

ST. MARY'S COLLEGE (Autonomous)
(Re-accredited with 'A+' Grade by NAAC)
Thoothukudi-628001



Syllabus
MHRM
(w.e.f. 2024)

Preamble

The program will equip graduates in the field of human resource with the requisite competencies to effectively and professionally manage the human capital. The students are trained to become HR professionals with high professional competency, outstanding leadership qualities and impeccable personal integrity.

Vision

To empower women to provide innovative, holistic and professional HR solutions for industrial and business organisations, by continuously enhancing their competencies and thereby contributing to nation building.

Mission

To impart professional knowledge and human resource skills to manage and provide solutions to human resource related issues in business environment leading to self-development and wider career opportunities.

PROGRAMME OUTCOME

PO No.	Upon completion of MHRM programme, the graduates will be able to
PO - 1	understand human behaviour more incisively.
PO - 2	identify the triggers that motivate human actions and reactions in a professional environment.
PO - 3	gain managerial and leadership skills through development of creativity, innovation, and communication skills.
PO - 4	diagnose and provide solutions for industrial disputes and enhance value addition for the organisation.
PO - 5	enhance the overall quality of life for all stake holders in an organisation.
PO-6	select and apply appropriate tools for decision making required for solving managerial problems.
PO-7	recognise and address ethical issues and values and apply them in organisational settings.
PO-8	gain knowledge in current and contemporary industrial practices through summer internship work and project work

PROGRAMME SPECIFIC OUTCOME

PSO No.	On completion of MHRM programme the students will be able to
PSO -1	gain knowledge on the concepts of human resource management, basic principles of management and understand the management theories.
PSO -2	understand the different concepts in industrial relation and the various Acts regarding labour legislation in India and improve their managerial abilities.
PSO -3	develop the skills and competencies required for human resource managers and understand the strategic foundation that enables future changes in the field of psychology, organisational behavior, entrepreneurship , coaching, mentoring and counselling.
PSO -4	apply the techniques of management accounting, managerial economics and total quality management to make effective decisions.
PSO -5	develop the analytical skills and gain in-depth knowledge in international human resource management, recruitment and selection, training and development, performance management , compensation management of the employees.
PSO -6	gain deeper insight of the statistical techniques and forecasting methods to make effective business decision and also have an understanding on business ethics, corporate social responsibility and governance.
PSO -7	understand and apply current and emerging information technologies to support the human resources function and solve business related problems using research methods and statistical techniques.
PSO-8	gain practical knowledge in the field of human resource management.

PG Course Structure (MHRM)

(2024-2026)

Semester – I

Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
					CIA	ESE	Total
Core I	24PHRC11	Management Principles	7	5	40	60	100
Core II	24PHRC12	Organizational Behaviour	6	5	40	60	100
Core III	24PHRC13	Strategic Human Resource Management	6	5	40	60	100
Discipline Specific Elective I	24PHRE11/ 24PHRE12	Statistics for Management Managerial Economics	6	4	40	60	100
Skill Enhancement Course	24PHRSE1	Accounting for Managers	5	3	40	60	100
MOOC (Compulsory)				+2			
			30	22+2			

Semester – II

Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
					CIA	ESE	Total
Core IV	24PHRC21	Labour Legislation I	7	5	40	60	100
Core V	24PHRC22	Training and Development	6	5	40	60	100
Core VI	24PHRC23	Compensation management	6	5	40	60	100
Elective II	24PHRE21/ 24PHRE22	A. Operations Research B. HR Analytics	6	4	40	60	100
Skill Enhancement Course II	24PHRSE2	Entrepreneurial Development (Skill Enhancement)	5	3	40	60	100
			30	22			

Note : MOOC can be completed within II Semester.

Semester – III

Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
					CIA	ESE	Total
Core VII	24PHRC31	Labour Legislation II	6	5	40	60	100
Core VIII	24PHRC32	Performance Management	6	5	40	60	100
Core IX	24PHRC33	Research Methodology	6	5	40	60	100
Core X	24PHRC34	Behavioural HRM	6	5	40	60	100
Discipline Specific Elective V	24PHRE31/ 24PHRE32	A. Workplace Counselling B. Recruitment and Selection	6	3	40	60	100
Internship /Self Study (optional)	24PHRI11/ 24PHRSS1	Internship / Personality Development		+2			
			30	23+2			

Semester – IV

Course	Course Code	Course Title	Contact Hours / Week	Credits	Max Marks		
					CIA	ESE	Total
Core XI	24PHRC41	Organizational Change and Organizational Development	6	5	40	60	100
Core XII	24PHRC42	Human Resource Information System	6	5	40	60	100
Core XIII	24PHRC43	International Human Resource Management	6	5	40	60	100
Core XIV	24PHRC44	Business Policy & Strategic management	6	4	40	60	100
Core XV	24PHRP41	Project	6	4	40	60	100
			30	23			

SEMESTER I			
Core I		MANAGEMENT PRINCIPLES	
Code: 24PHRC11	Hrs/Week: 7	Hrs/Sem: 105	Credits: 5

Learning Objective:

- To enable the students to learn the basic principles, concepts and functions of management along with the modern trends and apply them to real life situations.
- To develop an understanding of the functions of management and to equip the students with behavioural skills in managing people at work

Course Outcome

CO No.	On completion of this course students will be able to	Cognitive Level
CO-1	Learn the nature, levels and functions of the management.	K1
CO-2	develop short term and long term planning process in the company.	K5
CO-3	design the different structures of organization.	K4
CO-4	showcase the ability of directing, motivating and communicating.	K3
CO-5	apply the Managerial skills in resolving issues in the organization.	K2

SEMESTER I			
Core I		MANAGEMENT PRINCIPLES	
Code: 24PHRC11	Hrs/Week: 7	Hrs/Sem: 105	Credits: 5

UNIT – I

Introduction to Basic Managerial Concepts 18 HOURS

Management: Definition, Nature, Objectives, Need, Importance of Management, Management Principles – Process/ Functions of management, Management Roles, Levels of Management, Managerial Skills and Challenges of Management.

Development of management thought: 1. Classical Approach-FW Taylor’s and Scientific Management, Henry Fayol’s Contribution, 2. Neo Classical or Behavioral Approach to Management-Human Relations Approach, Behavioral Sciences Approach, 3. Modern Approaches to Management-Systems Approach, Contingency or Situational Approach, Management Science or Mathematical Approach.

