

5.1 ENVIRONMENTAL EDUCATION

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

L T P
3 - -

RATIONALE

Education about environment protection is a must for all the citizens. In addition, a diploma holder must have knowledge of different types of pollution caused by industries and construction activities so that he may help in balancing the eco system and controlling pollution by adopting pollution control measures. He should also be aware of environmental laws related to the control of pollution.

DETAILED CONTENTS

1. Definition, Scope and Importance of Environmental Education (02 hrs)
2. Basics of ecology, biodiversity, eco system and sustainable development (03 hrs)
3. Sources of pollution - natural and manmade, causes, effects and control measures of pollution (air, water, noise, soil, radioactive and nuclear) and their units of measurement (12 hrs)
4. Solid waste management – Causes, effects and control measures of urban and industrial waste (06 hrs)
5. Mining and deforestation – Causes, effects and control measures (04 hrs)
6. Environmental Legislation - Water (prevention and control of pollution) Act 1974, Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Role and Function of State Pollution Control Board, Environmental Impact Assessment (EIA) (10 hrs)
7. Role of Non-conventional Energy Resources (Solar Energy, Wind Energy, Bio Energy, Hydro Energy) (04 hrs)
8. Current Issues in Environmental Pollution – Global Warming, Green House Effect, Depletion of Ozone Layer, Recycling of Material, Environmental Ethics, Rain Water Harvesting, Maintenance of Groundwater, Acid Rain, Carbon Credits. (07 hrs)

INSTRUCTIONAL STRATEGY

The contents will be covered through lecture cum discussion sessions. In addition, in order to have more appreciation of need for protection of environment, it is suggested that different activities pertaining to Environmental Education like video films, seminars, environmental awareness camps and expert lectures may also be organized.

RECOMMENDED BOOKS

1. Environmental Engineering and Management by Suresh K Dhameja; SK Kataria and Sons, New Delhi.
2. Environmental Science by Dr. Suresh K Dhameja; SK Kataria and Sons, New Delhi.
3. Environmental and Pollution Awareness by Sharma BR; Satya Prakashan, New Delhi.
4. Environmental Protection Law and Policy in India by Thakur Kailash; Deep and Deep Publications, New Delhi.
5. Environmental Science by Deswal and Deswal; Dhanpat Rai and Co. (P) Ltd. Delhi.
6. Engineering Chemistry by Jain and Jain; Dhanpat Rai and Co. (P) Ltd. Delhi.
7. Environmental Studies by Erach Bharucha; UGC University Press.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted for Lectures (Periods)	Marks Allotted (%)
1	02	04
2	03	06
3	12	24
4	06	12
5	04	10
6	10	20
7	04	10
8	07	14
Total	48	100

1.2 RETAIL BRAND MANAGEMENT

DBM (Specialization in Retail)

L	T	P
6	-	-

RATIONALE

This module will provide an understanding of branding concept, how branding strategies are formed in retail sector, branding techniques in retailing and various aspects of promotional strategy. It also provides an insight on the role of retail image and how it is developed and sustained.

DETAILED CONTENTS

1. Brand – Meaning , definition and importance, Branding techniques in retail, role of brands, scope of branding, brand building process, signification of retail image (32 hrs)
2. Brand Equity – Meaning, Concept, Building brand equity, devising a branding strategy (14 hrs)
3. Brand loyalty – Meaning & objectives of brand loyalty, Brand Awareness, Brand association and brand extension (14 hrs)
4. Brand Positioning – Concept & importance, Developing and communicating a positioning strategy (16 hrs)
5. Retail Brand Promotional Decision and tools, Retail Advertising, Salesmanship, Publicity by outdoor activities and brand promotion by retail fair, exhibitions etc (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. Saxena Rajan, 'Marketing Management', Tata Mc Graw Hills, Delhi, 3e
2. Kotler Philip, Keller Kevin, 'Marketing Management- A SOTH ASIAN PERSPECTIVE', PEARSON PRENTICE HAL, 12E
3. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
4. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
5. Dunne. M. Patrick, Lusch F. Robert, Griffith A. David, 'Retailing', Thomas South-Western, Delhi, 4e.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	32	30
2	14	16
3	14	16
4	16	16
5	20	22
Total	96	100

5.3 SUPPLY CHAIN MANAGEMENT

DBM (Specialization in Retail)

L T P
6 - -

RATIONALE

This module will help the students in understanding meaning of Logistics, process and issues involved in SCM. It will help students to understand core concepts of inventory management, sourcing and vendor development to provide end customers satisfaction and financial effectiveness.

