

AVVM SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI.
Department of Management Studies

Research Advisor: C.SURESH

Research Scholar: S.MUTHURAMACHANDRAN

SUB. CODE	TITLE	CREDITS
17PHDMGT2	PERFOMANCE MANAGEMENT	4

Unit –I

Introduction to PM-definition-PM contribution- disadvantages of poor implementation of PM- definition of reward systems -AIMS and role of PM systems -characteristics of an idea PM systems -integration with other activates.

Unit-II

Prerequisites- performance planning -performance execution -performance assessment - performance review - performance renewal and recontracting- performance management and strategic planning -definition and purpose of strategic planning- process of linking PM to the strategic plan- building support -defining performance -determinants of performance- performance dimensions- approaches to measure performance- measuring results- measuring behaviors.

Unit III

Appraising for recognition and reward -appraisal forms and its characteristics- method of appraisal- implementing the appraisal system -appraisal and HR decisions.

Unit IV

Measurement based performance management -significance of measurement in performance management –theoretical foundations of measurement based performance management –lessons of measurement techniques-measurement based performance management strategy, interventions and drivers.

Unit V

Job evaluation for office personnel .job evaluation and pay plans for sales personnel- wage fixation through adjusctication-wage boards and collective bargaining.

Text Book Recommended:

1. A.M. Sarama – Performance Management – Himalaya Publishing House.
2. Herman Aguims – Performance Management – Pearson, 2008.

Books for References:

1. Srinivas R. Kandula – Performance Management – Prentice Hall of India.
2. Corinne Leech – Managing Performance – Elsevier.
3. Prem Chadha – Performance Management – McMillan.

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SUB. CODE	TITLE	CREDITS
17PHDMGT1	HUMAN RESOURCE DEVELOPMENT	4

Unit –I

Introduction to HRD- meaning and definitions -nature and scope of HRD –Human Resource Development in India - evaluation and process of HRD-HRD record, audit & research.

Unit –II

HRD Systems and developing Strategies – Future challenges to HRD Strategies – HRD Model - Job analysis - Training and development importance, features, methods, training Process – Strategies to support management development, general model and recent scenario of training and development.

Unit-III

Group behavior- human resource motivation - organization change and development- quality of work life –communication- leadership- worker`s participation in management- promotion, transfer and career.

Unit –IV

Organizational Culture – meaning, characteristics – Uniformity of culture – culture`s functions, Dysfunctions of cultures – changing organizational culture- managing stress and conflict at workplace.

Unit –V

Manpower statics in India - transactional analysis- equal employment opportunity - compensation management - employees` benefits and incentive -employee welfare and social security.

Text Book Recommended:

1. A.M. Sheikh – Human Resource Development and Management – S.Chand.
2. K.Aswathappa – Human Resource Development Text and Cases – TMH, 2011.

Books for References:

1. Tapomoy Deb – Human Resource Development – Ane Books Pvt. Ltd.
2. Luthans, Fred; Organisational Behaviour 11th edition Tata McGrawHill 2009.
3. Santhosh Gupta – HRD Concept and Practices – Deep and Deep Publications, 2008.

AVVM SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI.
Department of Management Studies

Research Advisor: C.SURESH

Research Scholar: B.ASHA DAISHY

SUB. CODE	TITLE	CREDITS
17PHDMGT2	STRATEGIC HUMAN RESOURCE MANAGEMENT	4

Unit I

Strategic Human Resource Management: Nature of strategies and strategic Management process; Environmental Scanning, Strategy formulation, strategy implementation, strategy evaluation, importance of strategic management, Role of HRM in Strategic management- SHR philosophy.

Unit II

Human resource planning- Job Analysis & design- recruitment & selection – IT enabled recruitment & Selection practices – Placement and induction – Compensation management, Methods and recent trends in compensation management.

Unit III

Training and development, Training systems view, Needs assessment, Methods of training and techniques, Management Development, Managing Organizational change and Development, Evaluating training effort- carrier planning and development.

Unit IV

Emotional Intelligence-meaning, scope, self-image, awareness, perception, Knowledge and esteem - matching personality and Job - ethical decision - making behavior - Transactional, analysis -Ego states, Transactions, life position, strokes, games – sweat shirts, Rackets, time-structuring - Impression management – empathy – neuro Linguistic Programming NLP

Unit V

Global perspective of SHRM, Managing International HR activities: Implementation of Global HR System, Staffing the Global Organization, Improving productivity through HRIS, Major issues and challenges of SHRM: Outsourcing HR activities, Balancing work and life, Managing cross cultural diversity, Changing demographics of work force and changed employee expectations-loss of joy and pleasure.

Text Book Recommended:

1. Srinivas & R.Kandula, “Strategic Human Resource Development”, PHI Publication.
2. K.Aswhappa, “Human Resources &Personnel Management”, McGraw Hill Publication.