UNIT 2

Planning and Decision Making 18HOURS

Planning –Definition, Nature, Structure of Planning, Advantages, Disadvantages, Steps in Planning, forms of planning, types of plans, Forecasting- Definition, Difference between Planning and Forecasting.

Decision Making- Definition, Types of Decisions, Steps in Rational Decision Making, Models of Decision Making Behavior, Decision Making Environment, Difficulties in Decision Making.

Unit -3

18 HOURS

Organizing

Organizing-Meaning, Definition, Process of Organizing, Characteristics of organization, Formal and Informal Organizations-Meaning, Definition Principles of Organizing, Importance of organization, Guidelines for effective organizing, Span of Management-Meaning and Importance, Factors governing span of management, Pros and cons of narrow and wide spans of control , Types of organizations: 1. Line: Definition, Features, Variation, Merits and Demerits 2. Functional Organization: Definition, Features, Merits and Demerits, 3. Line and Staff: Definition, Features, Merits and Demerits, Departmentalization- Definition and bases for Departmentalization, Organization Structure, Designing Organizational Structures, Contemporizing theories of Organization Structure.

UNIT -4

18 HOURS

Delegation, Decentralization, Centralization and Communication

Delegation of Authority-Meaning, Advantages, Barriers to Effective Delegation, Guidelines for Effective Delegation, Decentralization of Authority-Definition, Advantages, Disadvantages, Centralization-Definition, Advantages, Disadvantages. Communication – Definition, Process, Principles, Importance, Types of communication - Formal and Informal, Methods or Channels of Communication, Barriers of Communication.

UNIT 5**18 HOURS****Co-ordination and control**

Co-ordination-meaning, Definition, Need, Requisites for Effective co-ordination, Types, Techniques of co-ordination, Difficulty of co-ordination. Controlling-Meaning, Definition, Features, Principles, Objectives, Advantages & Limitations, Types of control methods-Past and Future Oriented, Controlling Techniques- Traditional and Modern techniques.

Text Books:

1. Prasad. L.M (2015) “Principles and practices of Management” Published by Sultan hand & Sons New Delhi, ISBN-13: 978-9351610502.
2. Peter Drucker (2006) “The Practices of Management” Published by Harper Business publications, ISBN: 9780062005441

Reference Books

1. Hellriegel / Jackson/ Solum, Management (2007) “A Competency based approach” Published by South-Western College Pub Hardcover, ASIN: B008OWHOH8.
2. Allen, L.A., “Management and organization” (2008) Published by Mcgraw Hill publishing co., ltd.
3. Chandrabose.D (2004) “Principles of Management and Administration” Published by Prentice Hall India Pvt., Limited.
4. Tim Hannagan (2007) “Management concepts and practices”, Published by Macmillan India Ltd., ISBN-13: 978-0273711186
5. Koontz O'Donnell,(2012) Principles of Management Tata Mcgraw Hill publishing co., ltd.,

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	3	2	3	2	3	2	2	2	3
CO-2	3	3	2	3	3	3	3	2	2	3
CO-3	3	3	3	3	3	3	2	2	2	3
CO-4	3	3	3	3	2	3	2	2	3	2
CO-5	3	3	3	3	3	3	3	3	3	2
Ave.	3.0	2.6	2.6	3.0	2.6	2.4	2.4	2.2	2.2	2.6

Mapping	<40%	$\geq 40\%$ and $< 70\%$	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER I			
Core II		Organizational Behaviour	
Code: 24PHRC12	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

Objectives:

- To enable the students to understand the various dimensions of organizational behaviour.
- To develop the students with the determinants of intra – individual, inter – personnel and inter – group behavior in organizational setting and to equip them with behavioural skills in managing people at work.

Course Outcome

CO No.	Upon completion of this course students will be able to	Cognitive Level
CO-1	understand the concept of Organisational behaviour and Personality.	K2
CO-2	gain insights on Perception and Attitude.	K3
CO-3	understand the concept of Learning	K3
CO-4	Examine the concepts and theories of Motivation and Leadership.	K3
CO-5	understand the Characteristics and types of Group behaviour.	K2

SEMESTER I			
Core II		Organizational Behaviour	
Code: 24PHRC12	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

Unit-I Introduction to Organisational Behaviour and Personality 15 hours

Organizational Behaviour: Definition - Nature and Scope – Objectives – Evolution - Models of Organisational Behaviour – Autocratic – Custodial - Supportive - Collegial. Personality: Definition - Determinants of Personality - Types of Personality – Theories of Personality - Sigmund Freud's four stages of Personality - Ericson's eight life stages.

Unit-II Perception, Attitude and Learning 15 hours

Perception: Definition - Perception Process - Factors affecting Perception. Attitude: Concepts - Formation of Attitude - Types of Attitude – Measurement of Attitude. Learning: Meaning - Definition- Determinants of Learning- Learning Theories - Classical Conditioning - Operant Learning - Cognitive Theory - Social Learning Theory.

Unit-III Motivation and Leadership 15 Hours

Motivation: Meaning – Concepts - Theories of Motivation –Content theories- Maslow's Hierarchy of Needs - Herzberg's Two Factor Theory - McGregor's Theory X and Theory Y- Alderfer's ERG theory- McClelland's three needs theory. Process theories- Vroom's expectancy theory- Porter's & Lawler's expectancy theory- Adam's equity theory. Leadership: Definition – Functions - Leadership Styles - Leadership Theories - Trait Theory -Behavioral Theory - Managerial Grid Theory.

Unit-IV Group Behaviour and Team Building 15 Hours

Group Behaviour: Definition- Characteristics of a Group - Types of Groups - Group Formation and Development - Group Role - Inter-Group Behaviour - Inter-Group Conflict -Group Decision Making. Team Building: Meaning - Types of Team - Team Building Process.

Unit-V Organisational change, Development and Effectiveness 15 Hours

Organisational Change and Development: Reasons for Organisational Change – Types of Change - Planned Change - Resistance to Change and Managing Change. Organisational Development (OD): Meaning – Objectives - Models of OD and OD Interventions - Organisational Effectiveness: Definition - Approaches to Organisational Effectiveness –Factors Influencing Organisational Effectiveness.

Text Books:

Stephen P. Robbins and Timothy A Judge. Organizational Behaviour. New Delhi: Pearson Education Publishers, 15th Edition, 2013.

Books for References:

1. Khanka S.S.OrganisationalBehaviour. New Delhi: S.Chand& Co,6th Edition, 2013.
2. Aswathappa.K. OrganisationalBehaviour. Mumbai: Himalaya Publishing House,10th Edition, 2010.

