

Diploma Programme in Industrial and Personnel Management

1. SALIENT FEATURES

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|----|-----------------------|---|-----------------------------------------------------------------------|
| 1. | Name of the Programme | : | Diploma programme in Industrial and Personnel Management |
| 2. | Entry Qualification | : | 10+2 |
| 3. | Duration | : | Three years |
| 4. | Intake | : | 30 students |
| | | | Counseling with the faculty members
(Recommended) |
| 5. | Pattern of Programme | : | Semester System (Institution based) |
| 6. | Industrial Training | : | 16 Weeks (after fifth semester)
i.e. sixth semester |
| 7. | No. of Specilisations | : | Two
i) Human Resource Management
ii) Marketing Management |
| | | | These specializations are in fifth semester of the diploma programmes |
| 8. | Basis of Admission | : | Through Merit, Entrance Test (Recommended) |

2. EMPLOYMENT OPPORTUNITIES

A. The diploma holder in Industrial and Personnel Management with specialization in Human Resource Management will get employment in following fields.

- i) Executive in small and medium scale manufacturing industry/Business enterprise/service sector
- ii) Supervisor in Personnel and Administration department of Medium scale industry/government department/ public sector undertaking/service sector
- iii) Junior Executive in services such as
 - Transport Sector
 - Booking agency/Courier service
 - Fair/Event Management Entertainment Business Management/
 - Hospitality and Catering Management
 - Accommodation/Estate Management
 - Front Office Management/Tourist Business/Travel Agency/Amusement Park
 - On-line information Management
 - Business Counseling and Business information
 - Any business or social organisation
 - Office work place supporting service
- iv) Assistant Training Officer/Manager HRD
- v) Assistant Manager/Officer/Incharge Recruitment Agency
- vi) Administration of Educational Institutes
- vii) Labour Welfare Officer in Industrial Organizations/Government Department
- viii) Labour Inspector/Factory Inspector in Government Department
- ix) Project Officer in District, Rural Development Agency

B. The diploma holder in Industrial and Personnel Management with specialization in Marketing Management will get employment in following fields:

- i) Marketing Products
- ii) Marketing Services
- iii) Public Utility Distribution System
- iv) International Trade, Services and Hotels;
- v) Airlines, Travel Agency and Tour Operators
- vi) Assisting in Marketing Research – (data collection, field investigation)
- vii) Advertising - PRO
- viii) Public Relations (in corporate hospitals/nursing homes/reputed clinics)
- ix) Self Business
- x) Insurance

They can be employed in small/medium industries in the above areas as:

- Sales Executive/Manager/Engineer for manufacturing and service organizations relating to their discipline
- Sales Officer/Sale representative in consumer goods manufacturing sector
- Sales promotional Officer
- Management Trainee
- Marketing Research Executive

3. **ACTIVITY PROFILE OF HUMAN RESOURCE MANAGEMENT (HRM) PERSONNEL**

The diploma holders in Industrial and Personnel Management are expected to perform these broader following activities:

Assistant Personnel Officer

- Assist in execution and implementation of different primary functions of management
- Assist in designing of job analysis job specification and job description
- Assist in manpower planning at operative level
- Assist in recruitment and selection of personnel at middle and operative level
- Assist in training and development programmes for different categories of personnel
- Preparing of wage sheets/over time/over time bonus and other allied activities
- Maintain and monitor the record of attendance and leave
- Provide assistance in the programme of perform appraisal promotion and transfer
- Assists in designing of job, job enrichment, job enlargement and job loading
- Assist in enhancement of quality of work life through job satisfaction and work environment
- Assist in designing of human resource information system
- Effective communication through public relation
- Keep proper liaison with various agencies
- Facilitates and maintains health industrial relations
- Play effective role in grievance handling
- Assists in implementation of industrial and labour laws
- Handles taxation and excise matters
- Assist in account matters i.e. casting and auditing
- Aspects in the organizing
- To act as fire fighter/problem shooter
- Maintaining of office procedures and records
- Perform various activities related to computer
- Assist in computer application, data entry, processing and analysis
- Helping in quality circles and management
- Assist in maintaining quality and quality awareness in the organization
- Keep records of inventory and proper store management

