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RM 201- HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES:
- In a complex word of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization.
- The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

COURSE CONTENT :

UNIT I

Introduction

Concept and perspectives on Human Resource, Management , Human Resource Management in a Changing Environment; Corporate Objectives and Human Resources Planning; Career and Succession Planning ; Job Analysis and Role Description

UNIT II

Recruitment & Training

Methods of manpower Search; Attracting and Selecting Human Resources; Induction an Socialization; Manpower Training and Development; Performance –Appraisal and Potential Evolution;

UNIT III

Compensation

Job Evaluation, Wages and Salary Administration. Employee's Benefit Programmes. Groups and Individual incentives and Fringe Benefits. Organizational Participation and Productivity sharing.

UNIT IV

Managerial Skills

Introducing change and its managerial problems. Discipline, Absenteeism and Employee Turnover. Conflict Management. Grievance Handling.

UNIT V

Industrial Relations.

Employee Welfare; Industrial Relations & Trade Unions ; Dispute Resolution & Grievance Resolution & Grievance Management; Employee Empowerment.

SUGGESTED READINGS

- Aswathappa K. Human Resources and Personnel Management Tata Mc Graw Hill, New Delhi. 1997
- Mammoria C 8 Personnel Management. New Delhi. HPH. 1996
- De Cenzo .DA & Robins S.P. Human Resource Management 5th ed New York. John Wiley .1994
- Monappa. A & Saiyadain M Personnel Management. 2 ed New Delhi. Tata Mc Graw Hill 1966

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RM-202 –FINANACIAL MANAGEMENT

COURSE OBJECTIVES :

The course aims to develop an understanding of basic principles of Financial Management in an organization. It aims to develop an understanding of Financial Management Challenges in an organization.

COURSE CONTENT :

UNIT- I
     Introduction
Aims and Objective of Financial Management . Financial Analysis and Control ; Cost- Volume-profit Analysis; Valuation of a Firm, Financial Forecasting.

UNIT– II
     Short Term Financing
Working Capital Management, Management of cash and Market Securities. Management of accounts and Receivables. Inventory Management , short-term Loans- Intermediate Term. Debt Financing Bank Financing.

UNIT– III
     Capital Structure & Dividends
Capital Structure Decisions of the firm, Dividend and Valuation, Dividend Policy of the firm, Dividend Decisions.

UNIT– IV
     Long Term Financing
Obtaining long Term Funds Externally , Long Term Debt, Preferred stock and Common stock. Convertibles Securities and Warrants. Lease financing.

UNIT– V
     Investment Decisions.
Methods of Capital Budgeting. Cost of Capital for Risky Investment. Multiple Risky Investment. Portfolio management.

SUGGESTED READINGS

Bhalla, V.K Financial Management and Policy .New Delhi .Anmol .1995

Hampton. John. Financial Decision Making Eaglewood Cliffs. New Jersey .Prentice Hall Inc.. 1997

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RM- 203 MARKETING MANAGEMENT

COURSE OBJECTIVES:
- Understand the discipline of Marketing Management.
- Assess market opportunities by analyzing customers, competitiors, collaborators, context.
- Assess the strengths and weaknesses of a company

COURSE CONTENT :

UNIT– I
Introduction
Basic Concepts and approaches, Selling v/s Marketing, Marketing Process, Marketing System and Environment. Marketing Mix and Market Segmentation**.**

UNIT– II
Consumer behavior & Marketing research
Factor affecting Consumer's Behavior viz., Culture. Social Psychological and Personal. Decision Making Process in buying. Concept and Component of MkIS. Marketing Research –Meaning. Significance. Scope and Methods.

UNIT– III
Product and Distribution
Product Mix, Product Classification, Product Life cycle. Launching of a New Product Branding and Packaging, Types of Marketing Channels, Factor Influencing Channel usage, Channel management Vertical Marketing. Types and roles of Middlemen in Channel Management

UNIT– IV
Pricing and Promotion
Pricing methods and strategies. Factors influencing pricing. Promotion decisions- Promotion mix. Advertising, Sales promotion, Publicity and personal selling

UNIT– V
Contemporary Issues in Marketing
Service Marketing, Rural Marketing, Social Marketing, Marketing for non-profit organization, International Marketing

SUGGESTED READINGS

1. Kotler. Philip & Armstrong
2. Sontakki C.N Marketing, Kalayani Publisher

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RM-204 RESEARCH METHODS

COURSE OBJECTIVES: To equip the students with the basic understanding of the research methodology and to provide an insight in to the application of modern analytical tools and techniques for the purpose of management decision making.