Stephen. P. Robbins. Essentials of Organisational Behaviour.New Delhi: Prentice Hall of India, 11th Edition 2013.

Course Outcome	Programme Outcome					Programme Specific Outcome				
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3	3	3	2	3	2
CO2	3	3	2	2	3	3	2	2	3	3
CO3	3	3	2	3	3	3	3	3	2	2
CO4	3	2	2	2	3	3	2	2	3	2
CO5	3	2	2	2	2	2	3	2	2	2
Avg.	3	2.4	2	2.4	2.8	2.8	2.6	2.2	2.6	2.2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER I			
Core III STRATEGIC HUMAN RESOURCE MANAGEMENT			
Code: 24PHRC13	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

LEARNING OBJECTIVES:

1. To understand the various concepts and principles of HR.
2. To expose the students to the strategic role of specific HR systems.
3. To apply the approaches of SHRM in the organization.
4. To implement the competitive compensation practices in the Industry
5. To adopt the emerging trends in HRM.

CO No.	Upon completion of this course students will be able to	Cognitive Level
CO-1	understand the kinds of strategies and importance of strategic management and the features of effective evaluation and control.	K1,K2
CO-2	gain knowledge of strategic management process.	K4
CO-3	understand the strategy formation for objectives, policies and company mission.	K3
CO-4	develop the employability skills needed for the workplace	K5
CO-5	gain knowledge and use the business level strategy .	K2

SEMESTER I			
Core III STRATEGIC HUMAN RESOURCE MANAGEMENT			
Code: 24PHRC13	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

Unit– 1: 18 HOURS

Definition of HRM, Objectives – Importance- Nature- Scope, Role and Qualities of a HR Manager. Human Resource Planning - Meaning, Definition, Importance, Factors affecting HRP, Process involved in Human Resource Planning. Job Analysis, Need for Job Analysis, Steps in Job Analysis, Job Description and Specification.

Unit – 2: 18 HOURS

Recruitment - Definition-Importance–Internal Sources and External sources, Modern sources of recruitment, Factors governing recruitment, Recruitment process. Selection – Meaning, Definition, Steps in Selection process, Barriers to Effective selection - Induction and Placement. Training and Development – Nature of Training and development, Inputs in Training, Training Process.

Unit – 3: 18 HOURS

Job Evaluation-Meaning, Definition, methods of Job evaluation; Performance Appraisal-Definition-objectives- Methods of Performance Appraisal-Process of Performance Appraisal; Compensation –Nature, Objectives, Components of Pay Structure, Factors Influencing Compensation Levels - Employee Engagement - Employee Separations.

Unit - 4: 18 HOURS

Definition of Strategy, Strategic Human Resource Management (SHRM), Importance of SHRM, Difference between Traditional and Strategic Human Resource Management, “Best Fit” approach Vs. Best practices of SHRM, Role of HR Strategy & practices in National, Sectoral and Organizational context, Investment perspective of SHRM, Porter’s 5 ps model.

Unit– 5 18 HOURS

Aligning HR Systems with Business Strategy and Evaluating HR Function:

Sustained Competitive Advantage, How HR Adds value to the firm, HR as scarce resource, Non-substitutable resource. Linking HRM practices to Organizational outcomes; Assessing and Reducing costs, Behavioral impact of HR practices, Marginal Utility Models, Auditing HR practices and Department. Linking strategy to HRM practices, Corporate HR philosophy and companywide HR standards, HRM leading strategy formulation. Alternative HR Systems; Universalistic, Contingency, Configuration, Congruence and Integrated HR Systems. Evaluation HR function- Approaches to evaluation; HR Score card, Benchmarking, HR Accounting

Text Books:

1. Ashwatappa. K, Human Resource Management: Text and Cases, Mcgraw Hill Education, 7th Edition, 2013.
2. David A. DeCenzo, Stephen P. Robbins, Susan .L. Verhulst, Fundamentals of Human Resource Management, 12th Edition, 2016.
3. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
4. Jeffrey .A. Mello, Strategic Human Resource Management, Thompson Learning, U.S.A, 2002.

Reference Books:

1. Gray Dessler: Human Resource Management, Pearson, 15th Edition, 2015
2. Anuradha Sharma: Strategic Human Resource Management: An Indian Perspective, 2006
3. Kesho Prasad: Strategic Human Resources Management, Macmillan publishers, 2017.
4. Seema Sanghi, Human Resource Management, Macmillan Publishers India Ltd. (2012).
5. Ghanekar Anjali: Essentials Of Strategic Human Resource Management, 2009
6. Luis R. Gomez-Mejia, David B. Balkin and Robert L. Cardy. Managing Human Resource, PHI, 2002.
7. C.B. Mammoria, Personnel Management - Himalayan Publishing co, New Delhi.

Course Outcome	Programme Outcome					Programme Specific Outcome				
CO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	3	2	2	2	2
CO2	2	2	2	3	2	2	2	2	2	2
CO3	2	3	3	3	2	2	3	3	2	2
CO4	2	3	2	3	2	2	2	2	2	3
CO5	2	3	2	2	2	2	2	2	2	2
Avg.	2	2.6	2.2	2.6	2	2.2	2.2	2.2	2	2.2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER I			
Elective I		Statistics for Management	
Code: 24PHRE11	Hrs/Week: 6	Hrs/Sem:90	Credits: 4

Objectives:

- To equip the students with the concepts and tools of statistics and make them competent to analyse statistical data and arrive at apt solutions as per business requirements and organisational goals.
- To impart knowledge about various statistical concepts, tools and analytical procedures and also equip them to process the data meaningfully and accurately with a view to provide effective solutions for the management of the organisation.

CO No.	Course Outcome	CL
	On completion of this course students will be able to	
CO-1	learn the basic statistical methods with a focus on the application of these methods to the business world.	K1
CO-2	understand the basic statistical concepts such as types of data, classification of data, frequency distribution and construct frequency distributions.	K2
CO-3	to become aware of the concepts of sampling, sampling distributions and estimation.	K3
CO-4	understand the concept and steps of performing a hypothesis (z, t, F) test and use it as a tool for statistical decision making in a business context.	K1, K4
CO-5	understand the assumptions of an ANOVA model and apply ANOVA in a business context.	K5

SEMESTER I			
Elective I		Statistics For Management	
Code: 24PHRE12	Hrs/Week: 6	Hrs/Sem:90	Credits: 4

UNIT I Introduction

Statistics - Definition, Types, Importance and Scope, Limitations. Types of Data, Classification of data, Organising data, Methods of data classification. Frequency Distribution, constructing a frequency distribution, Types of frequency distribution – Managerial Implications.