DETAILED CONTENTS

1. Supply Chain Management: meaning, evolution, role of supply chain, channels functions, processes, flexibility, need for SCM and issues involved in SCM. (24 hrs)
2. Supply chain drivers-key drivers, performance measures, designing the distribution network, transportation systems, alternatives, costs (20 hrs)
3. Inventory Management- meaning & definition, objectives, techniques of Inventory Management: EOQ, reorder point, ABC analysis (12 hrs)
4. Sourcing and Vendor Development – evaluation, selection, procurement, planning and analysis, coordination in supply chain (20 hrs)
5. Pricing and revenue management: Concept & need, importance of information technology in supply chain Management (10 hrs)
6. Innovations in SCM, Retail Logistics and emerging trends in logistics (10 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. Pradhan Swapna, 'Retailing Management- Text and Cases ', Tata Mc Graw Hill Publishing Company, New Delhi, 2e.
2. Berman Barry, Evans R. Joel, 'Retailing Management- A Strategic Approach', Prentice Hall of India, New Delhi, 10e.
3. Sahni N.K, 'Retail Management', Kalyani Publishers, New Delhi.
4. Dunne. M. Patrick, Lusch F. Robert, Griffith A. David, 'Retailing', Thomas South-Western, Delhi, 4e.

Note: Teacher should make students acquainted to the automatic replenishment system.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	24	26
2	20	20
3	12	14
4	20	20
5	10	10
6	10	10
Total	96	100

5.4 CUSTOMER RELATION MANAGEMENT

DBM (Specialization in Retail)

L	T	P
6	1	-

RATIONALE

The objective of this module is to develop fundamental knowledge of CRM and its importance in retail organizations. It provides an insight on important concepts in CRM like building customer relationships and value proposition to customers.

DETAILED CONTENTS

1. Customer Relation Management (CRM) – understanding the customer, customer service, concept and significance of CRM, tools, importance of customer service in retail, concept of value and value chains (26 hrs)
2. Contributing disciplines for CRM and role of CRM in retail, CRM process and measurement in CRM (22 hrs)
3. Building Customer Relationship – building customer's relationship through valuing the customer, building rapport, emotional bank account, the value equation, empathy v/s sympathy, developing a customer service strategy (26 hrs)
4. Value propositions to customers – Customers profiling to solve their problems (10 hrs)
5. Customer loyalty: Meaning of customer loyalty and strategies for customer loyalty development, retailing customer – loyalty programmes (12 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. Customer Relationship Management by Peeru Mohammed.
2. Marketing - A Strategic Orientation by Grover S. K.
3. Marketing Management by P. Kotler.
4. Marketing Management by R. Saxena.
5. Marketing Management by Stanton.
6. Retailing Management by Swapna Pradhan; Tata McGraw Hills; Publishing Company, New Delhi.

7. Retail Management by Barry Merman, Joel R. Evans; Pearson Education.
8. The Art of Retailing by A. J Lamba; Tata McGraw Hills Publishing Co. Ltd., New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	26	26
2	22	24
3	26	26
4	10	10
5	12	14
Total	96	100

5.5 TECHNOLOGIES IN RETAIL

DBM (Specialization in Retail)

L	T	P
6	-	-

RATIONALE

In this course the students learn about the role of information technology in retail business, collection and manipulation of data, role of information technology in logistics management.

