

MANONMANIAM SUNDARANAR UNIVERSITY
Tirunelveli – 627 012
UG -COURSES -AFFILIATED COLLEGES
B.A –Human Resource Development
(Choice based credit system)
(With effect from the academic year 2020-2021 on wards)

Sem.	Part No.I/II/III/IV/V	Course No.	Course Status	Course Title	Contact Hours / Week	Credits
I	I	1	Language	Tamil / Other Language	6	4
	II	2	Language	Communicative English	6	4
	III	3	Core - I	Fundamentals of Management	6	4
	III	4	Add on Major (Mandatory)	Professional English for Commerce and Management -I	6	4
	III	5	Allied - I	Business Economics	4	3
	IV	6	Common	Environmental Studies	2	2
II	I	7	Language	Tamil / Other Language	6	4
	II	8	Language	English	6	4
	III	9	Core - II	Human Resource Management	6	4
	III	10	Add on Major (Mandatory)	Professional English for Commerce and Management-II	6	4
	III	11	Allied - II	Environment of Business	4	3
	IV	12	Common	Value Based Education / சமூகஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	2	2

MSU/2020-21/UG. COLLEGES/B.A(Human Resource Development)/

SEMESTER – I/Core-I

FUNDAMENDALS OF MANAGEMENT

Course Objective: To familiarize the students to the basic concepts 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.

Specific Learning Outcome: Students will acquire the basic knowledge about management ideas and its applications

Reference:

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.

BUSINESS ECONOMICS

Course Objective: To introduce students to the theory and practice of economics in micro and macro level.

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.

Specific Learning Outcome: At the end of the course the students may able to understand the economic conditions and its impact in the business.

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.

**MSU/2020-21/UG. COLLEGES/B.A(Human Resource Development)/ SEMESTER – II/Core-II
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

Specific Learning Outcome: Students will learn to see human factor as a resource in the organization.

Reference:

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.

ENVIRONMENT OF BUSINESS

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.

Specific Learning Outcome: Students able to classify various environmental issues which influence the business entity.

Reference:

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