SEMESTER – V

Course Code	Course Title	Teaching Hrs/Week	Internal Assessment Marks	External Assessment Marks	Exam Hrs	Credits
DSC501	Operation Management	5	20	80	3	5
DSC502	Consumer Behavior	5	20	80	3	5
DSC503	Stock Market Operations	5	20	80	3	5
Specialization [Select any One Group]						
Group1 –Finance						
SF504	Income Tax	4	20	80	3	4
SF505	Management Accounting	4	20	80	3	4
Group2 –Marketing						
SM506	Sales and Advertising Management	4	20	80	3	4
SM507	Services Marketing	4	20	80	3	4
Group3 –Human Resource						
SHR508	Performance Management	4	20	80	3	4
SHR509	Employee Relations Management	4	20	80	3	4
Skill Based Course [Compulsory]						
SBC510	Employability Skills	2	10	40	1.30	2
TOTAL		**25 Hrs/Week**	**110**	**440**		**25**

SUBJECT CODE DSC501

OPERATION MANAGEMENT

Work load: 4 hours per week | Total Contact Hours: 56 hrs.

Internal Marks: 20 | External Marks: 80

objectives:

By the end of this course, students will be able to:

1) To impart knowledge and understanding of the concepts related to production and its functioning.

2) To familiarize the students with the techniques related to improvement of manufacturing and operations.

3) To familiarize the students with the importance of quality control in production.

LEARNINGOUTCOMES

1) To get an understanding of different production methods.

2) To explore various layouts followed in manufacturing industries.

3) To help students to understand the importance of effective decision making in the area of production.

MODULE 1: NATURE & SCOPE OF PRODUCTION & OPERATIONS MANAGEMENT

Meaning and nature of production. Production management – meaning, nature, objectives, functions & scope. Decisions in production management: strategic decisions & operational decisions: meaning, examples & differences. Production system: Intermittent production system-job & batch production (only meaning & examples), Flow production system-mass production, process production & assembly line production (only meaning & examples). Job Vs Batch production. Importance of production function. Production Vs Operations management. Role & responsibilities of production manager.

MODULE 2: PLANT LOCATION

Plant location: meaning & factors affecting location; Urban Vs Rural location; Plant layout: meaning, principles & importance, types of plant layout -process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout (meaning of each type); Plant utilities: lighting, ventilation, temperature, noise, sanitation, safety, health, etc. Ergonomics: meaning and importance. Behavioural aspect of layout.

MODULE 3: PRODUCTION PLANNING & CONTROL

Meaning, Objectives, Principles & Functions of PPC. Routing-meaning, importance, route sheet. Scheduling-meaning, objectives factors affecting, types. Sequencing-meaning, Single Criterion Priority Sequencing Rules, problems on sequencing-Johnson's Rule, 2 & 3 machines only. Loading-meaning & types.

MODULE 4: WORK STUDY

Work Study: meaning, objectives, benefits & procedure; Method Study: meaning, objectives, benefits & procedure; Motion Study: meaning, objectives, motion economy principles; Time Study: meaning, objectives & procedure.

MODULE 5: QUALITY CONTROL AND MATERIALS MANAGEMENT

Quality Management, Quality circle, Meaning of ISO and TQM (Concepts only); Statistical Quality Control, Acceptance Sampling, Control Charts (mean & range charts only)

Materials management: meaning & objectives; Purchasing: functions of purchase department, purchasing procedure, centralized & decentralized purchasing, selection of suppliers; Store keeping.

Inventory control & management: meaning, objectives & importance; essentials of a good inventory control system; inventory costs; stock levels; EOQ; ABC analysis.

SKILL DEVELOPMENT:

1) Diagrammatically show the layout of an industrial unit or a business unit or a service unit visited by you.
2) Make a list of materials consumed by any manufacturing unit along with its quality and prices for the last 6 months.
3) Visit a factory and report about various material handling practices and equipments used by them.
4) Visit a manufacturing unit, observe the process of manufacturing and identify various activities and sequences involved.