- Supervises inventory records and maintains
- Assists in marketing and advertising activities like market strategies, advertisement campaign
- Assisting in procuring loan and advances for the organization
- Adopts industrial safety measures and assists in the design of workers welfare activities
- Monitoring of various facilities of the agencies, mess canteen and officers and worker's club
- Taking care of time office, security and transportation

Labour Welfare Officer/Labour Officer

- To ensure proper implementation of all relevant labour laws
- To introduce an efficient grievance handling machinery
- To boost up the worker's participation in management and to ensure a democratic set up
- To ensure smooth conduct of collective bargaining
- To ensure proper functioning of mess, canteen, guest room, clubs and transport
- To ensure measures of industrial safety
- Implementation of welfare facilities and social security schemes
- To main harmonious relations between employer and employee and among employees
- To put the workers on proper induction programme for their proper settlement in jobs
- To advise management in matters of transfer, promotion, demotions and termination
- To provide bulletins and training of control of different types of worker
- To encourage the formation of workers committee production committee and joint management committee
- To supervise the following activities and to maintain and update proper record
 - a) health facilities
 - b) working of hazards jobs
 - c) medical examination of employees
 - d) investigation of accidents
 - e) maternity benefits
 - f) working of safety committee

Industrial Relation Officer

- To safeguard and promote the interest rights and privileges of workers
- To coordinate the activities of unions
- To establish a linkage between employer and employee and among employee
- To organize and establishment of a democratic, socialist pattern of working in the organization
- To raise the workers standard of efficiency and discipline
- To develop in the workers a sense of responsibility towards industry and community

Junior Training Executive

- To identify the training needs
- To design training programmes
- To coordinate training programmes
- Making of training material
- To take the feed back of trainee
- To train the trainer
- Evaluate the training programme

Assistant Manager (Wage and Salary Administrator)

- To prepare wage sheet
- To calculate over time, allowance, deductions and gratuity etc
- To maintain proper record of the provident fund, group insurance schemes and other incentive schemes
- To ensure the proper disbursement of salary

Assistant Labour Inspector

- Proper implementation of different labour and industrial law
- To ensure the proper maintenance of accidents, absenteeism, labour turnover and strikes
- To ensure the proper procedure have been followed while doing suspension and dismissal

4. COMPETENCY PROFILE (CURRICULUM OBJECTIVES)

A. For the diploma course in Industrial and Personnel Management with specialization in Human Resource Management

After undergoing the course the students are able to:

1. Demonstrate understanding and application of basic concepts, theory and principles of management applicable to industrial and service sector
2. Demonstrate understanding and application of basic concepts, theory and principles of functional areas of personnel management such as procurement and placement, training and management development, performance appraisal, rewards and incentive communications, successful negotiation and collective bargaining
3. Assist in selection, recruitment of personnel effectively from various sources
4. Proficiency in using computers for effective functioning in the organisation
5. Communicate effectively using various latest (modern) communication system and tools
6. Demonstrate problem-solving and negotiating skills with client, various agencies for maintaining conducive environment
7. Keep himself updated in his field of work by becoming self learner
8. Demonstrate understanding of basic accounting and costing principles, industrial and labour laws and taxation rules
9. Understands the working of industry in general and service sector and keeps liasoning with various agencies
10. Able to apply the approach of team building, conflict management and decision making, dealing with juniors and seniors
11. Awareness of various quality systems including benchmarking for efficient working of his organization and people
12. Exhibits good manners, etiquette, professional ethics
13. Knowledge about Industrial Laws

B. For the diploma programme in Industrial and Personnel Management with specialization in Marketing Management

After undergoing the programme the students are able to:

1. Apply the principles of management in the field of marketing
2. Conduct study and explore market potentials, product development and understanding customer and market
3. Understand procedures for import and export marketing and documentation
4. Identify and manage channels of distribution both for domestic and international marketing
5. Plan, organize and manage advertising programme and sales including satisfying customers and negotiation
6. Organize and undertake simple marketing research and market surveys
7. Maintain public relations
8. Understand and appreciate the role and importance of business environment-economic, legal, social and political (National and International)
9. Use computers and its software for data analysis and management, preparation of survey reports and creation of data bank of their customer and products using on line data
10. Communicate effectively on modern communication equipment such as fax, telephone, e-mail and network system
11. Develop desired value system and attitudes required for becoming successful marketing executive
12. Exhibit leadership quality, team spirit and interpersonal skills
13. Understand quality standards, TQM and documentation
14. Develop entrepreneurship skills and selected competencies