UNIT II Sampling Distribution and Estimation

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size– Managerial Implications..

UNIT III

Testing Of Hypothesis: Parametric Tests

Hypothesis testing: Parametric Tests : Introduction to hypothesis and hypothesis testing , general procedure for hypothesis testing, direction of the hypothesis test, errors in hypothesis testing ,hypothesis testing for population parameters with large samples (z-test), Hypothesis testing for means of small samples (t-test), Hypothesis testing based on F-distribution for two sample standard deviations. ANOVA - one and two way– Managerial Implications..

UNIT IV

Chi – Square and Other Non-Parametric Tests

Introduction, Advantages and limitations of Non-parametric Methods, Properties of Chi-square distribution, Conditions for the application of Chisquare test, Contingency table analysis: Chi-square test of Independence, Chisquare tests for goodness of fit, Chi-square test for population variance.

UNIT V

Correlation and Regression Analysis

Correlation analysis – Meaning, Types of Correlation, Coefficient of Determination, Karl Pearson's correlation coefficient and Spearman Rank Correlation coefficient, method of least squares . Regression analysis – Meaning, Methods to determine regression coefficients- Least squares Normal equations – Deviations method– Managerial Implications.

Text Book:

1. Richard I. Levin, David S. Rubin, *Statistics for Management*. Chennai; Pearson Education, 2011.
2. Sharma.J.K. *Business Statistics*. Chennai; Pearson Education, 2006. **Books**

for Reference:

- 1.Gupta.S.P&Gupta.M.P. *Business Statistics*.New Delhi; Sultan Chand & Sons, 2015.

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	1	1	2	1	3	2	3	2	3
CO-2	1	3	2	2	3	2	3	2	1	1
CO-3	3	1	1	2	2	3	2	2	2	3
CO-4	3	3	2	2	2	1	3	3	2	2
CO-5	1	1	3	2	2	3	1	2	2	3
Ave.	2.2	1.8	1.8	2.0	2.0	2.4	2.1	2.3	1.8	2.4

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER I			
ELECTIVE I MANAGERIAL ECONOMICS			
Code: 23PHRE12	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

LEARNING OBJECTIVES:

1. To acquaint the students with concepts and techniques used in micro economic theory and to enable them to apply this knowledge in business decision-making.
2. To give in-depth knowledge in emerging global trends in business environment and Macroeconomic management.
3. To enable students to participate in debates on economic matters.
4. To develop the skills of the students in solving business problems by using various economic techniques.
5. To understand about the various models of economics.

CO No.	Upon completion of this course students will be able to	Cognitive Level
CO-1	To understand the key concepts, tools and techniques of economics and apply them.	K1,K2
CO-2	To apply the various economic techniques in taking business decisions.	K4
CO-3	To understand the choices of the customer and take the needed decision.	K1
CO-4	To analyze the problems faced by the firms.	K5
CO-5	To come out with the strategies for selling the products in the market	K5

SEMESTER I			
ELECTIVE I		MANAGERIAL ECONOMICS	
Code: 23PHRE12	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit- 1

Fundamentals of Economics- Meaning, Definitions, Branches of Economics, Main Divisions of Economics; Managerial Economics- Definition, Characteristics, Significance and Scope of Managerial Economics in an Organization; Difference between Economics and Managerial Economics; Role of Managerial Economist.

Unit -2

Demand Analysis & Forecasting: Demand-Meaning, Law of Demand, Demand Schedule and Demand Curve, Why Demand Curve Slopes Downward, Exception to Law of Demand or Perverse Demand Curve, Difference between Change in Demand and amount demanded, Factors determining Demand/ Demand Function, Elasticity of Demand Meaning and Definition, Meaning of Price Elasticity, Income Elasticity and Cross Elasticity of Demand (Only Meaning and Symbolic representation no Problems and methods of calculation) Factors influencing Elasticity of Demand, Importance of Elasticity of Demand, Demand Forecasting-Meaning, Definition, Types of Forecasting, Objectives and Purpose of Forecasting, Importance of Forecasting, Levels of Forecasting Approaches to be adopted for forecasting demand of new products

Unit- 3

Supply and Production : Supply-Meaning, Supply Schedule, Law of Supply, Supply Curve, Factors determining Supply/ Determinants of Supply, Expansion and Contraction of Supply Curve, Increase or Decrease in Supply, Elasticity of Supply; Production -Meaning, Types of Utilities ,Factors of Production, Production Function, Laws of Production: Laws of Variable Production, Laws of Returns to Scale, Economies of Scale Meaning, Types of Economies of Scale-Internal and External, Diseconomies of Scale-Internal and External

Unit -4

Cost and Revenue Concepts: Cost and Concepts, Break Even Analysis-Meaning, Determinants of BEP, Usefulness & Limitations of BEA; Revenue – Meaning, Kinds of Revenue

Unit-5

National Income, Social Accounting Aggregates, Computation of National Income, Business Cycle and Phases, Characteristics of Business Policy, Inflation and Deflation, Monetary Policy, Central Bank Functions, RBI Functions, RBI and Credit Control measures used by RBI, Fiscal Policy-Meaning, Objectives of Fiscal Policy, Instruments of Fiscal Policy, Limitations of Fiscal Policy. Economic Planning-Definition, Features, Objectives, Planned Vs Unplanned Economy, Competition act 2002 and Foreign Exchange Management Act 1999, Global Economic Scenario.

