4

Learning Objectives:

CLO-1 To makes the students understand various corporate social responsibilities, business ethics and practice in their professional life.

CLO-2 To make the students to understand evolution, development, dimension and other aspects of CSR

CLO-3 To make the students to understand the approaches of CSR and , its role in business.

CLO-4 To makes the students to analyse the management and implementation of CSR .

CLO-5 To imbibe the ethical issues in corporate governance and , understand future of CSR and its impact on business.

CORPORATE SOCIAL RESPONSIBILITY**Unit I:**

Business ethic vs. corporate social responsibility: History and origin of business ethics, relationship between business ethics and corporate social responsibility (CSR), Ethical decision making.

Unit II:

Evolution and Development of CSR: The introduction to CSR, .Origin of CSR, Conceptual Dimensions of CSR: Theoretical Approaches, Developmental Models, Multi-Dimensional View.

Unit III:

Approaches to CSR: Risk & Opportunities , Drivers & Challenges, Strategic investment, Triple Bottom Line Approach of CSR: Economic, Social, Environmental, Stake holders and Social Preferences: Customer, Employees, Communities, Investors.

Unit IV:

Managing and implementation of CSR: How to manage CSR, position of CSR in leadership of a company, Social accounting, Stakeholder management, Responsible investment, CSR in small and medium sized enterprises

Unit V:

Impact, criticism and future of CSR: The impact of CSR, Criticism of CSR, Future and development of CSR in India.

Course Outcomes:

CO-1 Understand various corporate social responsibilities, business ethics and practice in their professional life.

CO-2 Demonstrate the evolution, development, dimension and other aspects of CSR

CO-3 Understand the approaches of CSR and , its role in business.

CO-4 Analyse the management and implementation of CSR .

CO-5 To imbibe the ethical issues in corporate governance and , understand future of CSR and its impact on business.

References:

1. Agrawal Sanjay K Corporate Social Responsibility, Sage Publications, New Delhi
2. Katamba David, Zipfel Christoph and Haag David, Principles of Corporate Social Responsibility (CSR): A Guide for Students and Practicing Managers in Developing and Emerging Countries, Strategic Book Publishing
3. Prasenjit Maiti ,Corporate Social Responsibility. - Vol. – I & II Sharda Publishing House, Jodhpur (India), 2010
4. Sumati Reddy Corporate Social Responsibility, “The Environmental Aspects” The ICFAI University, ICFAI Books

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	

	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Corporate Social Responsibility														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	3	2	1	3	2	3	1	2	3	2	3	2
CO -2	0	1	1	2	2	2	1	2	2	1	2	2	0	1
CO -3	1	2	3	2	2	0	2	2	3	2	2	1	1	3
CO -4	2	3	2	1	2	1	2	1	3	2	2	3	2	1
CO -5	2	3	1	2	1	2	2	1	2	3	2	2	2	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Elective –V Professional Ethics

L	T	P	C
4	-	-	3

Learning objective

CLO-1 To makes the students to know the meaning ,standard ,scope of ethics and factors affecting professional ethics and its need , responsibility .

CLO-2 They acquired knowledge on types of ethics, ethics in HRM and decision making.

CLO-3 To makes the students realise the significance of ethics environmental management system.

CLO-4 The students analysed local and global issues ,causes and its implications.

CLO-5 The students clearly demonstrate the idea of sustainable development and waste management.

PROFESSIONAL ETHICS

Unit-I

Professional Ethics – Meaning – Standards and scope – Principles of Professional Ethics – Factors affecting professional ethics.

Unit-II

Managerial Ethics – Ethics in Production- Ethics in Marketing – Ethics in Human Resource Management – Ethics in financial decision making and pricing.

Unit-III

Social Responsibility of Business – Need for Social Responsibility – Responsibility towards various stake holders.

Unit-IV

Local and global ethical issues – Poverty Ecological Crisis – Causes and Implications – Environmental Management System.

Unit-V

Concept of Sustainable Development – Waste Management – Waste Disposal – Waste Treatment.

Course outcome

CO-1 Understand the meaning ,standard ,scope of ethics and factors affecting professional ethics and its need , responsibility .

CO-2 Acquired knowledge on types of ethics, ethics in HRM and decision making.

CO-3 Demonstrate the significance of ethics environmental management system.

CO-4 Analysed local and global issues ,causes and its implications.

CO-5 Demonstrate the idea of sustainable development and waste management.