5. ABSTRACT OF CURRICULUM AREAS/SUBJECTS

1. English and Communication Techniques
2. Industrial Organization
3. Essentials of Management
4. Business Economics
5. Organizational Behaviour
6. Study Paper and Presentation
7. Business Communication
8. Personnel Management
9. Computer Fundamentals and Information Technology
10. Business Mathematics and Statistics
11. Organisational Behaviour
12. Study Paper and Presentation
13. Office Procedures and Management
14. Accounting and Finance
15. Total Quality Management
16. Computer Applications
17. Production and Material Management
18. Study Paper and Presentation
19. Business Laws
20. Marketing Management
21. Human Resource Development
22. Entrepreneurship Development & Environment
23. Management Information System
24. Study Paper and Presentation

Specialisation in Human Resource Management

25. Management of Personnel and Interpersonal Dynamics
26. Human Resource Management
27. Industrial Relations
28. Labour Legislation
29. Labour Welfare and Social Security
30. Case Study in Human Resource Management

Specialisation in Marketing Management

31. Sales Management
32. Advertising and Management
33. Consumer Behaviour and Marketing Research
34. International Marketing
35. Marketing of Services
36. Case Study in Marketing Management

6. HORIZONTAL AND VERTICAL ORGANISATION OF THE SUBJECTS

Sr. No	Subjects	Distribution in Hours in Various Semesters							
		I	II	III	IV	V	V	VI	
1.	English and Communication Techniques	7	-	-	-		-	INDUSTRIAL TRAINING FOR 16 WEEKS	
2.	Industrial Organization	6	-	-	-		-		
3.	Essentials of Management	6	-	-	-	S			
4.	Business Economics	6	-	-	-	P			
5.	Organizational Behaviour - I	6	-	-	-	E			
6.	Study Paper and Presentation	5	-	-	-	C			
7.	Business Communication	-	7	-	-	I			
8.	Personnel Management	-	6	-	-	A			
9.	Computer Fundamentals and Information Technology	-	6	-	-	L I	S		
10.	Business Mathematics and Statistics	-	6	-	-	Z	P		
11.	Organisational Behaviour	-	6	-	-	A	E		
12.	Study Paper and Presentation	-	5	-	-	T	C		
13.	Office Procedures and Management	-	-	6	-	I	I		
14.	Accounting and Finance	-	-	6	-	O	A		
15.	Total Quality Management	-	-	6	-	N	L		
16.	Computer Applications	-	-	6	-		I		
17.	Production and Material Management	-	-	6	-		Z		
18.	Study Paper and Presentation	-	-	5	-	I	A		
19.	Business Laws	-	-	-	7	N	T		
20.	Marketing Management	-	-	-	6		I		
21.	Human Resource Development	-	-	-	6		O		
22.	Entrepreneurship Development & Environment	-	-	-	6	H	N		
23.	Management Information System	-	-	-	6	R	I		
24.	Study Paper and Presentation	-	-	-	5	M	N		
Specialisation in Human Resource Management									
25.	Management of Personnel and Interpersonal Dynamics	-	-	-	-	6			
26.	Human Resource Management	-	-	-	-	6	M		
27.	Industrial Relations	-	-	-	-	6	K		
28.	Labour Legislation	-	-	-	-	6	T		
29.	Labour Welfare and Social Security	-	-	-	-	7	N		
30.	Case Study in Human Resource Management	-		-	-	5	G		
Specialisation in Marketing Management									
31.	Sales Management	-		-	-	-	6		
32.	Advertising and Management	-		-	-	-	7		
33.	Consumer Behaviour and Marketing Research	-		-	-	-	7		
34.	International Marketing	-		-	-	-	6		
35.	Marketing of Services	-		-	-	-	6		
36.	Case Study in Marketing Management	-		-	-	-	5		
37.	Student Centred Activities	4		4	4	4	4		
	Total Weeks	40		40	40	40	40	40	