Text Books:

1. G S Gupta (2017), "Managerial Economics" published by McGraw Hill Education, ISBN-13: 978-0071067867
2. D.M.Mithani(2016), "Managerial Economics" published by Himalaya Publication House, ISBN-13: 978-9352623303

Reference Books:

1. H L Ahuja(2014), "Managerial Economics" published by S chand Publishing, ISBN-13: 978-8121928403
2. Dominick Salvatore(2016), "Managerial Economics: Principles and Worldwide Applications", published by Oxford University Press, ISBN-13: 978-0199467068
3. D N Dwivedi(2015), "Managerial Economics" published by Vikas Publishing House, ISBN-13: 978-9325986688
4. R.L. Varshney(2014), "Managerial Economics" published by Sultan Chand & Sons, ISBN-13: 978-8180549144
5. Michael Baye&Jeff Prince (2017), "Managerial Economics and Business Strategy" published by McGraw Hill Education, SBN-13: 978-9339204068

COURSE OUTCOMES:

Course Outcome	Programme Outcome					Programme Specific Outcome				
CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	2	3	2	3	2
CO2	3	3	2	2	3	2	3	3	3	2
CO3	2	3	2	3	3	2	2	2	2	2
CO4	3	2	3	2	3	2	3	2	3	2
CO5	2	2	3	2	2	2	2	2	2	2
Avg.	2.6	2.6	2.4	2.4	2.8	2.0	2.6	2.2	2.6	2.0

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER I			
Skill Enhancement Course Accounting for Managers			
Code: 24PHRSE1	Hrs/Week: 5	Hrs/Sem: 75	Credits: 3

Objectives

- To introduce the students about the fundamentals of Financial, Management and Cost Accounting.
 - To learn the tools and techniques involved in Financial, Management and Cost Accounting.
 - To equip the students to handle decisions by applying Financial, Management and Cost accounting.
 - To apply the standard accounting techniques in assessing the different outcomes.
- To make them know the accounting information will support in decision making

CourseOutcome

CO No.	On completion of this course students will be able to	Cognitive Level
CO-1	describe the various types of the organization and the financial system they follow.	K3
CO-2	Evaluate profitability, liquidity, financial and turnover ratio of the various companies	K5
CO-3	analyze the data of the financial statements of different companies.	K4
CO-4	know how the different accounting practices are to planning	K1
CO-5	apply the accounting information in managerial decision making	K2

SEMESTER I			
Skill Enhancement Course II		Accounting for Managers	
Code: 24PHRSE1	Hrs/Week: 5	Hrs/Sem: 75	Credits: 3

UNIT-I

Financial Accounting- Meaning, Definition, Objectives, Need, Significance and Limitations of Financial Accounting, Accounting Cycle, Relationship between Accountancy, Accounting and Book Keeping, Distinction between book keeping and accounting, Users of Accounting Information, Branches of Accounting-Financial, Cost and Management Accounting.

Basic Accounting Terms-Transactions, Proprietor, Capital, Assets, Liabilities, Drawings, Debtors, Creditors , Purchases, Purchase return or returns outward, Sales, Sales return or return inward, Stock, Revenue, Income, Expense, Voucher, Invoice, Receipt, Account, Basic Assumptions: Accounting entity assumption, Money measurement assumption, Accounting period assumption, Going concern assumption.

UNIT –II

Final Accounts- Meaning, Parts of Final Accounts-Trading Account, Profit and Loss Account, Balance Sheet- Definitions and Meaning, Only Definitions of the following terms- Closing stock, Outstanding expenses, Prepaid expenses, Accrued incomes, Incomes received in advance, Interest on capital, Interest on drawings, Interest on loan, Interest on investment, Depreciation, Bad debts, Provision for bad and doubtful debts, Provision for discount on debtors, Provision for discount on creditors

Financial Statement analysis-Meaning, Objectives, Nature , Importance and Limitations of Financial Statements, Window Dressing –meaning, methods, Techniques or Tools for Financial

Statement Analysis, Limitations of Financial Statements analysis

UNIT–III

Management Accounting-Meaning, Definition, Characteristics, Scope and Importance and Limitations of Management Accounting, Difference between Management Accounting and Financial Accounting, Installation of Management Accounting System, Functions and Duties of Management Accountant.

UNIT –IV

Cost Accounting - Definitions, Objectives, Scope, Advantages and Limitations of Cost Accounting, Difference between Cost Accounting and Financial Accounting, Difference between Cost Accounting and Management Accounting, Classification of Cost, Methods of Costing, Elements of Cost-Material (Direct and indirect material), Labour (Direct and Indirect), Expenses (Direct and indirect), Direct and Indirect Costs/ Overheads, Classification of Overhead-Factory Overhead, Administration or Office Overhead, Selling and Distribution Overhead, Cost Sheet.

UNIT- 5

Marginal Costing- Definition, Marginal Cost-Definition, Features of Marginal Costing, Advantages of Marginal Costing, Limitations of Marginal Costing, Cost-Volume-Profit Analysis-Meaning, Important Concepts used in Cost-Volume-Profit analysis-Fixed Cost, Variable Cost, Contribution, Contribution to sales, Profit Volume ratio, Break even analysis and Break-even point, Composite Breakeven point, Margin of Safety.

Text Books:

1. Financial management – Analysis & Conceptual approach – S.C.Kuchhal
2. Principles and practices of Cost accounting – N.K. Prasad
3. Management accounting – I.M. Pandey
4. Financial Management – S.N.Maheswari

Reference Books:

1. Finance for Non-Finance Executives – Yesyesvee
2. Hingorani, Ramanathan & Grewal: Management Accounting, Sultan Chand
3. R.N. Anthony: Management Accounting – Text and cases, Irwin
4. S.N. Maheswari: Management Accounting, Sultan Chand
5. H.G. Guthman: Analysis of Financial Statements, Prentice Hall

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	P O-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	2	3	3	2	2	3	2	2	3

CO-2	3	3	2	3	2	2	3	2	2	2
CO-3	3	2	3	3	2	2	2	2	2	3
CO-4	2	3	3	3	2	2	2	2	2	3
CO-5	3	3	3	3	2	2	2	2	2	3
Ave.	2.8	2.6	2.8	3.0	2.0	2.0	2.4	1.0	1.0	2.8

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER II			
Core IV Labour Legislation –I			
Code:24PHRC21	Hrs/Week: 7	Hrs/Sem: 105	Credits:

Objectives:

- To make the students understand about the Judicial setup existing in the country
- To learn the laws relating to working conditions
- To learn the laws relating to the Social Security •To know about the laws relating to wages and bonus.
- To understand the laws needed for specific industry

Course Outcome

CO No.	On completion of this course students will be able to	PSOs Addressed
CO-1	Understand the legal structure prevailing in the country.	K2
CO-2	identify the situations of legal issues affecting both the employer and the worker.	K2
CO-3	apply various labour legislations in the business.	K4
CO-4	Use the innovative approaches to the legal applications	K3
CO-5	enable them to take ethical decisions in both personal and professional lives.	K2

SEMESTER II			
Core IV		Labour Legislation –I	
Code:24PHRC21	Hrs/Week: 7	Hrs/Sem: 105	Credits: 5

UNIT I

18 HOURS

Concept of Labour Legislation, Need, Principles, Constitution for Legislation- Directive Principles of State Policy(DPSP)(Art 38,39,39A41,42,43,43A47,48), Fundamental rights, International Labour Organization (ILO) and its aim, Principles of Natural Justice.