DETAILED CONTENTS

1. Technologies in Retail business, Role of IT in business, advantages of IT applications to retail, concept of Tele- retailing and its advantages (26 hrs)
2. Retail information systems, Product identification Bar Code, Electronic Data Interchange (EDI), Data Warehousing, Data Management and Data Mining (28 hrs)
3. Concept and Roll of E-retailing, major brands & their E-retailing system (12 hrs)
4. Factors affecting the use of Technologies in retail, scope and benefits (14 hrs)
5. Product delivery systems, on-line shopping and shopping cart systems (16 hrs)

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Retail Management by George H., Lucas Jr. Robert.
2. Retail Management by Swapana Pradhan.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	26	28
2	28	28
3	12	14
4	14	14
5	16	16
Total	96	100

5.6 RESEARCH METHODOLOGY

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

L T P
6 1 -

RATIONALE

The course is aimed at developing basic knowledge skill about the concept of research methodology This will enable students to develop appropriate methodology for their project research studies making them acquainted with basic research fundamentals

DETAILED CONTENTS

- | | | |
|----|---|----------|
| 1. | Research | (12 hrs) |
| | 1.1 Meaning of research | |
| | 1.2 Objectives of research | |
| | 1.3 Types of research | |
| 2. | Research Design | (20 hrs) |
| | 2.1 Meaning of research design | |
| | 2.2 Types of research design- Definitions and basic concept | |
| | 2.3 Concept and Types of Hypothesis | |
| 3 | Sampling | (20 hrs) |
| | 3.1 Meaning | |
| | 3.2 Uses | |
| | 3.3 Types of sample designs | |
| | 3.4 Meaning & Types of probability and non-probability | |
| 4. | Data Collection | (16 hrs) |
| | 1.1 Types of data | |
| | 1.2 Methods of data collection | |
| 5. | Data Organisation , Analysis and Interpretation | (12 hrs) |
| | 5.1 Data Editing | |
| | 5.2 Data Tabulation | |
| | 5.3 Concept of Data Analysis and Interpretation | |
| | 5.4 Significance of t-test analysis | |

6. Report Writing (16 hrs)
- 6.1 Meaning
 - 6.2 Significance
 - 6.3 Steps in report writing
 - 6.4 Layout of the research report
 - 6.5 Precaution for writing research reports

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Research Methodology by C.R. Kothari
2. Research Methodology by Bhanot

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	12
2	20	22
3	20	22
4	16	16
5	12	12
6	16	16
Total	96	100

5.2 INTERNATIONAL MARKETING AND E- MARKETING

DBM (Specialization in Marketing)

L T P
6 1 -

RATIONALE

In this module, student will learn about the imperatives of operating in a global market. Marketing strategies for an emerging market can vary based on the market's specific environment. They will get to understand the environment in various global markets and identify and entry strategies of key players in the new and emerging market of the world.

DETAILED CONTENTS

1. Introduction to international marketing: Meaning, nature, scope of international market, international marketing management process- an overview, major world market (18 hrs)
2. Global market place: Drivers of globalization, global firms, Components of Business environment, SWOT analysis (16 hrs)
3. International Trade System -Tariff and non tariff barriers, World Trade Organization, quota embargo, exchange control and environments that makes a country attractive to foreign firms for entry (16 hrs)
4. Entry Strategies – Objectives and approaches of market entry, cultural, political, legal and economic conditions effecting market entry strategies (18 hrs)
5. E-Marketing - definition, features of e-marketing, importance of e-marketing, e-marketing strategies, e-marketing objective (14 hrs)
6. E-customers - Access, Relationships, e-worries, researching customers, Electronic Payment System - overview of electronic payment technology, electronic & digital cash, on-line credit system (14 hrs)

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Global Marketing Management by Keegan, Prentice Hall
2. Global and Business by Deniels
3. International Marketing by Shrinivasan
4. International Marketing Research by Kamar, Prentice Hall

SUGGESTED DISTRIBUTION OF MARKS

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

5.3 SALES PROMOTION AND PUBLIC RELATION

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

This course will benefit the students in learning various tools and techniques of sales promotion, budget of sales promotion and the importance of sales promotion of today's marketing environment and various important aspects of Public Relation in respect with Sales promotion.