Reference:

1. The Ethics of Management, La Rue Tone Horner, Universal Book Stall, Delhi.
2. Principles of Commerce, C.D. Balaji & G. Prasad, Margham Publications, Chennai.
3. Essential of Business Environment, Aswathappa.K, Himalaya publishing house, Mumbai.
4. Management Today Principles and Practice, Gene Burton, Manab Thakur, tata Mc Graw Hill Publishing Co Ltd., Delhi.
5. Business Ethics, R.V. Badi and N.V. Badi, Vrinda Publication, Delhi.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Professional Ethics															
CO/PO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO -1	2	1	3	2	3	3	3	1	2	2	3	3	3	2	
CO -2	2	2	2	3	2	3	3	2	3	2	2	3	2	3	
CO -3	2	2	2	2	3	2	2	2	2	3	3	2	3	3	
CO -4	3	2	3	3	3	2	2	2	3	2	3	3	2	3	
CO -5	3	2	1	2	2	3	3	1	2	3	2	3	3	3	

Strongly Correlated- (3)

- Moderately Correlated –(2)
- Weakly Correlated - (1)
- No Correlation - (0)

Elective Paper Strategic Management

- CLO-1 - To understand the concept of strategy and strategic management process.
- CLO-2 - To create awareness of evolving business environment.
- CLO-3- To understand strategic alternatives and make appropriate strategic choice.
- CLO-4- To know the basics of strategic implementation.
- CLO-5- To understand recent trends for competitive advantage.

UNIT-I

Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition

UNIT-II

External Environment Appraisal using PESTEL ,Competitor Analysis using Porter’s 5-Forces model ,Environmental Threat and Opportunity Profile (ETOP) ,Value chain Analysis .Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis.

UNIT-III

Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer’s matrix-Strategic alternatives at business level: Michael Porter’s Generic competitive strategies.

UNIT-IV

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards .Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control .

UNIT-V

Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability.

- CO-1-** To develop an understanding of the strategic management process and the complexities business environment.
- CO-2 - To analyze the external environmental and internal organizational factors influencing strategy formulation.
- CO-3- To demonstrate the skills required for selection of the most suitable strategies for a business organization.
- CO-4- To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies
- CO-5- To familiarize with current developments.

References Books

1. Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2. N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3. reland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4. Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5. Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	

External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Professional Ethics														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	1	3	2	3	3	3	1	2	2	3	3	3	2
CO -2	2	2	2	3	2	3	3	2	3	2	2	3	2	3
CO -3	2	2	2	2	3	2	2	2	2	3	3	2	3	3
CO -4	3	2	3	3	3	2	2	2	3	2	3	3	2	3
CO -5	3	2	1	2	2	3	3	1	2	3	2	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (2)

No Correlation - (0)

Elective Paper-VI **Performance Management**

L	T	P	C
4	-	-	3

Course objectives

CLO-1. To makes the students to understand the frame work, concept ,process and objectives of performance Management .

CLO-2To makes the students to analyze the components, measures of evaluation and methods of performance appraisal system.

CLO-3The students gain knowledge on implementation and characteristics of effective performance management .

CLO-4The students know the concept , approaches and frame work of talent management.

CLO-5The students understand the managing employee engagement, key factors and different aspects of talent management.

PERFORMANCE MANAGEMENT

Unit I:

Concept- Meaning- Performance Management-Performance management process –performance management practices in Indian Organizations.

Unit II:

Implementing performance management system-strategies and challenges –characteristics of effective performance metrics- Role of HR professionals in performance management-Performance management

documentation-Performance Management Audit.

Unit III:

Performance Planning-Performance measurement and evaluation-Performance management appraisal methods-Counseling –identifying potential for development –Linking pay with performance.

Unit IV:

Talent Management: Concept and approaches; Framework of talent management; Talent identification, integration, and retention.

Unit V:

Talent Management Practices and Process: Managing employee engagement; Key factors and different aspects of talent management; Talent management in India;

References:

1. Chadha: Performance management, Excel Books
2. Hartle: Transforming Performance Management Process, Kogan page.
3. Srinivas R. Khandula: Performance Management: Strategies, Interventions and Drivers, Prentice Hall of India
4. Herman Aguinis: Performance Management, Pearson Education
5. S. Kohli and Tapomoy Deb, Performance Management, Oxford University Press

Course outcomes

CO-1 Understand the frame work,concept ,process and objectives of performance management system.

CO-2 Analyze the components, measures of evaluation and methods of performance management.