REFERENCES:

1. S.N.Chary,ProductionandOperationsManagement,TataMcGraw-HillPublishing Company Limited
2. Aswathappa K, Production and Operations Management, Himalaya Publishing House
3. S.AChunawalla,D.R.Patel,ProductionandOperationsManagement,Himalaya Publishing House
4. Thomas E. Morton, Production and Operations Management
5. N.G Nair, Production and Operation Management, Tata McGraw-Hill Publishing Company Limited

6. Dr. L.N Agarwal and Dr. K.C Jain, Production Management
7. Everett E.Adam Jr., and Ronald J.Ebert, Production and Operation Management
8. K. K Ahuja, Production Management.

SUBJECT CODE DSC502

CONSUMER BEHAVIOUR

Objectives:

By the end of this course, students will be able to:

1. The students shall understand consumer decision making process
2. The students shall predict buying patterns
3. The students shall develop effective narrative strategies

Module 1: Introduction to Consumer Behavior (12 Hours)

Definition and Meaning of Consumer, Customer vs Consumer, Types of Consumers, Scope, Importance & Evolution of Consumer Behavior as a Field, Consumer Behavior Models (Engel-Kollat-Blackwell (EKB) Model, Howard-Sheth Model, Nicosia Model, Sheth's Family Decision-Making Model, Hofstede's Cultural Dimensions Model, Theory of Planned Behavior (Ajzen & Fishbein).

Module 2: The Consumer Decision-Making Process (12 Hours)

Factors influencing consumer behavior: Psychological, Social, Cultural, and Personal, Five-Step Consumer Decision Model, Buyer adoption process, Diffusion of Innovation Theory (Everett Rogers), Role of Emotions & Rationality in Decision-Making, Impulse Buying vs. Planned Purchases, Role of Culture, Subculture & Cross-Cultural Influences, Opinion Leaders, Influencers & WOM Marketing.

Module 3: Consumerism & Consumer Protection (14Hours)

CONSUMERISM: Origins and Evolution of Consumerism, consumer safety and protection measures, Access to consumer information and Transparency, Environmental Implications of Consumerism, Consumer Privacy Concerns and Data Security, Legislative frameworks addressing consumer rights and marketer's strategies and responses to consumer issues.

CONSUMER PROTECTION: Overview of the Consumer Protection Act, 1986, Role and functions of the Central Consumer Protection Council, Structure and responsibilities of State Consumer Protection Councils, Mechanisms for consumer dispute resolution, Functions of Consumer Disputes Redressal Agencies, Operations of the Consumer Disputes Redressal Forum, Jurisdiction and authority of the National Consumer Disputes Redressal Commission (NCDRC)

Module 4: Customer Relationship Management (CRM) & Customer Loyalty (14 Hours)

CRM: Key aspects and components of CRM, The CRM process and its implementation, Significance of CRM in modern business, Designing and managing an effective CRM program, (Emerging trends in CRM - E-CRM Solutions and their impact on customer engagement, Role of Data Warehousing in CRM, Data Mining techniques for customer insights, Introduction to CRM Software Packages and their applications)

CUSTOMER LOYALTY: Concept of customer loyalty, Strategies for customer retention and engagement, Application of CRM in the service industry, Customer value assessment and lifetime value (CLV), Net Promoter Score (NPS) and brand advocacy.

Module 5: Digital and Neuromarketing in Consumer Behaviour (08 Hours)

Consumer Behavior in the Digital Age, Impact of Digital and social media on Consumers, Mobile commerce concept and its influence on consumer choices, **Neuromarketing and Consumer Psychology** (Introduction to Neuromarketing and its applications, Brain science and subconscious decision-making, Emotional triggers and sensory marketing, Future trends in consumer behaviour and technological advancements.