COURSE CONTENT:

UNIT - I
Introduction
Nature & Scope of Research Methodology, Problem Formulation and Statement of Research Cost and value of information. Types of Research, Research objectives, Criteria for a good research. Research organization in India.

UNIT- II
Research Process & Design
Steps in the Process of Research. Research Design – Exploratory, Descriptive and Experimental Research designs. Sample Design – Steps in Sampling , Criteria for selecting a sample procedure, sampling method and sample size.

UNIT– III
Methods of Data Collection
Collection of Primary data: Observation, Interview and Questionnaire Method, Questionnaire Design, Questionnaire v/s Schedule, Attitude measurement techniques, Motivational research techniques.

UNIT– IV
Methods of Data Representation & Analysis
Use of graphs, charts and maps in data representation, Measure of central Tendency and dispersion, measures of relationship, Statistical test. Advance Technique for Data analysis ANOVA, multivariate Analysis.

UNIT– V
Research Report Preparation
Preparation of Research Report, Layout of Report, Preparatory steps in writing research. Use of computers in Research. Statistical Software package.

Suggested Readings :

1. Kothari C.R Research Methodology
2. Gupta SP Statistical Methods
3. Bennet. Roger: Management Research

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RM-205 PROJECT MANAGEMENT

COURSE OBJECTIVES

The objectives of this course is to expose the learner to the fields off project management. focus will be to train the students to develop their projects.

COURSE CONTENT

UNIT I
- Project : definition, meaning, Principles and Type.
- Project Management : Meaning ,Scope and Coverage
- Participation : Meaning, Message, Definition, Nature and Scope
- Planning : Meaning, Definition, Types and Goal.

UNIT-II
- Tools for Data Collection: Survey, Case study, Observation, Experimental Method, Schedule and Questionnaire.
- PRA as a tools for understanding peoples, perception, innovation, problems, priorities and project
- PRA tools and application.

UNIT – III
- Data Processing and Analysis
- Master tableand standard table desining
- Project identification
- Feasibility Analysis
- Project appraisal and budgeting Network Methods, Meaning
- Network analysis, Requirements for Network Analysis Critical Path Method (CPM), Program evaluation and Review Technique (PERT), Project scheduling and resource allocation

UNIT– IV
- Information Related to Funding agencies
- Financial appraisal Evaluation, Discounted/ non discounted cash flows, Net present values, profitability index, internal rate of returns, Cost benefit ratio, Accounting Rate of return, Pay back period
- Project Implementation: meaning, concept and strategies.

UNIT– V
- Project Monitoring: Steps, Job Description, Master and Status Report
- Project Evaluation : concepts, Purpose, participants and Preparations
- Project Planning & Management Practices

Suggested Reagarding :-

1. Chandra P. 2005. Project Management. Tata McGraw Hill
2. Gopal Krishnan P & Nagarajan K. 2005. Project Management. New age.
3. AGRO-Industrial Project analysis – J. E. Austin.
4. Ramamoorthy VE., 2005. Textbook of Project Management. MacMillan

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RM-206 CORPORATE SOCIAL RESPONSIBILITY

COURSE OBJECTIVES

The objective of this course is to help student gain an understanding of Business Ethics , Social Responsibility & Corporate Governance.

COURSE CONTENT:

UNIT- I

Overview of CSR – Concept, definitions & Scope of CSR. Philanthropy and Charity, Corporate Social responsiveness, Corporate Social Performance, Good Corporate Citizenship.

UNIT-II

CSR & Legal requirement, Companies Act 2013 & CSR Rules 2014, The CSR Committee, expenditure on CSR, Corporate Governance & Good   Corporate Governance , CSR in Indian context

UNIT– III

Social Accounting, Definitions, Objectives, Scope, Contents, Indian Scenarios.
Social Audit, Definition, approaches, Objectives & Needs.