CO-3 Gain knowledge on implementation and characteristics of effective performance appraisal system.

CO-4 . Understand the concept , approaches and frame work of talent management.

CO-5 Understand the managing employee engagement, key factors and different aspects of talent management.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
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Course Code & Title : Performance Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	2	2	2	3	2	2	2	3	2	2	2	3
CO -2	2	3	2	3	2	2	3	2	3	2	2	2	2	2
CO -3	3	2	3	2	2	3	2	3	2	3	3	3	2	2
CO -4	2	3	2	3	2	3	2	2	2	3	2	3	2	3
CO -5	23	3	2	2	2	3	3	2	2	2	3	2	3	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Stress Managemme

L	T	P	C
2	-	-	2

Course Objectives:

CLO-1. To make the students understand the concept of stress and stressor, types of stress and dimensions of stress level.

CLO-2. To expose the students to basic features of stress and emotional and sleep disorders.

CLO-3 To make the students to describe general features of dealing with stress.

CLO-4 To makes the students to understand the components of time management, social support and relaxation techniques.

CLO-5To make the students to analyze the role of communication, components' of health diet and conflict management system.

STRESS MANAGEMENT

Unit - I

Definition of the terms stress and stressor - Eustress and Distress - Chronic stress - common stressors - Dimensions of stress levels .

Unit - II

Causes of Stress - Impact of Stress on Cognitive Process - Sleep disorders - Eating disorders - Emotional disorders.

Unit - III

Stress management practices - General features of dealing with stress - Stress-patterns – Discovering and transformation of habitual stress.

Unit - IV

Time management and Stress – Stress Busters – Meditation – Yoga – Social support and stress.

Unit – V

Role of communication and relationships in managing stress - Components of healthy diet - Impact of sleep habits - Emotional intelligence and conflict management frameworks.

Reference:

2. Paul M. Lehrer, Robert L. Woolfolk, and Wesley E. Sime, Principles and Practices of Stress Management, New York: Guilford Press
3. Anita Singh, Stress Management, Global India Publications Pvt. Limited
4. Seaward B.L. Managing Stress: Principles and Strategies for Health and

Wellbeing, Jones and Bartlett Publishers.

5. Simmons M., Daw W. Stress, Anxiety, Depression: a Practical Workbook, Winslow Press.

Steinmetz J. Managing Stress Before it Manages You, Bull Publishing

Course Outcomes:

CO-1 Understand the concept of stress and stressor, types of stress and dimensions of stress level.

CO-2 Analyze the basic features of stress and emotional and sleep disorders.

CO-3 Describe general features of dealing with stress.

CO-4 Understand the components of time management, social support and relaxation techniques.

CO-5 Analyze the role of communication, components of health diet and conflict management system.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Stress Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	1	2	3	2	3	2	2	3	2	3	2	3	2
CO -2	2	3	2	3	3	2	2	2	3	2	2	3	2	3
CO -3	2	1	2	3	2	3	3	2	2	3	3	2	3	3
CO -4	2	1	2	1	2	2	2	1	2	2	2	2	2	3
CO -5	3	2	2	3	2	3	3	2	2	3	2	3	3	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (2)

No Correlation - (0)

Naan Muthalvan /Public Relations

L	T	P	C
2	-	-	2

Learning objectives

CLO-1 To makes the students to understand ,the concept ,brief history on public relation and emergence of corporate communications.

CLO-2 The students understand the process followed in public relation with case studies.

CLO-3 To makes the students analyse various tools used in public relations and the factors affected to reach public.

CLO-4 The students able to differentiate the public relations and environment, recent trendes and consequences.

CLO-5 To makes the students to acquainted knowledge about public relations writings, Needs of media and value of information though various positions .

PUBLIC RELATIONS

Unit I:

Understanding Public Relations – Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Evolution of Public Relations- The Pioneers and their Works, Understanding Various Concepts, viz., Public Relations, Publicity, Propaganda and Advertising.

Unit II:

The Public Relations Process: Defining the Problem, Media Selection, Feedback and Evaluation; Case Studies

Unit III:

Tools of Public Relations: Media Relations – Steps in Organizing Press Conferences/Meets, Press Releases - Barriers in organizing and Media Relations management – Factors influencing the Selection of Media, Difficulties faced in reaching out to Publics

Unit IV:

The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion, Political Public Relations, Sports Public Relations, Entertainment and Celebrity Management.