REFERENCES

1. Consumer behavior Pearson Publication 4th edition by Leon G. Schiffman, Joshep, Wisen brt
2. Consumer Behavior 12/e by Kumar, Leon G. Schiffman Pearson Publication
3. Consumer Behavior Marketing strategy David L Mothersbavgh Amit Mookeye Mc Girwhills Publications

DSC503

STOCK MARKET OPERATIONS

Credits: 04 **56 Hours**

Objectives:

By the end of this course, students will be able to:

1. On successful completion of the course, the Students will be able to:
2. Understand the basic functioning of Stock Market.
3. Demonstrate the process of opening demat accounts and the process of margin and short selling activities
4. Explain the various stocks included in the SENSEX, NIFTY and other indices and explain the interpretation
5. Articulate the actions taken by the SEBI in protecting the interests of small investors. To provide conceptual understanding of the concept of stock exchange in India.

UNIT - 1: INTRODUCTION (14 Hours)

Financial markets- Meaning; Money market v/s capital market; primary market v/s secondary market; major stock exchanges in India - BSE, NSE and OTCEI; regional stock exchanges in India; SEBI - establishment, objectives and functions.

UNIT - 2: LISTING OF SECURITIES (10 Hours)

Listing of Securities - meaning, IPO; Listing requirements; Meaning of delisting; Stock brokers, functions of brokers; Power of Attorney to broker; responsibilities of stock broker.

UNIT – 3: TRADING IN INDIAN STOCK MARKET (16 Hours)

Participants in Stock Market; Open outcry system and screen based trading; Meaning of settlement; settlement procedure; Physical delivery v/s Dematerialisation; Rematerialisation; Buying and selling shares – procedure.

Intraday v/s delivery, Types of orders - market order, limit order, Stop loss order, Stop limit orders, Cover orders, Bracket orders, Immediate or Cancel orders; Buying on margin and short sale. Importance of stop loss; Problems relating to Margin trading and short selling.

UNIT - 4: STOCK MARKET INDICES (10 Hours)

Stock market indices in India – BSE Sensex – Other BSE indices; NSE indices – S&P CNX Nifty; Meaning of important terms - Bull market and Bear Market, Pull back, Market Correction, Market crash, uptrend, downtrend, support, resistance, market sentiment. (meanings of the terms only)

MODULE 5: INVESTING IN SECURITIES (06 Hours)

Investment – Meaning, Market Price, Volume, Difference between Large Cap, Mid Cap and Small Cap Stocks, Other securities that can be traded in the Indian Stock Market

Skill Development Activities:

1. Visit the offices of stock brokers and observe online trading

2. Watch Business news channels like CNBC, Zee Business, NDTV Profit, ET Now etc. on a regular basis.

3. Visit website of BSE and NSE and explore the various features and tabs available.

Recommended Books:

1. Prasanna Chandra, Security Analysis and Portfolio Management, McGraw Hill, New Delhi.

2. Bodie, Kane, Marcus and Mohanty, Investments, McGraw Hill Publications, New Delhi.

3. P S Bala Ram and T Srlakshmi, Stock Market Operations, IBP Publications, New Delhi

4. F C Sharma, Financial Market Operations, SBPD Publications, New Delhi

5. Inderpal Singh and Jaswinder Kaur, Security Market Operations, Kalyani Publishers, Ludhiana.

6. Jaydeb Sarkhel and Seikh Salim, Indian Financial System and Financial Market Operations, McGraw Hill, New Delhi

7. Michael Simmons, Securities Operations, Wiley Publications, New Delhi.

8. Robert G Hagstrom, The Warren Buffett Way, Wiley Publications, New Delhi

9. Goyal and Goyal, Financial Market Operations, FK Publications, New Delhi.

10. Guruswamy, Capital Markets, TMH, New Delhi.

11. Alan Kanuk, Capital Markets in India, John Wiley, New Delhi Note: Note: Latest edition books shall be used.

12. Gordan and Natrajan

SUBJECT CODE SF504

INCOME TAX

Work load: 4 hours per week Total Contact Hours: 60 hrs.