Books for References:

1. S.Seetharam & B.Venkateshwara Prasad, “Human Resources Management”, SCITECH Pub (INDIA)
2. Stone, “Human Resources Management” Eastern Economy Edition.
3. Gary Dessseler, “Human Resources Management”, PHI Publication.

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Research Scholar: B.ASHA DAISHY

SUB. CODE	TITLE	CREDITS
17PHDMGT1	ORGANIZATION DEVELOPMENT	4

OBJECTIVE: To provide OD paradigms in the rapidly changing context of globalization and organizational change.

UNIT - 1:

Definitions - Characteristics of Organization Development - History of the OD – Second generation OD – values – Beliefs - assumption in OD

UNIT - 2:

Models and theories of planned change - teams and teamwork - applied behavior science

UNIT - 3:

OD diagnosis - action component - OD interventions – Methods- Classification of interventions -action research - its application and approach

UNIT - 4:

MBO - quality circle – TQM - QWL (quality of work life) Physical setting etc., Training – T groups - coaching and mentoring and other methods

UNIT - 5:

Consultant – client relationship - power, politics and OD Research on OD - Future of Organization Development.

Text Book Recommended:

1. Wendell, L. French, Cecil H. Bell, “Organization Development”, Prentice Hall, 6th Edition 2008.
2. V.G.Kondalkar, “Organization Development” , New Age International Publishers, 2009.

Books for References:

1. Kavitha Singh, “Organization Change and Development” , Excel Books” 2010.
2. Dr.Mrs. Aruna Mankidy, K.V. Rao, R.B Nivrantra “Organization Development”, 4th Edition.
3. Cecil H.Bell, Robert A.Zawacki “Organization Development”, 5th Edition.

AVVM SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI.
Department of Management Studies
Ph.D Course Work Syllabus

Research Advisor: Dr.C.SURESH

Research Scholar: Srinivas Perumalla

SUB. CODE	TITLE	CREDITS
18PHDMGT2	PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	4

Unit-I

Meaning of General Insurance – The Evaluation and Growth of General Insurance – Types of General Insurance – Fundamentals of General Insurance – Recent Innovations. Organization and Management of General Insurance Companies – Regulatory Framework for General Insurance in India.

Unit-II

Fire Insurance: Standard Policies – Fire Insurance Coverage – Consequential Loss (Fire) Insurance Policies – Declaration Policies, Marine Insurance: Marine Cargo Policies – Hull Policies – Institute Cargo Clauses – Institute Hull Clauses – Open Policies – Accumulation of Risk Per Location – Motor Insurance: Types of Policies – Third Party Insurance – Comprehensive Coverage – Conditions And Exclusions – Premium.

Unit-III

Non Life Miscellaneous Insurances: Personal Accident Insurance, Health Insurance and Mediclaim Policies, Liability Insurance, Burglary Insurance Other Miscellaneous Insurances, Rural Insurance Covers, Engineering Insurance and Its Consequential Loss Covers, Aviation Hull and Aviation Liability.

Unit-IV

Underwriting and Settlement of Claims: Proposal Forms – Cover Notes – Certificates of Insurance – Endorsements – Moral and Physical Hazards – Statistics – Spreading Of Risks – Premium Rating – Premium Loading -

Unit-V

Settlement of Claims: Claim Procedure – Types – Claim Forms – Investigation / Assessment – Essential Claim Documents – Settlement Limitation, Arbitration, Loss Minimization and Salvage.

Text book

1. H. Narayanan, Indian Insurance: A Profile, Jaico Publishing House: Mumbai
2. Insurance Institute of India –IC 32 – Practice of General Insurance
3. Module I, Principles and Practice of General Insurance, The Institute of Chartered Accountants of India: New Delhi.

References

1. Insurance Institute of India– IC 34 – General Insurance –Text Book.
2. Insurance Institute of India – IC 45 – General Insurance Underwriting.
3. K.C. Mishra and G.E. Thomas, General Insurance – Principles and Practice, Cengage Learning: New Delhi.

AVVM SRI PUSHPAM COLLEGE (AUTONOMOUS), POONDI.
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SUB. CODE	TITLE	CREDITS
18PHDMGT1	CUSTOMER RELATIONSHIP MANAGEMENT	4

Unit-I

Definitions-Concepts and Context of Relationship Management – Evolution – Transactional Vs Relationship Approach – CRM as a Strategic Marketing Tool – CRM Significance to the Stakeholders.

UNIT-II

Customer Information Database- Customer Profile Analysis – Customer Perception, Expectations Analysis – Customer Behavior in Relationship Perspectives; Individual and Group Customer's – Customer Life Time Value – Selection of Profitable Customer Segments.

UNIT-III

Elements of CRM – CRM Process – Strategies for Customer Acquisition – Retention and Prevention of Defection – Models of CRM – CRM Road Map for Business Applications.