Unit V:

Public Relations and Writing: Understanding Media Needs - New Value of Information Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

Course outcomes

CO-1 The students gain knowledge on ,the concept ,brief history on public relation and emergence of corporate communications.

CO-2 The students understand the process followed in public relation with case studies.

CO-3 The students analyse various tools used in public relations and the factors affected to reach public.

CO-4 The students able to differentiate the public relations and environment, recent trendes and consequences.

CO-5 The students to acquainted knowledge about public relations writings, Needs of media and value of information though various positions

References

1. Jefkins, Frank: Public Relations Is Your Business (Nd, Excel Books, 1995)
2. Jethwaney J &Sarkar N N: Public Relations Management (Nd, Sterling, 2009)
3. L’etang Jacquie: Public Relations, Concepts, Practice And Critique (Sage Publications India, 2008)
4. Theaker Alison : The Public Relations Handbook (4 Edition) (Routledge, Uk, 2012)

Brown, Rob: Public Relations And The Social Web (New Delhi: Kogan Page India, 2010)

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Public Relations														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	2	3	2	2	3	2	3	3	3	1	2	2
CO -2	2	3	3	2	2	3	2	2	3	2	3	2	2	3
CO -3	2	2	3	2	3	3	2	3	3	3	2	1	2	2
CO -4	2	2	3	2	2	3	2	2	2	2	1	2	2	3
CO -5	3	2	3	2	2	3	2	2	2	2	2	2	3	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Internship/ Industrial visit/Felid Visit/Knowledge Updation activities. (2 credits)

- A report should be submitted at the end of Vth semester and evaluated by the external examiners. (External-50)
- Internship students should submit Certificate of attendance from the authorities concerned along with report. (External-50)

Semester-VI

Core Paper-XIII Entrepreneurship development

L	T	P	C
6	-	-	4

Learning Objectives

CLO 1-The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

CLO 2-Students acquire detail knowledge n entrepreneurial development program in India women entrepreneurs.

CLO 3- To values students able to understand the evaluation of entrepreneurship, entrepreneurial traits, types and functions of entrepreneurs.

CLO-4 To make the students to gain knowledge about the entrepreneurial process.

CLO-5 The students realize and apply various theories of motivation, role of entrepreneurs in economic and social development.

ENTREPRENEURSHIP DEVELOPMENT

Unit I:

Entrepreneurship: Concept, Evolution- Entrepreneurship and Small Business owners: Distinction, Approaches to Entrepreneurship.. Entrepreneurs: Role, Entrepreneurial Traits – Entrepreneurial Types– Qualities and Functions of Entrepreneurs.

Unit II:

Entrepreneurial Process: Critical factors for starting a new enterprise, recognizing and evaluating opportunities, Entrepreneurial Financing sources-Determining the financial needs, Sources of finance- Debt, Venture Capital and other forms of Financing.

Unit III:

Innovation and Entrepreneur – Sources and Processing of Business Ideas –Basic Business Research - Creating a successful business plan-Financial Projections-Preparation of Feasibility Reports.

Unit IV:

Entrepreneurial Development Programme (EDP) in India – Issues in the designing of a successful entrepreneurship development programmes – External Assistance Programmes. MSME's -Sickness of Units–Women Entrepreneurs

Unit V:

Entrepreneurial Behaviours and Motivation – N-Achievement and Management Success – Role and Importance of Entrepreneurs in Economic Growth – Social Entrepreneurship.

Reference:

1. Desai, A.N. Entrepreneur & Environment. Ashish, New Delhi.
2. Drucker, P. Innovation and Entrepreneurship. Heinemann, London.
3. Jain, R. Planning a Small Scale Industry: A Guide to Entrepreneurs. S. S. Books, Delhi.
4. Kumar, S A. Entrepreneurship in Small Industry. Discovery, New Delhi.
5. Pareek, Udai and Venkateswara, Rao. T. Developing Entrepreneurship – A Handbook on Learning Systems, Delhi.

Course outcomes

CO-1 Understand the evolution traits, types and functions of entrepreneur.

CO-2 Analyse the entrepreneur process and role of women entrepreneur.

CO-3 Demonstrate the innovative ideas and preparation of successful business plan.

CO-4 Understand the entrepreneurial development in India and role of women entrepreneur.