DETAILED CONTENTS

1. Sales Promotion - Meaning, objective and strategy, factors influencing sales promotion, advantages and drawbacks of sales promotion, Pull & Push strategies, consumer Promotion, trade promotion and promotion for sales force (20 hrs)
2. Sales Promotion & Consumer Behaviour - Attribution & Dissonance Theories, consumer price perception, perceived risk & attitudes, consumer decision making (18 hrs)
3. Sales Promotion objectives & Budgets Allocation: Sales promotion objectives, sales promotion budget, characteristics of successful sales promotion, sales promotion evaluation (20 hrs)
4. Sales Promotion Tools & Techniques - Price Deals, Price Packs, Refunds & Rebates, coupons, contests & sweepstakes, premiums, trade allowances & Deals Exchange or Buy back offers, display, Trade Fairs & Event Sponsorship (20 hrs)
5. Public Relation - Meaning, Definition and importance of public relation, process of public relation (18 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. Advertisement & Sales Promotion by S.H.H. Kami and Satish K. Batra

SUGGESTED DISTRIBUTION OF MARKS

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

5.4 ADVERTISING MANAGEMENT

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

The objective of this subject is to make the students acquire the knowledge & techniques of advertisement management & providing them opportunities to develop effective advertisement.

DETAILED CONTENTS

1. Advertising - Definition, Objectives, Functions and Classification of Advertising, Advertising in Comparison to other tools of Marketing Communication, Advertising as a Career, Difference between Advertisement and Publicity (20 hrs)
2. Advertising Agency- Types & Function of Advertising Agency, Role and Qualities of Advertising Manager. (18 hrs)
3. Creative Strategy - Creative Process; Copy, headlines, Layout, messages and illustrations, TVC (Television Commercial) Planning and Production, Advertising Appeals & Execution Styles (22 hrs)
4. Media planning and Strategy – Types of Media, Media Planning & Buying, Developing Media Strategies, Advertising Budget - Approaches and Procedure (20 hrs)
5. Advertising Effectiveness - The Rationale of Testing; Types of Advertising Evaluation- Pretesting, Post Testing and Progress Testing, Benefits and Limitations of Advertising Evaluation. Retail Advertising, International Advertising; Trends in Advertising (16 hrs)

INSTRUCTIONAL STRATEGY

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

RECOMMENDED BOOKS

1. Advertising & IMC, Tom Duncan, 2nd Edition, 2007, Tata McGraw-Hill Publishing Company
2. Advertising Principles and Practices, 6th Edition, 2003, Wells & Burnett, Pearson Education India
3. Foundations of Advertising Theory & Practice, 7th edition, 2008, Chunawalla, S.A. Sethia, K.C., HPH
4. Advertising and Promotions – An IMC Perspective, 1st Edition, 2009, Tata McGraw-Hill Publishing

SUGGESTED DISTRIBUTION OF MARKS

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

5.5 RURAL MARKETING

DBM (Specialization in Marketing)

L T P
6 - -

RATIONALE

This will help students in learning the dynamics of rural marketing including innovation of rural marketing, rural marketing mix, rural market segmentation and Importance of growing Indian rural market.

DETAILED CONTENTS

1. Rural Marketing - Meaning, Nature & Characteristics, Rural vs. Urban Marketing, Rural Markets–Prospects & Potential, Rural Marketing Environment, Segmenting, Targeting & Positioning in Rural Market Rural Consumer Behaviour, Determinants of Rural Consumer Behaviour (24 hrs)
2. Product Strategy for Rural Markets – Product Mix Decisions, Product Levels, Rural Product Categories, New Product Development, Packaging Mix (18 hrs)
3. Pricing Strategy for Rural Markets – Concept, Significance, Pricing Objectives & Strategies (16 hrs)
4. Communication Mix in Rural Marketing – Type of Media, Profiling Customer for Promotional Campaign, Designing Communication Campaign (20 hrs)
5. Distribution Issues in Rural Markets – Conventional & Modern channels to Distribution, Organisations in Rural Marketing, New Trends in Distribution (18 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. Rural Marketing, Environment, Problems & Strategies – 2nd Ed., T.P. Gopaldaswami, 2005, Vikas Publishing House, New Delhi
2. Rural Marketing – Text & Cases – C.S.G. Krishnamacharyulu, Lalita Rama Krishnan, 2006, Pearson India Ltd., New Delhi
3. The Rural Marketing Book, Pradeep Kashyap, Siddharatha Raut. 2007, Biztantra Publishers
4. Rural Marketing Management, Sukhpal Singh, 2001, Vikas Publishing House, New Delhi
5. Rural Marketing in India, K.S. Habeeb-Ur-Rahman, 2003, Himalaya Publishing House, New Delhi
6. Rural Marketing, Awadhesh Kumar Singh, Satya Prakash Pandey, 2005, New Age Publishers, New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	24	24
2	18	20
3	16	18
4	20	20
5	18	18
Total	96	100

5.2 HUMAN RESOURCE DEVELOPMENT

DBM (Specialization in HRM)

L T P
6 - -

RATIONALE

Management of human resource requires an adequate attention of managers at all levels. An efficient human resource development manager must guide the work force, influence their behaviour and motivate them to contribute maximum towards the achievement of organisation goals.