Unit II

18 HOURS

Laws related to Working Conditions

The Factories Act, 1948-Health and Safety Welfare, Employment of Women and Children: Hours of Work, holidays and leave with wages, Inspection regulation and case laws, Forms and Registers

Unit III

18 HOURS

Laws related to Social Security

The Employees' State Insurance Act, 1948

The Employees' Provident Funds and Miscellaneous Act, 1952

The Payment of Gratuity Act, 1972

Relevant Case laws, Forms and Registers

Unit IV

18 HOURS

Laws related to Specific Industries

The Tamilnadu Shops and Establishment Act 1947, The Contract (Regulation and Abolition) Labour Act, 1970, Building and other Construction Act, 1996. The TN catering Establishment Act, 1955, The Inter-State Migrant Workmen (Regulation Of Employment And Conditions Of Service) Act, 1979, Relevant Case laws, Forms and Registers

Unit V

18 HOURS

Laws related to Wages

The Payments of Wages Act, 1936

The Minimum Wages Act, 1948 Relevant

Case laws, Forms and Registers **Text**

Book:

1. Taxman (2017), Labour Laws, Taxman Publication, ISBN No.:9789350711583

Reference Books:

1. Kapoor N.D. (2011) Hand book of Industrial Law, Sultan Chand & Sons, New Delhi.
2. Vaidyanathan (2001) The TamilNadu Shops and Establishment Act 1947 and rules, Madras Books Agencies.
3. The Inter-State Migrant Workmen (Regulation Of Employment And Conditions Of Service) Act, 1979, Madras Law book Agency

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PO5
CO1	2	2	2	2	2	3	2	2	2	2
CO2	2	3	2	2	2	3	2	2	2	2
CO3	2	3	2	2	2	3	2	2	2	2
CO4	3	3	3	3	2	3	2	2	2	2
CO5	2	3	3	3	2	3	2	2	2	2
Avg.	2.2	2.8	2.4	2.4	2	3	2	2	2	2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER II			
Core V		Training & Development	
Code: 24PHRC22	Hrs/Week: 6	Hrs/Sem: 90	Credits: 5

Objectives:

1. To understand the nature and process of Training and Development.
2. To adopt the different Strategies used in training.
3. To induce the leadership and mentoring skills among students.
4. To implement the evaluation of the training program.
5. To know about the emerging trends in learning& development.

Course Outcome

CO No.	On completion of this course students will be able to	CL
CO-1	Understand about the Learning and Development process &their issues in the companies.	K1
CO-2	identify the learning objectives of every training program conducted.	K1,K2
CO-3	practice the different training methods and know their effectiveness.	K3
CO-4	Analyze the need for training of the employees	K1,K2
CO-5	Apply the latest technology in enhancing training effectiveness of different companies.	K1,K3,K4

SEMESTER II			
Core V		Training & Development	
Code:24PHRC22	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit I Introduction to Training:

Training: Definition – Objectives - Purpose – Organizational climate for Training and Development – Components of Training – Training Skills - Difference between Training and Development - Benefits of training to employers and employees – Roles and responsibilities of trainers – Types of training - Principles of Training.

Unit II Identification of Training and Development Needs and Design:

Training and Development Needs: Concept – Objective - Process – Importance – Tools / Methods of Identification Training and Development Needs.
Training and Development Design: Concept of designing Training and Development programmes – Process of designing Training and Development programmes - Concept of conducting Training and Development programmes.

Unit III Training Methods and tools:

Training methods: Lecture - Group discussions – Seminar – Symposium -Panel discussions – Debate - Programme instruction - Case study - Role playing - Inbasket exercises - Fishbowl exercises.
Training Tools: Static Media: Print based Material – Flip Charts – Marker Board – Handouts - Over-head Projector- Slide Projector. Dynamic Media: Video tape – Audio tape – Computer aided training.

Unit IV Management Development:

Management Development – Definition – Objectives - Need and importance – Management characteristics – Role of Training and development officers
Management development implications.

Unit V Validation and Evaluation:

Validation of Training –Meaning – Methods - Evaluation of Training – Definition - Need for Evaluation – Principles– Criteria – Objectives -Types of Evaluation Instruments and data – Dimensions - Models of Evaluation – Kirk Patrick's Model- CIRO's – Philips model.

Text Book:

1. Taylor.B and Lippitt.G.*Management Development and Training hand book*,UK.McGraw Hill Education Pvt Ltd, 2003.
2. Dr.Janakiram.B.*Training and Development*.New Delhi; Biztantra Publishers,2018.

Books for Reference:

1. Bhatia.S.K.*Training for Development*.New Delhi; Deep& Deep Publications Pvt. Ltd, 2008.

2. Dipak Kumar.Bhattacharyya ,*Training and Development:Theories and applications*. New Delhi ;Sage Publications India Pvt. Ltd,2015.

Course Outcome	Programme Outcome					Programme Specific Outcome				
CO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	3	2	2	2	2
CO2	2	2	2	3	2	2	2	2	2	2
CO3	2	3	3	3	2	2	3	3	2	2
CO4	2	3	2	3	2	2	2	2	2	3
CO5	2	3	2	2	2	2	2	2	2	2
Avg.	2	2.6	2.2	2.6	2	2.2	2.2	2.2	2	2.2

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER II			
Core VI		Compensation Management	
Code: 24PHRC23	Hrs/Week: 6	Hrs/Sem:90	Credits: 5

Objectives:

- To provide a clear frame work of the concepts of compensation management to facilitate the achievement of the strategic goal of establishing a comprehensive and competitive compensation plan for the organisation.
- To develop an understanding of the concepts of compensation management and impart skills in analysing the reward management so that they provide the organisation with clear and consistent compensation tools.