CO-5 Understand the theories of motivation and role of entrepreneurs in economical development.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Entrepreneurship development														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	3	3	2	3	3	1	2	3	3	3	3	3
CO -2	2	3	3	3	2	3	2	2	2	3	1	2	3	3
CO -3	3	3	3	2	3	2	2	1	3	2	3	3	2	3
CO -4	2	3	2	3	2	3	3	3	2	3	2	3	3	2
CO -5	2	3	2	3	3	2	2	2	2	3	2	3	3	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

CorePaper-XIV Organizational Development and Change

L	T	P	C
6	-	-	4

Learning objective

CLO 1- To understand the concept , importance ,agents of change, they also understand the types of change.

CLO 2-To comprehend the main derives and approaches of the change.

CLO-3 -To realize and apply the stage of the organizational change programs and its effectiveness .

CLO-4To equip students with knowledge and skills required for implementation of organizational development programs.

CLO 5 - To provide students analyse various interventions practiced in OD to improve the effectiveness of the organization.

ORGANIZATIONAL DEVELOPMENT AND CHANGE

Unit-I:

Change – meaning, importance, Stimulating Forces - Change Agents - Planned Change - Unplanned Change – Models of Organizational Change - Lewin's Three Step Model.

Unit-II:

Resistance to Change - Individual Factors - Organizational Factors – Techniques to Overcome Change.

Unit-III:

Change Programs – Effectiveness of Change Programs - Change Process - Job Redesign - Socio-Technical Systems.

Unit-IV:

OD - Basic Values - Phases of OD - Entry - Contracting - Diagnosis – Feedback - Change Plan - Intervention - Evaluation - Termination.

Unit-V:

OD Interventions - Sensitivity Training - Survey Feedback - Process Consultation - Team Building - Inter- group Development - Innovations - Learning Organizations.

References

1. Kondalkar, Organization Effectiveness And Change Management, Phi Learning, New Delhi,2009
2. French & Bell, Organisational Development, Mcgraw-Hill.
3. Dipak Bhattacharyya, Organizational Change And Development, Oxford University Press, New Delhi, 2011

Course outcomes

CO-1 Gaining knowledge about organizational development process.

CO-2 How to change and develop organizations.

CO-3 Better understanding of theorganizational change programmes and its effectiveness, change management model.

CO-4 Skills needed to develop an action plan for the development process.

CO-5 To analyse various interventions practiced in OD to improve the effectiveness of the organization.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
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Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Organizational Development														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	1	3	3	3	3	2	2	2	3	2	2	3
CO -2	3	2	3	3	1	2	2	1	2	2	3	3	2	2
CO -3	2	3	2	2	3	2	2	2	1	1	2	3	2	3
CO -4	3	2	2	3	3	3	3	2	2	3	3	3	2	3
CO -4	2	1	2	2	2	3	2	3	2	2	3	2	2	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

L	T	P	C
6	-	-	4

Course Objectives

CLO 1 -To makes the students to analyze the changing scenario in business and technology.

CLO2- To enable the students to analyze the training process and performance based promotion.

CLO3 - To makes the students understand the e-hr and other on line process.

CLO 4- To enable the students to learn about change management/

1. To enable the students to analyze various step in Innovation.

Unit-I Human Resource Management: An Overview

Introduction to Human Resource Management: Meaning -Definition, Approaches, Functions Challenges of HRM-Human Resource Management in changing business scenario. Human Resource Environment: Technology and Structure. Dual Career Employees, Employee Contract/Leasing Global Competition, WTO and Labour Standards

Unit-II Training and Development, Performance Appraisal and Merit Rating

Training : Meaning , Benefits-Training Process and Methodology-, Evaluation and Feedback. Competency mapping, benefits of competency mapping, 9 box tool of HR, Model,-Performance Appraisal:, Appraisal Errors, Ethics in Performance-Appraisal, 360 Degree Feedback.- Merit Rating – Promotions, Transfers.

Unit-III Trends in HRM

E- HR- meaning, organization, Benefits and cost of E-HR and Future of E-HR, Digitized rewards and recognition,-Online skill assessments, Biometric time tracking and security Recent Trends in HRM after covid 19 : Workplace- Diversity, Flexi time, Work from Home, Virtual Work, Artificial Intelligence, Productivity of HR process,-Contemporary Issues in Business

Unit-IV Administration Change management –Managing change-Important features- Approaches towards managing Change- Futuristic and strategic approach toward-changing business environment. Customer centric approach –The challenges of becoming a customer centric .Best practices to becoming a customer-centric company -Global management system- Concept & Significance.- Issues in cross cultural management.- Acquisition & mergers- Role & importance-Current Trends in acquisitions & mergers on national &international scenario

Unit –V Turn Around and Innovation Management

Turn around Management - Concept & Significance, Techniques prerequisite for success.-Restructuring & Reengineering of business - Concept of innovation, Advantages and Significances of Innovation. Key Steps in Innovation Management. Role of Government and Private Institutions in promoting Innovation.