DETAILED CONTENTS

- | | | |
|----|---|----------|
| 1. | Human Resource Development | (12 hrs) |
| | 1.1 Concept | |
| | 1.2 Characteristics | |
| | 1.3 Objectives | |
| | 1.4 Need | |
| | 1.5 Functions | |
| 2. | Strategies of Human Resource Development | (10 hrs) |
| | 2.1 HRD Strategies | |
| | 2.2 Factors affecting Human Resource Development System | |
| 3. | Career Planning and Succession Planning | (15 hrs) |
| | 3.1 Concept | |
| | 3.2 Need | |
| | 3.3 Objective | |
| | 3.4 Process | |
| | 3.5 Career Planning Vs. Succession Planning | |
| 1. | Training and Development | (25 hrs) |
| | 1.1 Nature | |
| | 1.2 Importance | |
| | 1.3 Techniques of Identifying the need for Training and Development | |
| | 1.4 Difference Between Training and Development | |
| | 1.5 Methods of Training | |
| | 1.6 Methods of Development | |
| | 1.7 Evaluation of Training and Development Programs | |

5. Performance Appraisal (22 hrs)
- 5.1 Meaning
 - 5.2 Objective
 - 5.3 Methods
 - 5.4 Problems
 - 5.5 Characteristics of an effective Appraisal System
6. Morale and Productivity (12 hrs)
- 6.1 Meaning
 - 6.2 Importance
 - 6.3 Factors influencing morale
 - 6.4 Impact of morale on Productivity
 - 6.5 Measures for building high morale

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 and Personal Management-(Text and Cases) by K. Aswathapa; Tata McGraw Hills.
2. Human and Personal Management by Biswajeet Pattanayak; Prentice Hall of India, New Delhi.
3. Human Resource Planning by Deepak kumar Bhattacharya.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	12
2	10	10
3	15	16
4	25	26
5	22	23
6	12	13
Total	96	100

5.3 LABOUR LAWS

DBM (Specialization in HRM)

L	T	P
6	-	-

RATIONALE

Objectives of this course is to provide adequate knowledge, critical understanding of labour law in operations in India and helps in improving skills in handling legal issues in industrial relations and other labour matters.

DETAILED CONTENTS

- | | | |
|----|--|----------|
| 1. | Trade Union Act 1926 | (18 hrs) |
| | 1.1 Objectives | |
| | 1.2 Provision of Act | |
| | 1.3 Definition under Act | |
| | 1.4 Registration of Trade Unions | |
| | 1.5 Duties and liabilities of Trade Unions | |
| 2. | Industrial Employment Act 1946 (Standing Orders) | (20 hrs) |
| | 2.1 Objectives | |
| | 2.2 Main features | |
| | 2.3 Important definition | |
| | 2.4 Main Provisions | |
| 3. | Industrial Dispute Act 1947 | (20 hrs) |
| | 3.1 Features | |
| | 3.2 Objectives | |
| | 3.3 Scope | |
| | 3.4 Main provisions | |
| 4. | Payment of Wages Act 1936 | (20 hrs) |
| | 4.1 Features | |
| | 4.2 Objectives | |
| | 4.3 Scope | |
| | 4.4 Dispute settlement machinery | |
| | 4.5 Main provisions of the Act | |
| 5. | Minimum Wages Act 1948 | (18 hrs) |
| | 5.1 Features | |
| | 5.2 Objectives | |
| | 5.3 Scope | |
| | 5.4 Main provisions | |

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. Dynamics of Industrial Relation by Mamoria Gankas

SUGGESTED DISTRIBUTION OF MARKS

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

5.4 INDUSTRIAL RELATIONS

DBM (Specialization in HRM)

L	T	P
6	1	-

RATIONALE

The objective of this course is to familiar with the labour problems and proper approach to labour- management relations.