Internal Marks: 20 External Marks: 80

Objectives:

By the end of this course, students will be able to:

To introduce the students, basic concepts of Direct Tax in Business and to provide the knowledge of computation of income for Income Tax

MODULE -1: INTRODUCTION (12 Hours)

Meaning and types of Income Tax, Meaning of Income, Casual Income, Previous Year, Assessment Year, Heads of Income, Person, Agricultural Income, Assesses, Gross Total Income, Total Income & Difference between Direct and Indirect Tax. Meaning, Types and rules of Residential Status, Determination, Incidence Tax (Tax Liability) in case of an individual (Theory and Problems).

MODULE - 2: INCOME FROM SALARY (16Hours)

Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. – Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on

Computation of Taxable Salary.

MODULE - 3: INCOME FROM HOUSE PROPERTY (10 Hours)

Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.

MODULE - 4: PROFITS AND GAINS OF BUSINESS AND PROFESSION (10 Hours)

Introduction-Meaning and definition of Business, Profession and Vocation. – Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses – Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.

MODULE – 5: CAPITAL GAINS & INCOME FROM OTHER SOURCES (12 Hours)

Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.

Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.

RECOMMENDED BOOKS:

1. Direct Tax Laws: Dr. V. K. Singhania, Tax Mann's Publications, New Delhi.

2. Income Tax: Prof. M. B. Kadkol, Renuka Prakashan, Hubli.

3. Indirect Taxes Law and Practice: V. S. Datey, Tax Mann's Publications, New Delhi.

4. Business Taxation: Dr. R. V. Diwan, Prin. Gopal Bhat, 14, Ranade Colony, Hindwadi, Belagavi

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.

2. Vinod K. Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi.

3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.

4. Bhagawathi Prasad, Direct Taxes.

5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s

6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.

Note: Latest edition of text books may be used.

SUBJECT CODE SF505

MANAGEMENT ACCOUNTING

Objectives :

By the end of this course, students will be able to:

1. Explain the application of management accounting and various tool used
2. Make inter – firm and inter- period comparison of financial statements
3. Analyse financial statements using various ratios for business decisions.
4. Prepare fund flow and cash flow statements
5. Prepare different types of budgets for the business.

MODULE NO. 1: INTRODUCTION TO MANAGEMENT ACCOUNTING (8 Hours)

Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.

MODULE NO. 2: RATIO ANALYSIS (14 Hours)

Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.

MODULE NO. 3: CASH FLOW ANALYSIS (12 Hours)

Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash

Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and

Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of CashFlow Statement – Cash

Flow from Operating Activities – Cash Flow from Investing Activities andCash Flow from Financing

Activities – Preparation of Cash Flow Statement according to Ind. AS-7.

MODULE NO. 4: MARGINAL COSTING (10 Hours)

Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.

MODULE NO. 5: BUDGETARY CONTROL (12 Hours)

Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problemson Flexible budget and Cash Budget.

Text Books:

1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications

2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand

3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher.

4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.

5. B.S. Raman, Management Accounting, United Publishers.

6. Sharma and Gupta, Management Accounting, Kalyani Publishers.

7. M N Arora, Accounting for Management, Himalaya Publisher

8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India)

Note: Latest edition of text books may be used.

SUBJECT CODE SM506

SALES &ADVERTISING MANAGEMENT

Objectives:

By the end of this course, students will be able to:
1.To introduce the basic concept of sales management

2. To understand sales environment

Module 1 **(10 Hours)**

The field of Sales Management: Concept, Personal selling,Objectives of Sales Management, Emerging Trends in Sales Management, Key Decision areas in Sales Management, Sales Management Cycle.

Sales Strategy Formulation: Market Analysis, Setting Sales Objectives, Designing Sales Strategy.

Module 2 **(10 Hours)**

Sales Planning- Importance and types of sales planning, sales planning process, sales forecasting, determining sales,sales budget

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns

Sales Organisation Structures - both B2B, B2C

Module 3 **(14 Hours)**

Theories of Sales Management: objectives, Nature and Scope. Theories of selling – Right set of circumstances Theory, Buying Formula Theory,AIDAS Theory

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing sales quota, Types of sales quota, Methods of setting quota, Recruitment and selection of sales force, Training of sales force, Qualities and responsibilities of sales manager.