Reference Books:

1. International Human Resource Management: Managing People in a Multinational Context by Peter JDowling et al., Third Edition (South Western)..
2. Punnett B, J, International Perspective on Organisational Behavior and Human resource Management, PHI, N.Delhi.
3. Dutt, Rudra Organizing the Unorganized Workers, Vikas Pub. House. Pvt. Ltd., New Delhi.
4. Strategic HRM – Charles Greer, Pearson education Asia, New DelhStrategic HRM – Jeffery Mello,Thompson publication, New Delhi.

Course Outcomes

Co-1. Gain Knowledge About changing scenario and technical development in HRM

Co-2. The students acquainted knowledge about training and performance based promotion.

Co-3. Analyze the complexities of E-HR

Co-4. Demonstrate the applicability of change management.

Co-5. The students acquainted knowledge about restructure, reengineering and various steps in innovation management.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Compensation Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	1	2	3	2	3	2	2	3	3	2	3	2
CO -2	3	2	2	3	2	3	2	2	1	2	3	2	3	3
CO -3	2	1	3	2	3	3	2	1	3	3	2	3	3	3
CO -4	3	2	2	3	2	3	3	2	2	3	2	3	3	2
CO -4	3	2	3	2	3	3	2	3	2	3	2	3	2	3

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Elective VII Compensation Management

L	T	P	C
5	-	-	4

Course objectives

1. To makes the students to understand the compensation system and its approaches.
2. To makes them to analyse the compensation classification,system pay and fringe benefits.

3. To enable them to describe the theories of wages and other compensation plans.
4. To enable the students to understand methods of rewarding system executed for the employees
5. To makes the students to understand the implementation of employee benefit packages.

COMPENSATION MANAGEMENT

Unit-I:

Compensation - Definition - Compensation Responsibilities – Compensation System Design Issues – Compensation Philosophies – Compensation Approaches.

Unit-II:

Compensation Classification - Types - Incentives - Fringe Benefits– Development of Base Pay Systems – Pay Grades – Salary Matrix – Compensation as a Retention Strategy.

Unit-III:

Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration - Executive Compensation – Incentive Plans – Team Compensation – Gain Sharing Incentive Plan– Profit Sharing Plan- ESOPs.

Unit-IV:

Methods of Rewarding of Sales Personnel - Pay - Commission - Pay and Commission – Performance Based Pay Systems - Incentives - Executive Compensation Plan and Packages.

Unit-V:

Employee Benefits – Benefits Need Analysis – Funding Benefits - Employee Benefit Programmes – Security Benefits – Designing Benefit Packages.

References

1. DewakarGoel, Performance Appraisal And Compensation Management, PHI Learning, New Delhi,2008
2. Richard.I. Henderson, Compensation Management In A Knowledge Based World, Prentice Hall India, New Delhi.
3. Richard Thrope& Gill Homen, Strategic Reward Systems, Prentice Hall India, New Delhi.
4. Michael Armstrong & Helen Murlis, Hand Book Of Reward Management, Crust Publishing House.

Course outcomes

- CO-1 Understand the compensation system followed in the organization and the approaches existed in the administration.
- CO-2 Analyse the implementation of paysystem and fringe benefits existed in the organization.
- CO-3 Demonstrate the applicability of various theories of wages.
- CO-4 Understand the rewarding system followed in the organization
- CO-5 Describe the pros and cons in the implementation of benefit packages in the organization.

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Compensation Management														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	1	2	3	2	3	2	2	3	3	2	3	2
CO -2	3	2	2	3	2	3	2	2	1	2	3	2	3	3
CO -3	2	1	3	2	3	3	2	1	3	3	2	3	3	3
CO -4	3	2	2	3	2	3	3	2	2	3	2	3	3	2
CO -4	3	2	3	2	3	3	2	3	2	3	2	3	2	3

- Strongly Correlated- (3)
- Moderately Correlated –(2)
- Weakly Correlated - (1)
- No Correlation - (0)

Industrial Relations

L	T	P	C
6	-	-	4

Course objective

1. The course helps the students understand and apply the concept of industrial relation.
2. To makes the students to understand the various processes and procedures of handling employee relations.
3. The students understand the role of workers participation in Management and its forms in India
4. To makes the students to evaluate the concept of discipline aspects and objectives ,disciplinary action and employee grivence redressal procedures.
5. Be aware acquainted with the concepts principles and issues connected with trade unions.

