

3.1 HUMAN RESOURCE MANAGEMENT – I

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RATIONALE

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

DETAILED CONTENTS

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|----|---|----------|
| 1. | Human Resource Management | (18 hrs) |
| | 1.1 Meaning | |
| | 1.2 Nature | |
| | 1.3 Scope | |
| | 1.4 Objectives | |
| | 1.5 Importance | |
| | 1.6 Functions of Human Resource Management | |
| | 1.7 Role of HR Managers | |
| | 1.8 Qualities and qualification of HR Manager | |
| 2. | Human Resource Planning | (14 hrs) |
| | 2.1 Meaning | |
| | 2.2 Nature | |
| | 2.3 Process | |
| 3. | Recruitment | (16 hrs) |
| | 3.1 Meaning and definition | |
| | 3.2 Methods of recruitment | |
| | 3.3 Process of recruitment | |
| | 3.4 Sources of recruitment | |
| 4. | Selection | (14 hrs) |
| | 4.1 Meaning and definition | |
| | 4.2 process of selection | |

5. Training (10 hrs)
- 5.1 Meaning and Objectives of induction
- 5.2 Concept and Importance of Training
- 5.3 Elements of a good training programme
- 5.4 Methods of training (Brief Description)
6. Performance appraisal (12 hrs)
- 6.1 Meaning
- 6.2 Need and importance
7. Promotion and Transfer (12 hrs)
- 7.1 Meaning and concept of promotion and transfer
- 7.2 Basis of promotion

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Human Resource Management by C B Gupta
2. Human Resource Management by Shashi K Gupta, Kalyani Publishers, New Delhi
3. Human Resource Management by VSP Rao

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	18
2	14	16
3	16	16
4	14	14
5	10	10
6	12	14
7	12	12
Total	96	100

3.2 MARKETING MANAGEMENT

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RATIONALE

This course is aimed at developing basic knowledge about the concept and approaches to marketing management.

DETAILED CONTENTS

1. Marketing: Meaning & Importance of Marketing, Marketing Concepts, Marketing Environment, Market segmentation, targeting and positioning. (18 hrs)
2. Product concept & classification: Meaning of product, product Mix and product line, new product development, Product Life Cycle (PLC), Meaning & concept of branding and packaging (21 hrs)
3. Pricing Strategy; Objectives of pricing, methods of pricing, factors influencing price determination (18 hrs)
4. Distribution; Meaning & Definition of channel, importance, levels of channels, factors influencing the choice of channel, Management of physical distribution (19 hrs)
5. Promotion: Meaning and concept of promotion, Promotion Mix, Concept of advertisement, sales promotion, Personnel Selling and publicity, Introduction to e- marketing. (20 hrs)

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Marketing Management by Philip Kotler, Pub PHI
2. Principle of Marketing by Boone and Kurtz,
3. Marketing Management by Rajan Saxena, Pub Tata McGraw Hills
4. Marketing Management by T.N. Chhabra, S.K. Grover, Pub Dhanpat Rai & Sons
5. Marketing Management by Rama Swami and Nama Kumari.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	18	19
2	21	21
3	18	19
4	19	20
5	20	21
Total	96	100

3.3 BUSINESS LAWS

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RATIONALE

This subject will update the knowledge of students about the laws related to business. The knowledge of different business laws is very essential for the survival and growth of any organization. It gives confidence, clarity in decision making.

DETAILED CONTENTS

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|----|---|----------|
| 1. | Indian contract Act. 1872 | (25 hrs) |
| | 1.1. Essentials of a contract. | |
| | 1.2. Offer & Acceptance. | |
| | 1.3. Capacity of Parties. | |
| | 1.4. Free Consent. | |
| | 1.5. Consideration and legality of object | |
| 2. | Sale of Goods Act 1930 | (25 hrs) |
| | 2.1 Nature of contract of sale. | |
| | 2.2 Conditions & warranties | |
| | 2.3 Transfer of ownership & delivery. | |
| | 2.4 Rights of an unpaid seller. | |
| 3 | Negotiable Instrument Act.1881 | (20 hrs) |
| | 3.1 Negotiable notes | |
| | 3.2 Bills of exchange | |
| | 3.3 Cheques | |
| | 3.4 Negotiation | |
| | 3.5 Dishonour of cheque | |
| 4. | The Consumer Protection Act 1986 (Main Provisions) | (13 hrs) |
| 5. | Industrial Policy (Main Provisions) | (13 hrs) |

INSTRUCTIONAL STRATEGY

Teacher should lay emphasis on explaining definition, meaning and importance of various terminologies used in the subject. They should arrange industrial visits and extension lecturers from the experts. Wherever possible, teachers may give case studies and exercises to the students.

Students may be encouraged to pursue independent study on various topics and make presentation of the same in the class.