Module 4 **(14 Hours)**

Advertising- Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process, Legal, Ethical aspect of advertising

Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising

Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)

Module 5 **(8 Hours)**

Message Design and Development- Advertising copy development, types of appeal, advertising copy testing. Measuring Advertising Effectiveness, Measurement of effectiveness – Ethics, Economics and Social Relevance.

Recommended Books:

1.Sales Management, Still, Cundiff&Govani, Prentice Hall India
2. Professional Sales Management, Anderson, Hair &Bush , Tata McGraw Hill
3. Management of sales force, Stanton & Spiro McGraw Hill International

4. Sales Management ,Futrell 6th edition Thomson South western

5. Sales and Distribution Management , S L Gupta, Excel Books India

6. Text Book on Sales Management ,Dr. R.K. Srivastava, Excel Books India

1.Bhatia, T.K., Advertising and Marketing in Rural India, 2ndEdition, Macmillan India Ltd., 2007.

2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.

3. Jefkins, F., Advertising, 4th Edition, Pearson,2002.

4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson,2007

SUBJECT CODE SM507
SERVICES MARKETING

Work load: 4 hours per week | Total Contact Hours: 56 hrs.

Internal Marks: 20 | External Marks: 80

Objectives:

By the end of this course, students will be able to:

The objective of this course is to students to enhance skills and knowledge in detailing with a portfolio of services customers in a business setting.

MODULE 1 INTRODUCTIONS TO SERVICES (12 Hours)

Introductions to services, role of services in an economy, importance of service growth in service sector, Services in Indian scenario, types of services, difference between goods and service, nature and characteristics of services, service marketing-meaning and definition, need for service marketing and obstacles in service marketing

MODULE 2 SERVICE MARKETING MANAGEMENT (10 Hours)

Service Marketing Management: Marketing management process for services organizing, marketing planning, analysing marketing opportunities, selecting target market developing the service marketing mix, managing and controlling marketing efforts.

MODULE 3 INTRODUCTION ELEMENTS OF SERVICE ON MARKETING MIX (10 Hours)

Introduction elements of service on marketing mix, service product. price, place, promotion, people, process, physical evidence.

MODULE 4 CUSTOMER EXPECTATIONS OF SERVICE (12 Hours)

a) Customer expectations of service: Factors influencing customer expectation of service issues involving customer service expectations, gaps model of service quality

b) Customer perception of service: Customer perception, customer satisfaction, service quality, strategies for influencing customer perception.

c) Service recovery: The impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee.

MODULE 5 SERVICE DEVELOPMENT AND DESIGN (12 Hours)

a) Service development and design: Challenges of service design, stages in new service development, service blue printing.

b) Customer defined service standards: Factors necessary for appropriate service standard, customer defined standards.

c) Marketing of Services: Financial service marketing- Insurance, Bank, Mutual funds, Tourism Marketing, Hospital marketing, hotel service marketing.

Suggested Text Books:

1. Service Management, Fitzsimmons and Fitzsimmons, Irwin/McGraw-Hill

2. Services Sector Management An Indian Perspective, C. Bhattacharjee

3. Services Business Management, Dr. Abhay Kulkarni, Himalaya Publication.

4. Services Marketing: Global Edition by Christopher Lovelock (Author), Jochen Wirtz, Pearson Education; 7 Edition

5. Successful Service Operations Management, Metter, King–Metters, Pulliman& Walton, Thomson India 6. Services Marketing Operations and Management, Vinnie J Juhari, Kirti Dutta, Oxford University Press 8. . Services Marketing by Hoffman, Bateson, Thomson Publication

9. Service Operations Management by Johnston, Clark and Shulver, Pearson India, 4th Edition

10. Gronroos, Christian. Service Management and Marketing (Customer Management in Service Competition). Wiley.

11. Nargundkar, Rajendra Services Marketing Text and Cases. Tata McGraw Hill.

12. Shanker, Ravi. Services Marketing the Indian Perspective. Excel Books.

SUBJECT CODE SHR508
PERFORMANCE MANAGEMENT

Credits 4 credits **No. of hours per week 4 hours**

Total No. of Teaching hours 56 hours

Objectives:

To equip students with the knowledge and skills to understand implement and manage performance management system

MODULE–1: INTRODUCTION

Performance Appraisal – Concept, Definition, Philosophy, Nature, Scope purpose, Uses, Benefits, Components, objectives and systems.