INDUSTRIAL RELATIONS

Unit I:

Concept of Industrial Relations – Characteristics, Objectives, Significance & Factors of Industrial Relations — Employment and Indian Labour - Globalization and Industrial Relations - Indian Industrial Relations – HRM and IR.

Unit II:

Industrial Disputes in India: Meaning–Difference between Industrial Disputes and Industrial conflict –Forms of Industrial Disputes – Difference between Human Relations and Industrial Relations – Prevention and settlement of industrial disputes.

Unit III:

Worker’s Participation in Management: Concept, Origin & Growth of Worker’s Participation in Management – Forms of Workers’ Participation in India.

Unit IV:

Employee Discipline : Concept of Discipline – Aspects & Objectives of Discipline – Causes of Indiscipline – Essential of Good Disciplinary System – Disciplinary Action. Employee Grievance: Concept and Causes of Grievances – Sources of Grievance – Grievance Redressal Procedure.

Unit V:

Trade Unionism, Collective Bargaining: Concept, Functions of Trade Unions– Types of Trade Unions - Problems of Trade Unions in India. Collective Bargaining –Concept, Principles– Forms of Collective Bargaining – Collective bargaining in practice.

References

1. C. B. Mamoria, Satis Mamoria & S. V. Gankar, Dynamics of Industrial Relations.
2. G. A. Armstrong: Industrial Relations-An Introduction ,George G. Harrap& Co. Ltd., London.
3. RatnaSen, Industrial Relations in India: Shifting Paradigm, Macmillan
4. P. C. Tripathy: Personnel Management and Industrial Relations , Sultan Chand & Sons, New Delhi.
5. S. C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi
6. Arun Monappa, Industrial Relations, Tata McGraw-Hill,Delhi

Course outcomes

- CO-1 Students should able to elaborate the concept of Industrial Relation.
- CO-2 Understand the various processes and procedures of handling employee relations.
- CO-3 Understand the role of workers participation in Management and its forms in India
- CO-4 Evaluate the concept of discipline aspects and objectives ,disciplinary action and employee grivence redressal procedures.
- CO-5 Be aware acquainted with the concepts principles and issues connected with trade unions

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
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	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Industrial Relations														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	2	3	2	2	3	2	3	3	3	1	2	2
CO -2	2	3	3	2	2	3	2	2	3	2	3	2	2	3
CO -3	2	2	3	2	3	3	2	3	3	3	2	1	2	2
CO -4	2	2	3	2	2	3	2	2	2	2	1	2	2	3
CO -5	3	2	3	2	2	3	2	2	2	2	2	2	3	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Competency Mapping

L	T	P	C
4	-	-	4

Course objectives

1. To help the students to explain the basic concept, usage and classification of competency at various levels.
2. To make the students understand the process of competency.
3. To enable the students to understand various methods of competency mapping.
4. To provide the students to analyse requirements, skills and training given to the employees.
5. To enable the students to know the concept of self-awareness, self-management and relationship management.

COMPETENCY MAPPING

Unit I:

Competency – Concept, Meaning, Types/Classification and usage of competencies at entry and mid-career level. Competency Mapping – Meaning, purpose and Benefits,

Unit II:

Process of Competency Mapping – Identifying competency requirement for various sectors of employment / various jobs IT, ITeS, Insurance, Banking and other Financial Service, Entertainment, Health Service, Private Education and Training,

Unit III:

Defining competency requirements - skills, tasks, activities and technologies, Competency mapping at different levels. Training and Development: Need for training, performance appraisal and standards.

Unit IV:

Methods of Competency Mapping – Assessment Centre, Critical Incident Techniques, Questionnaire method, Psychometric tests, etc.

Unit V:

Competency Models – Steps in Developing a valid competency model – Goleman’s emotional intelligence model – Aspects of emotional intelligence – Self-awareness – Social awareness – Self management – Relationship management.