RECOMMENDED BOOKS

1. Elements of Mercantile Law by N.D. Kapoor; Sultan Chand Publishers, New Delhi
2. Mercantile Law by M C Kuchhal; Vikas Publishing, New Delhi
3. Commercial Laws by Chira Garg; Kalyani Publishers.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	25	25
2	25	25
3	20	20
4	13	15
5	13	15
Total	96	100

3.4 FINANCIAL MANAGEMENT

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RATIONALE

The objective of this subject is to acquaint the students with the basic concepts of Finance to enable them in taking decisions in their jobs. This exercise will be used to develop computational ability and analytical skill in this field.

DETAILED CONTENTS

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|----|---|----------|
| 1. | Financial Management | (15 hrs) |
| | 1.1 Meaning and definition | |
| | 1.2 Nature | |
| | 1.3 Scope | |
| | 1.4 Functions | |
| | 1.5 Objectives | |
| 2. | Time Value of Money | (15 hrs) |
| | 2.1 Meaning | |
| | 2.2 Importance and objectives | |
| | 2.3 Methods – compound value, present value, net present value (Theoretical Concepts) | |
| | 2.4 Qualities and qualification of Financial Manager | |
| 3. | Budget | (15 hrs) |
| | 3.1 Meaning | |
| | 3.2 Advantages | |
| | 3.3 Types of budgets (in brief) | |
| | 3.4 Budgetary control (in brief) | |
| 4. | Capital Budgeting | (15 hrs) |
| | 4.1 Introduction and Meaning | |
| | 4.2 Nature, importance and difficulties | |
| | 4.3 Methods/Techniques i.e. pay back method, discounted cash flow method, net Present value method | |
| 5. | Long Term Financing | (10 hrs) |
| | 5.1 Meaning | |
| | 5.2 Sources of long term financing i.e. shares, debentures, bank loan, retained earning, term loan, bonds | |

6. Inventory Management (10 hrs)
- 6.1 Meaning
 - 6.2 Objectives
 - 6.3 Techniques of inventory management i.e. ABC analysis. EOQ, LIFO, HIFO, FIFO.
 - 6.4 Meaning and advantages of inventory control

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Financial Management by Shashi K Gupta; Kalyani Publisher
2. Financial Management by M. Y. Khan; Tata McGraw Hills.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	15	15
2	15	20
3	15	15
4	15	20
5	10	15
6	10	15
Total	80	100

3.5 BASICS OF RETAILING

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RATIONALE

The objective of this module is to develop fundamental knowledge of retailing at the macro level. The course is designed to define retailing, provide an understanding on how retail evolved, retail marketing mix and the process of retail selling. It also tries to familiarize the candidate with the concepts of retail pricing and throws light on career opportunities in retail sector.

DETAILED CONTENTS

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|----|---|----------|
| 1. | Introduction to Retail | (10 hrs) |
| | 1.1 Concept | |
| | 1.2 Function | |
| | 1.3 Importance | |
| 2. | Retail Evolution and retail Selling Process | (10 hrs) |
| 3. | Retail Formats – Classification and Importance | (25 hrs) |
| 4. | Retail Marketing Mix (in brief) | (10 hrs) |
| 5. | Retail Life Cycle | (15 hrs) |
| | 5.1 Introduction | |
| | 5.2 Growth | |
| | 5.3 Marketing | |
| | 5.4 Decline | |
| 6. | Career in Retailing | (16 hrs) |
| | 6.1 Essentials | |
| | 6.2 Employment opportunities and future of retailing in India | |
| 7. | Retail Pricing | (10 hrs) |
| | 7.1 Concept | |
| | 7.2 Objectives | |
| | 7.3 Factors affecting the pricing strategy | |
| | 7.4 Basic Strategies | |

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

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

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	10
2	10	10
3	25	25
4	10	12
5	15	15
6	16	18
7	10	10
Total	96	100

3.6 PERSONALITY DEVELOPMENT, ETHICS AND VALUES

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RATIONALE

This will guide the students in modifying and improving their internal and external personality traits. It will groom the students to face job interviews and in overall development of their personality through introducing and inculcating good ethics and values contribution to their success in professional and personal lives.

DETAILED CONTENTS

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|----|--|----------|
| 1. | Introduction of Personality Development | (15hrs) |
| | 1.1 Concept, scope and determinants of personality | |
| | 1.2 Self Esteem and Confidence Building | |
| 2. | Resume Writing | (10 Hrs) |
| 3. | Communication Skills, Group Discussion, Public Speaking – concept, scope, essentials | (10 Hrs) |
| 4. | Presentation Skills | (10 Hrs) |
| 5. | Body Language, Dress Sense, Dress Codes and Personal Hygiene | (05 Hrs) |
| 6. | Interview Techniques/Employability Skills | (10 Hrs) |
| 7. | Values – Meaning, types and importance | (05 Hrs) |
| 8. | Ethics – Meaning, forms of business ethics and importance, Social Responsibility | (05 Hrs) |
| 9. | Motivation and Leadership – concept, scope, qualities and significance | (10 Hrs) |

INSTRUCTIONAL STRATEGY

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SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	15	18
2	10	12
3	10	12
4	10	12
5	05	06
6	10	12
7	05	06
8	05	08
9	10	14
Total	80	100