UNIT– IV

Corporate Social Reporting , Reporting requirement under CSR Rules, Corporate Environment Reporting, Various method of Corporate Social Reporting in India & the World.

UNIT– V

Case studies on :
1. Indian Compan's case on CSR
2. Multyinational Case on CSR
3. Case on Corporate – NGO Partnership on CSR

SUGGESTED READINGS:

- Corporate Social Responsibilitry – NarkhedeParag - Prashant Publications.
- Business Ethics & Values - Senthil Kumar – Himalaya publications
- Business ethics – Manisha Paliwal- New age International

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RM-207 RURAL E- GOVERNANCE

COURSE OBJECTIVES :
.To study various E-goveranance initiatives taken by the govt. for rural development. To analysis the impact of E-governance initiatives on rural people. To identified the challenges faced in the path of developing rural areas through ICTs.

COURSE CONTENT:

UNIT I
Project Manager : Role, Rationale and Skills
Information revolution
Definition Objectives and characteristics of e - governance
E - Governance model
Component of e - governance
Technology of e - governance (Hardware/ Software Requirement)
Benefits of e - Governance

UNIT-II

Domains of E – Governance
- Administrative
- Citizen/ e-service
- Society
- Democracy

UNIT– III
- The challanges of e- Governance for Rural management
- Issues in implementations: infrastructure issue, social and culture issues, security issues, hardware and software issues, administrative issues, financial issues, language issues.

UNIT– IV

Global Scenario
- e- Governance in other countries
- e- Governance in India
- Rural e- Governance in India

UNIT– V
- e- Panchayat's
- e- Cooperative
- e - Control
- e - Reporting
- e- Monitoring and Evaluation
- GIS and Remote Sensing for Rural Infrastructure Plan

SUGGESTED READINGS:

. Rama Rao,T.PICT,and E-governance for rural government
.Sharon S.Dawes, The evolution & Countinuing Challenge of E-governance
.Bhatnagar S.C.,e-government: fromvision to implementation-a practical guide with case study.

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RM-208 INTERNET AND DIGITAL MARKETING

COURSE OBJECTIVES : Constructing Brand Value and Awareness, improve SEO person techniques Increase the number of visitors, Through its Various levers- search ,display,affiliation,e-mail, mobile & social media- it allows brands to implement their complete marketing.

COURSE CONTENT :

UNIT- I

Introduction of Internet
- Needs of Internet,
- Advantage and Disadvantage of Internet,
- How Internet involve in or related to Human life,
- Field s of Internet used, World Wide Web

UNIT-II

Terms to Be Familiar With
- Browser, download, upload, E-mail, Filter, Home Page, HTML (Hyper Text Markup Language,
- Search Engine, TCP/IP, URL, Web Browser,
- Exploring the Internet using Microsoft Internet Explorer, Internet Explorer 5.5 Standard Buttons Toolbar: Internet Explorer 5.5 Standard Buttons Toolbar, URL, Domains

UNIT-III

Communication
- Basic elements of a communication system, Data transmission modes, Bandwidth, Baud Narrow band,
- Voice band, Broad Band, Data transmission Media, Hub, various Topologies of connectivity computers

UNIT-IV

Internet Applications
- Static & Dynamic Components, E-Mail Work,
- various types of Network explain, Various types of Network explain,
- Communication Protocol, ISO/OSI Model,

UNIT-V

Web Marketing
- Introduction to Web Marketing : The Significance of Web Marketing, Internal Measures for SEO, Link Building,
- Introduction to AdWords, Online Advertising and Search Engines, Display Network, Advertising on Display Networks, Image
- Advertizing, Mobile Advertising, Video Advertising, YouTube Advertising.
- Social Media Advertising : Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience.
- E-mail. Marketing :Creating E-mail Campaigns, Effective strategies for E-mail Marketing.

SUGGESTED READINGS:
- ALEX Trengove Jones ,Anna Malczyk and Justin Internet Marketing.
- Damian Ryon ; Digital Marketing
- Philip Kotler ; Marketing 4.0