References:

1. McClelland , David Competence at Work, Spencer and Spencer,1993.
2. Shermon, Ganesh. Competency based HRM. 1st edition , Tata McGraw Hill.
3. Sanghi, Seema. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, 2nd edition, Sage Publications Pvt. Ltd 2007
4. RadhaR.Sharma, 2004, 360 Degree Feedback, Competency Mapping and Assessment Centres for Personal and Business Development, Tata McGraw-Hill Publishing Company Limited, New Delhi

Course outcomes

- . CO-1 Explain the basic concept ,usage and classification of competency at various level.
- CO-2 Understand the process of competency.
- CO-3 Demonstrate various methods of competency mapping.
- CO-4 Analyse requirements ,skills and training given to the empolyees.
- CO-5 Know theconcept of self awareness,self management anfd relationship management

Course Code & Title : Competency Mapping														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	3	2	2	2	2	3	2	2	2	3	2	2	2	3
CO -2	2	3	2	3	2	2	3	2	3	2	2	2	2	2
CO -3	3	2	3	2	2	3	2	3	2	3	3	3	2	2
CO -4	2	3	2	3	2	3	2	2	2	3	2	3	2	3
CO -5	23	3	2	2	2	3	3	2	2	2	3	2	3	2

5. Strongly Correlated- (3)
6. Moderately Correlated –(2)
7. Weakly Correlated - (1)
8. No Correlation - (0)

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Industrial Psychology

L	T	P	C
6	-	-	4

Course objectives

1. To help the students to understand the basic concepts, and evolution of industrial psychology principles of learning and motivation.
2. To enable the students to explain theories of motivation and its impacts.
3. To provide the students to analyse the nature and functions of groups and teams.
4. To make the students to understand industrial morale and counselling.
5. To enable the students to understand about personality and organization.

INDUSTRIAL PSYCHOLOGY

Unit-I

Nature and Meaning of Industrial Psychology - Evolution of Industrial Psychology-
Learning

Process - Principles of learning - Classical and Instrumental conditioning - Motivational factors in learning.

Unit-II

Motivation and work behavior - Theory X and Y - McClelland's Need Theory - Herzberg's Two Factor Theory, Cultural Differences in Motivation.

Unit-III

Groups and work teams - Group Behavior - Group formation and development - Decision making process - Group decision process - Forces reshaping organizations - Organizational design process - Functions of organizational culture - Organizational Socialization

Unit-IV

Industrial Morale and Counseling - Attitude - Job Satisfaction - Factors influencing job satisfaction - Determinants and measurement- Types of counseling - Ergonomics: Concept and Importance.

Unit-V

Personality and Organization - Meaning, Application of Personality theory in organization - traits, Common personality measurement tools - Complexity, challenges and choices in the future.

References:

1. Nelson, Quick and Khandelwal, ORGB : An innovative approach to learning and teaching Organizational Behaviour. A South Asian Perspective, Cengage Learning, 2012
2. Luthans, Fred, Organizational Behavior, McGraw Hill 2008.
3. Ghiselli, Edwin E. And Brown C.W. Personnel and Instruct psychology. McGraw-Hill Book Co.Inc: New York.
4. Blum, M.L. and Naylor, J.C. Industrial Psychology; Its theoretical and social foundations. Harper and row: New York.
5. Dunnette M.D. and Hough, L.M. Handbook of Industrial Organizational Psychology. Vol.2 and 3, Jaico Publishing House, Delhi.

Course Outcomes

CO-1 Demonstrate the applicability of concept, evolution of industrial psychology.

CO-2 Analyze the implementation of theories of motivation with proper examples.

CO-3 Describe the nature and functions of teams and groups.

CO-4 Understand the importance of morale and counselling for employee efficiency.

CO-5 Analyse various factors about personality and its impact on organization, challenges in the future.

| Course Code & Title : Industrial Psychology

Methods of Evaluation

Internal Evaluation	Continue internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and class participation	
External Evaluation	End Semester Examination	75 Mrks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Course Code & Title : Industrial Psychology														
CO/PO	PO						PSO							
	1	2	3	4	5	6	1	2	3	4	5	6	7	8
CO -1	2	2	1	3	2	3	3	2	2	3	2	2	3	2
CO -2	2	2	2	2	3	2	3	2	3	2	2	3	2	3
CO -3	3	2	3	2	3	3	3	3	3	3	2	3	2	2
CO -4	2	2	2	3	2	3	3	1	2	3	3	2	2	3
CO -5	3	3	2	3	2	2	2	2	3	3	2	2	3	2

Strongly Correlated- (3)

Moderately Correlated –(2)

Weakly Correlated - (1)

No Correlation - (0)

Extension Activities(Credit1)