Course Outcome

CO No.	Course Outcome Upon completion of this course students will be able to	Cognitive Level
CO-1	summarize the concepts of Compensation Management.	K2
CO-2	describe the objectives, types, theories, factors of compensation administration and demonstrate compensation administration.	K3
CO-3	understand and calculate compensation structure and ESOP	K1, K4
CO-4	examine the legal framework of wages and salary administration and investigate the types of Fringe benefits and other benefit programmes.	K5
CO-5	determine the determinants and types of incentives.	K3

SEMESTER II			
Core VI	Compensation Management		
Code: 24PHRC23	Hrs/Week: 6	Hrs/Sem:90	Credits: 5

UNIT 1

18 HOURS

Introduction: Compensation meaning, objectives, nature of compensation, types of compensations, compensation responsibilities, Compensation system design issues: Compensations Philosophies, compensation approaches, decision about compensation, compensation- base to pay, individual Vs team rewards, Perceptions of pay Fairness, legal constraints on pay systems.

UNIT 2

18 HOURS

Managing Compensation: Strategic Compensation planning, determining compensation-the wage mix, Development of a Base Pay System: Job evaluation systems, the compensation structure- Wage and salary surveys, the wage curve, pay grades and rate ranges, preparing salary matrix, government regulation on compensation, fixing pay, significant compensation issues, Compensation as a retention strategy

UNIT 3

18 HOURS

Variable Pay and Executive Compensation: Strategic reasons for Incentive plans, administering incentive plans, Individual incentive plans-Piecework, Standard hour plan, Bonuses, Merit Pay, Group incentive plans- Team compensation, Gain sharing incentive Plans, Enterprise incentive plans- Profit Sharing plans, Stock Options, ESOPs, executive compensation elements of executive compensation and its management, International compensation Management.

UNIT 4

18 HOURS

Managing Employee Benefits: Benefits- meaning, strategic perspectives on benefits-goals for benefits, benefits need analysis, funding benefits, benchmarking benefit schemes, nature and types of benefits, Employee benefits programs- security benefits, retirement security benefits, health care benefits, time-off benefits, benefits administration

UNIT-5

18 HOURS

Employee benefits required by law, discretionary major employee benefits, creating a work life setting, employee services- designing a benefits package

Text Books:

1. George Milkovich, Jerry Newman & C S Venkataratnam (2017), "Compensation" published by McGraw Hill Education, ISBN-13: 978-0070151581
2. Dipak Kumar Bhattacharyya (2014), "Compensation Management" published by Oxford University Press, ISBN-13: 978-0199456543

Reference Books:

1. Biswanath Ghosh(2012), “Compensation and Reward Management” published by Sterling Publishers Pvt.Ltd, ISBN-13: 978-8120777422
2. B. D. Singh(2017) , “ Compensation and Reward Management” published by Excel Books, ISBN-13: 978-9350626313
3. J. Martocchio Joseph(2018), “Strategic Compensation: A Human Resource Management Approach” published by Pearson Education, ISBN-13: 978-9332584839
4. Dr. Kanchan Bhatia(2014), “ Compensation Management” published by Himalaya Publishing House, ISBN-13: 978-9352022151
5. Henderson (2007), “Compensation Management in a Knowledge - based World” published by Pearson Education India, ISBN-13: 978-8131711101

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	2	2	3	2	1	3	2	2	2	3
CO-2	1	2	3	3	2	3	2	2	2	1
CO-3	3	3	3	3	1	3	2	2	2	3
CO-4	2	3	2	3	2	3	2	2	2	2
CO-5	2	2	1	1	2	3	2	2	2	3
Ave.	2.0	2.4	2.4	2.6	1.4	2.4	2.1	2.3	1.8	2.4

Mapping	<40%	≥ 40% and < 70%	≥ 70%
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

SEMESTER II			
Elective II		Operations Research	
Code: 24PHRE21	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Objectives:

- To enable the students understand decision making techniques.
- To acquire working knowledge in taking decisions for optimum use of resources.

Course Outcome:

CO No.	Upon completion of this course students will be able to	PSOs Addressed
CO-1	understand the concept of operations research.	K2
CO-2	understand the decision making techniques which helps to solve management problems.	K2
CO-3	know the impact of computers on operations research.	K1
CO-4	examine the maximum benefit out of the available resources through decision making techniques..	K3
CO-5	apply game theory in business decision.	K4

SEMESTER II			
Elective IV		Operations Research	
Code: 24PHRE21	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit I : Basics of Operations Research

12 HOURS

Definition – Scope – Characteristics – Phases-Necessity of Operations Research in industry – Operations Research and Decision making –Impact of computers on operations research - Difficulties in operations research.

Unit II : Transportation and Assignment problem

12 HOURS

Definition – Formulation and solution of transportation models – Optimality analysis in Transportation and Assignment – Definition – Formulation and solution of assignment models.

Unit III : Linear Programming

12 HOURS

Requirements for a linear programming problem – Formulation of LPP – Graphical solution to LPP

Unit IV: Game Theory

12 HOURS

Meaning – Useful terminology – Rules for game theory-Two person Zero sum game– pure strategy – Mixed strategy – Dominance rule.

Unit V : Simulation

12 HOURS

Introduction – Steps in simulation process- Advantages and Disadvantages of simulation techniques – Monte Carlo Method – practical applications of simulation.

NOTE: Theory 60% Problem 40% Text

Book:

1. Prem Kumar Gupta &Hira D S.-*Operations research*.New Delhi: S Chand &Co Ltd 7th Edition, 2016.

Books for Reference:

- 1.Kapoor V.K. *Operations Research*.New Delhi:Sultan Chand & Sons. 9th revised edition 2018.
2. KantiSwarup, Gupta P.K. &Man Mohan. *Operations research*.New Delhi: Sultan Chand & Sons, 19thEdition,2017.
3. Sharma J.K. *Applied Operations Research*.New Delhi: Macmillan India Ltd- 2016. 4. Vohra N.D. *Quantitative Techniques in Management*. New Delhi:Tata Mc. GrawHillPublishing Company 5th Edition 2017.

SEMESTER II			
Elective II		HR Analytics	
Code: 24PHRE22	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

LEARNING OBJECTIVES

1. To apply appropriate statistical analysis to HR questions and problems.
2. To think critically about data and metric .
3. To apply HR analytics for problem-solving and decision-making;
4. To effectively interpret and communicate results from statistical analysis into actionable decisions.
5. To develop modules suitable for different HR functions

Course Outcome:

CO No.	Upon completion of this course students will be able to	PSOs Addressed
CO-1	To understand the logical underlined statistical significance.	K2
CO-2	To apply appropriate analytical tools in HR functions	K4
CO-3	To develop experts in using excel and analytics	K1
CO-4	To implement different types of analytics for various applications of organizations	K3
CO-5	To gain knowledge in big data and business analytics	K4

SEMESTER II			
Elective II		HR Analytics	
Code: 24PHRE22	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

UNIT 1:

Basic Foundation

Framework of HR measurement How decision science influences HR measurements, connecting measures and organizational effectiveness, LAMP framework, today's HR measurement approaches, HR measurement Traditional vs. contemporary HR measures; Fundamental analytical concepts from statistics and research design; analytical concepts from economics and finance.