DETAILED CONTENTS

- | | | |
|----|--|----------|
| 1. | Industrial Relations | (10 hrs) |
| | 1.1 Meaning | |
| | 1.2 Significance | |
| | 1.3 Objectives of Industrial Relations | |
| | 1.4 Factors influencing Industrial Relations | |
| | 1.5 Essentials conditions for sound Industrial Relations | |
| 2. | Industrial Conflict | (16 hrs) |
| | 2.1 Causes of industrial disputes | |
| | 2.2 Forms of industrial disputes | |
| | 2.3 Prevention & Settlement machinery | |
| 3. | Trade Union | (18 hrs) |
| | 3.1 Definition | |
| | 3.2 Objective | |
| | 3.3 Functions | |
| | 3.4 Problems | |
| | 3.5 Resolution of trade union problems | |
| | 3.6 Trade Union movement in India | |
| 4. | Workers' Participation in Management | (18 hrs) |
| | 4.1 Meaning & Definition | |
| | 4.2 Objectives | |
| | 4.3 Forms of Participation | |
| | 4.4 Government Policy and Participation | |
| | 4.5 Effectiveness of Workers participation in management | |
| 5. | Collective Bargaining | (16 hrs) |
| | 5.1 Concept | |
| | 5.2 Features | |
| | 5.3 Objectives | |
| | 5.4 Types | |

- 5.5 Process
 - 5.6 Collective Bargaining in India
 - 5.7 Suggestions for effective implementation of Collective Bargaining
6. Employee Grievances (10 hrs)
- 6.1 Features
 - 6.2 Forms
 - 6.3 Need for a grievance procedure
 - 6.4 Essential pre-requisites of a grievance procedure
 - 6.5 Grievance- redressal Procedure
7. Worker's Education and Discipline (08 hrs)
- 7.1 Meaning
 - 7.2 Features
 - 7.3 Objectives
 - 7.4 Discipline Policies and Procedure
 - 7.5 Issue of show-cause notice, charge-sheet and determination and convey of punishment

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 Shahi K. Gupta.
2. Human and Personnel Management by K. Awasthapa.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	10
2	16	17
3	18	19
4	18	19
5	16	17
6	10	10
7	08	08
Total	96	100

5.5 COMPENSATION MANAGEMENT

DBM (Specialization in HRM)

L	T	P
6	1	-

RATIONALE

Handling compensation is important aspect of human resource management, hence this subject is included in the curriculum.

DETAILED CONTENTS

- | | | |
|----|---|----------|
| 1. | Compensation | (12 hrs) |
| | 1.1 Introduction | |
| | 1.2 Nature | |
| | 1.3 Objective of Compensation | |
| | 1.4 Planning | |
| | 1.5 Components of pay structure in India | |
| 2. | Wages and Salary | (18 hrs) |
| | 2.1 Concept | |
| | 2.2 Objective | |
| | 2.3 Principles of Wages and Salary management | |
| | 2.4 Elements of Wages and Salary System | |
| | 2.5 Minimum, fair and living wages | |
| | 2.6 Methods of wage payment | |
| 3. | Incentives and Employee Benefits | (22 hrs) |
| | 3.1 Meaning | |
| | 3.2 Individual Incentives | |
| | 3.3 Organisation wide incentive plans | |
| | 3.4 Success and failure of incentive plans | |
| | 3.5 Group or team based incentive plans | |
| | 3.6 Incentive scheme for indirect workers | |
| 4. | Fringe Benefits | (20 hrs) |
| | 4.1 Needs for Fringe Benefits | |
| | 4.2 Objectives of Fringe Benefits | |
| | 4.3 Types of Fringe Benefits | |
| | 4.4 Requisites for Fringe Benefits | |
| 5. | Workmen's Compensation Act, 1923 | (24 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. Human Resource Management by CB. Memoria.
2. Human Resource Management by Biswajeet Pattanayak.
3. Human Resource Management by Shashi K. Gupta.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	16
2	18	18
3	22	22
4	20	20
5	24	24
Total	96	100