MODULE–2: PLANNING PERFORMANCE

Performance Appraisal– Employer and Employee perspective, performance appraisal versus performance management, Identifying performance dimensions, KPA's and performance planning,

Performance Appraisal process, Developing an effective appraisal program, Issues in appraisal design.

MODULE–3: PERFORMANCE MEASUREMENT

Methods of Performance Appraisal, Pro's and con's of 360 Degree Appraisal, Types of Appraisal Interviews and Conducting Appraisal Interviews, Barriers to effective appraisal and overcoming barriers to appraisal.

MODULE NO. 4: PERFORMANCE MANAGEMENT

Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal.

MODULE NO. 5: ISSUES IN PERFORMANCE MANAGEMENT

Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.

Reference

Performance Management by A S Kholi A J. Deb Oxford Publication

Performance Management by New approach for driving business results 4 by Elaine. Pukkar Loiky Backwell

Performance Management by Dr. C Appa Rao by Bizantara Publications

SUBJECT CODE SHR509

Employee Relations Management

Objectives:

By the end of this course, students will be able to:

1. To enable the students to understand the nature of employee relations.
2. To help them to understand the various institution & procedures in industrial relations & the dynamics of their functioning.
3. To help them to understand why employees from their organizations & how to manage the employee organizations.

Learning Outcomes:-

1)Will be able to ensure the principles of natural justice are followed while conducting a departmental enquiry for indiscipline actions by employees (workers).

2) Will be able to remember the important privisions (and interpretations) of employment laws.

Pedagogy :- This course will be based on interactive lectures and class activities.

students should come to the class after thoroughly reading the assigned portions.

A variety of pedagogical methods such as class lectures, presentations. and case analysis, role plays will be used.

MODULE 1- INTRODUCTION EMPLOYEE RELATIONS MANAGEMENT

Introduction , overview of employee Relations Managemnent, Importannce of employee Relations
Management, objectives of Employee Relation Management, Diffrence between Employee Relations & Industrial relations management , Characterstics aspiratons and concerns of employees in the service sector and workers in the manufacturing sector.

Impact of Liberalization, Privatization and Globalization (LPG) on Employee Relations Management.

MODULE 2 – CORE ISSUE OF EMPLOYEE RELATIONS MANAGEMENT

Issue of ERM in the Manufacturing sector , Transportation sector ,IT sector, Hospitality sector, and call center sector.

The concept of working from home- Benefits to employers and employees, related issues and challenges.

Importance of Psychological Contract - interest and expectations.

The Contract Labor - Controversial Issue.

MODULE 3 - INDUSTRIAL RELATIONS MANAGEMENT The concept of industrial relations- meaning, definItion, objectives, the system framework, substance of a sound industrial relations system ; theories of industrial relations : Unitary, Pluralist, Radical and

Trusteeship ; Partnership model for sound Industrial Relations. Globalization & industrial Relations.

Role of different Participants - Management, Trade Union ,state and judiciary Constitution of India, and Industrial Relations.

Mananging Good Industrial Relation - Ten golden rules for good industrial relations.

MODULE 4 - LEGAL FRAMEWORK OF EMPLOYEE RELATIONS IN INDIA : The Fcactories Act,1948

Important definition , Applicability ,Registration, Provisions regarding safety, Health and welfare of workers, working hours, spread over and overtime for adluts ,Employment of young person, Annual leave with wages, offence and penalties . **Employees state Insurance Act ,1948**

objectives ,Applicability of the act and scheme, coverage, Rate of contribution of wages, Benefit to employees ,manner and time limit for making payment of.