UNIT 2:

Analytical Foundation of HR measurement

a. Introduction to Business Analytics, Differences between Business Intelligence and Business Analytics, Differences between Business Analytics and Big Data Analytics, Roles of Business Intelligence, Big Data Analytics and Business Analytics in an organization, Pillars of Business Analytics – Analytical Methods, Analytical Tools, Analytical Application., Types of Business Analytics – Descriptive Analytics, Predictive Analytics, Prescriptive Analytics. What is HR Analytics? Its role in overall business performance

UNIT 3:

About HR Analytics

Definition of HR & Analytics; HR data as seen prior to the invasion of Analytics; The current evolving state of HR Analytics; Why HR Analytics; Stages of HR Analytics; What can/should be measured; How does Analytics fit into HR Delivery Model; HR Analytics in your org. – priorities & ST/LT Goals; CEO's part to be played in HR Analytics; Comparison –HR "Reporting" & Analysis with HR "Predictive" Analytics.

UNIT 4:

HR Analytics Tools

Advantages & Limitations of some tools; Brush up on MS Excel & Basic VBA; Tools to be discussed using Ms Excel – Used in Reporting & Presentation on MS PowerPoint; Tips on of Google Forms & Google Spreadsheets – E.g.: Designing Surveys & Easy Data collection tips; Integrating MS Excel & Google Spreadsheets. Brush up on R basics; Tools to be discussed using R Statistical Software – Used in Predictive Modeling& Presentation on MS Power Point

UNIT 5:

Application of HR Analytics

Application of HR Analytics in the areas of Recruitment, Performance Management, Compensation Management, Competency building; Learning and Development; Employee Motivation / Satisfaction; Employee Attrition/ Separation.

Text Books:

1. Moore, McCabe, Duckworth, and Alwan. *The Practice of Business Statistics: Using Data for Decisions*, Second Edition, New York: W.H.Freeman, 2008.

2. **Investing in People: Financial Impact of Human Resource Initiatives** (*Required*) Cascio, W. & Boudreau, J., FT Press, 2nd Edition (2011) ISBN 13: 978-0137070923

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	3	3	3	1	2	3	2	3	3
CO-2	3	3	3	3	1	2	3	2	3	1
CO-3	3	3	3	3	2	2	3	2	3	3
CO-4	3	3	3	3	3	2	3	2	3	2
CO-5	3	3	3	3	3	2	3	2	3	3
Ave.	3.0	3.0	3.8	3.0	2.0	2.4	3.0	2.4	3.0	2.4
Mapping	<40%				≥ 40% and < 70%			≥ 70%		
Relation	Low Level				Medium Level			High Level		
Scale	1				2			3		

SEMESTER II			
SEC I Entrepreneurial Development (Skill Enhancement)			
Code: 24PHRSE2	Hrs/Week: 5	Hrs/Sem: 75	Credits: 3

Objectives:

- To acquire skills required to start and manage a business.
- To highlight the need for entrepreneurship and to familiarize the growth of entrepreneurship in India.
- To expose the students regarding the assistance from financial Institutions and Government.
- To classify the different types of business in which the entrepreneurs will act.
- To explore the latest trends in entrepreneurship.

Course Outcome

CO No.	On completion of this course students will be able to	C L
CO-1	demonstrate the innovative ideas by improving their presentation skills.	K4
CO-2	apply the marketing skills in the area of entrepreneurship	K2
CO-3	develop New ventures and do feasibility analysis	K5
CO-4	Analyze and prepare business plan	K3
CO-5	Explore financial & institutional arrangement and encouragement of entrepreneurship	K1

SEMESTER II			
SEC I Entrepreneurial Development (Skill Enhancement)			
Code: 24PHRSE2	Hrs/Week: 5	Hrs/Sem: 75	Credits: 3

UNIT-I

Entrepreneurship –Meaning & Definition – Types of Entrepreneurs - Characteristics of a successful entrepreneur, - Entrepreneurial scene in India - Case histories of successful entrepreneurs -

UNIT –II

Entrepreneurial Development Programme and training - Entrepreneurial Environment - - New Product Ideas and Evaluation - Project Identification -Project Formulation - Project Report - Project Appraisal - Profitability Analysis- Working Capital Management.

UNIT- III

Project Planning - Social COST Benefit analysis - Financial Analysis, Project financing - Selection of site & Equipment - Institutions for ED - Financial Institution & Entrepreneur Development - Bank Finance to entrepreneur -.

UNIT- IV

Marketing Research Segmentation-Marketing Positioning-Developing Marketing Strategies, Pricing, Promotional Mix - Distributing channels

UNIT- V

Small scale industries- definition, characteristics, objectives-Development of small Scale Industries in India - Incentives for SSI from Central Government & State Government / Industrial sickness in SSI, causes and remedies- Selection of the site and Equipment - Plan for production.

Text Books:

1. CharntimathPoornima .M (2014) Entrepreneurship& Small Business Enterprises, Pearson, Second Edition
2. Bholanath Dutta (2009) Entrepreneurship Management ,ExcelBooks,First Edition

Reference Books:

1. Robert J. Calvin: Entrepreneurial Management, McGraw-Hill, 2002
2. Shivganesh Bhargava : Entrepreneurial Management, SAGE Publications India Pvt Ltd ,2008.

Course Outcomes	Programme Outcomes (PO)	Programme Specific Outcomes (PSO)
------------------------	--------------------------------	------------------------------------------

	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
CO-1	3	3	3	3	1	2	3	2	3	3
CO-2	3	3	3	3	1	2	3	2	3	1
CO-3	3	3	3	3	2	2	3	2	3	3
CO-4	3	3	3	3	3	2	3	2	3	2
CO-5	3	3	3	3	3	2	3	2	3	3
Ave.	3.0	3.0	3.8	3.0	2.0	2.4	3.0	2.4	3.0	2.4
Mapping	<40%				≥ 40% and < 70%			≥ 70%		
Relation	Low Level				Medium Level			High Level		
Scale	1				2			3		