MODULE 5-INDUSTRIAL CONFLICT:

The concept of industrial conflict - mening, definition, manifestations ,magnitude, causes and consequences of industrial conflict ; management of industrial conflict; Unfair labour practices, industrial relations procedures and methods for resolving disputes - conciliation/mediation,

adjudication, voluntary arbitration ,industrial relations machinery-labour courts, tribunals and appellate courts.

Industrial Disputes Act,1947

Definitons , Authorities under the act, Notice of changes, Condition of servies to remain unchanged, strike and lock-out-its prohibition, Illegal strikes and lock-outs, Lay-off and Retrenchment.

Recomenended Resources: Reference Books: Industrial Relations by C.S.V Raman ,Oxford University Press, New Dehli, Latest Edition.

References: Elements of Mercantile Law by N.D. Kapoor, sultan chand & sons .

Employee Relations Management by P. N. singh, Person Publications.

Work organization and employee relations in India call industry, 2006 - library. Oapen. Org centers by Phillip Taylor and peter Bain.

Managing employee relations through strategic human resources management: Evidence from two
Tata companiens , Debi S. Sain India Journal of Industrial Relations Vol.42,No.2(Oct.2006)

SUBJECT CODE: SBC510

EMPLOYABILITY SKILLS

Pedagogy: Classroom lectures, Activities based learning, Practice Questions, Tutorial Classes, Group

discussions, Mock Tests, etc,

Objectives

By the end of this course, students will be able to:

1. Develop systematic problem-solving abilities.
2. Enhance verbal and non-verbal reasoning skills.
3. Improve numerical and analytical abilities.
4. Enhance English language and communication skills.

Syllabus: Hours

MODULE NO. 1: GENERAL ORIENTATION ON ALL COMPETITIVE EXAMS

(5 Hours)

Overview of Competitive Exams for Government Recruitment in India - Introduction, Eligibility

Criteria, Exam Pattern, Syllabus, and Resources.

MODULE NO. 2: QUANTITATIVE APTITUDE (20 Hours)

Number system, HCF &LCM, Ratio and Proportion, Averages, Ages, Percentages, Partnerships, Time,

Speed and Distance, Profit and Loss, Data Interpretation, Problems based on Simple interest, Compound

interest, Clocks, and Calendars.

MODULE NO. 3: VERBAL AND NONVERBAL REASONING (10 Hours)

Verbal Reasoning: Data analysis, Data sufficiency, Decision making, coding & decoding, Blood relations,

Puzzle tests, Direction sense test, Problems based on Venn Diagram/Syllogisms, Alphabet test,

Arithmetical reasoning, Input/Output, Series and Seating arrangements.

Non-Verbal Reasoning: Analogy, Water images, mirror images, embedded figures, Completion of

Pattern, Paper folding, Cubes & dice, Figure Formation & Analysis.

MODULE NO. 4: ENGLISH LANGUAGE AND COMPREHENSION SOLVING

(10Hours)

Vocabulary, English Grammar, Verbal Ability, Sentence Structure, Spot the Error, Fill in the Blanks,

Idioms & Phrases, Cloze Passages, and Comprehension Passages.

Skill Development Activities: 5Hrs

Various activity-based learning methods such as problem-solving exercises, case studies, role-playing,

debates, group discussions, mock tests, and assessments can be conducted, in addition to any other

relevant activities for the course to ensure effective learning.

Materials:

1. https://free.aicte-india.org/Quantitative-Aptitude-Basics.php

2. https://onlinecourses.nptel.ac.in/noc20_hs19/preview

3. https://www.udemy.com/course/reasoning-verbal-non-verbal/

Note: Latest editions of books such as Quantitative Aptitude for Competitive Examinations, Modern

Approach to Verbal and Non-Verbal Reasoning, Quick Learning Objective General English by

R.S.Agarwal or Arihant Publications, and other renowned titles can be referred to enhance exam

preparation.