UNIT-IV

Strategic CRM Planning Process – Implementation Issues – CRM Tools – Analytical CRM – Operational CRM – Call Center Management – Role of CRM Managers.

UNIT-V

E-CRM Solutions – Data Warehousing – Data Mining for CRM – An Introduction to CRM Software Packages.

Textbooks

1. G. Shainesh, Jagdish, N. Sheth, Customrer Relationships Management Strategic Perspective Macmillan 2005.
2. Alok Kumar Et Al, Customer Relationship Management: Concepts and Applications, Biztantra, 2008.
3. Zikmund. Customer Relationship Management, Wiley 2012.

References

1. H. Peeru Mohamed, and A. Sahadevan, Customer Relation Management, Vikas Publishing 2005.
2. Jim Catheart, The Eight Competencies of Relationship Selling, Macmillan India, 2005.
3. Assel, Consumer Behavior, Cengage Learning, 6th Edition.
4. Kumar, Customer Relationship Management – A Database Approach, Wiley India 2007.

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Research Advisor: Dr.C.SURESH

Research Scholar: R.MANIKANDAN

SUB. CODE	TITLE	CREDITS
19PHDMGT1	ORGANISATIONAL BEHAVIOUR	4

Unit - 1

Introduction: Organizational Behaviour – Concept and Emergence of OB, Nature and Theoretical Frameworks, Historical Background – Hawthorne studies, Models of Organizational behavior, Ethics, Challenges and Opportunities for organizational behavior.

Unit - 2

Individual Behaviour: Personality, Learning, Values and Attitudes, Perception, Learning – Behaviorist, Cognitive and social Learning, stress at work. Management Assumptions about people – Mc Gregor's Theory X and Theory Y; Chris Argyris behavior patterns, Motivation – Maslow's Need Hierarchy, Herzberg's Two Factors Theory, Vroom's Expectancy Theory; Theory of Intrinsic Motivation by Ken Thomas; Work – Designing for creating motivation jobs.

Unit - 3

Inter-Personal Behaviour: Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window. Managing Misbehaviour at work – Sexual abuse, substance abuse, cyber slacking, Aggression and violence.

Unit - 4

Group Behaviour: Group Dynamics, Group Cohesiveness and Productivity; Management of Dysfunctional groups; Group decision making, Organizational Politics. Leadership – Concept and Styles; Fielder's contingency model, House's Path Goal Theory, Leadership Effectiveness; Types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional conflicts; Resolution of conflict.

Unit - 5

Conflict and Negotiation Conflict in Organizations, Conflict Management, Negotiation: Negotiation Strategies, How to be an effective negotiator, Manager as a negotiator Change in Organizations Planned Change Strategies Resistance to Change Over coming resistance to change Innovation in Organizations Dynamics of Stress and managing Job stress.

Text Book Recommended:

1. Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice –Hall, New Delhi
2. UdaiPareek 2010, Understanding Organizational Behaviour – Oxford University Press.
3. Luthans, Fred, Organizational Behaviour, Mc Graw Hill, New York.

Books for References:

1. Sharma R. A., Organizational Theory and Behaviour, Tata Mc Graw – Hill Publishing Co. Ltd
2. Aswathappa.K., Organizational Behaviour, Himalaya Publishing House, New Delhi.
3. Robin Finchem and Peter Rhodes 2010, Principles of Organization Behaviour, Oxford University Press.

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SUB. CODE	TITLE	CREDITS
19PHDMGT2	STRESS MANAGEMENT	4

UNIT I

Meaning – Symptoms – Work Related Stress – Individual Stress – Reducing Stress -sources of stress –consequence of stress-burnout-symptoms of Burnout- stress verses Burnout-model of stress-strategies for coping stress (individual and organizational strategies) –case study

UNIT II

Techniques – Importance of Planning the day –developing concentration – Prioritizing Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say “No”

UNIT III

Career plateau – Identifying Career plateaus – Structural and Content - Plateauing – Making a fresh start – Importance of Sabbaticals – Counseling out – Executive leasing – Sustaining a marketable Career.

UNIT IV

Implications – People issues – Structure issues – Environmental issues – Learning to keep calm - Preventing interruptions – Controlling crisis – Pushing new ideas – Empowerment – Work place Humour, Developing a sense of Humour – Learning to laugh – role of group cohesion and team spirit.

UNIT V

Improving personality – Leading with Integrity – Enhancing Creativity – Effective decision making – Sensible Communication – The Listening Game – Managing Self – Mediation for peace – Yoga for Life

TEXT BOOKS:

1. Bhatia R.L., The Executive Track: An Action Plan for Self Development Wheeler Publishing, New Delhi.
2. Charavathy.S.K, “Human Values for Manager”, McGraw Hill/Henely Management Series .
3. Dr.Anjali Ghanekar “Managing Stress” , Everest Publishing House.

REFERENCES:

1. Jeffr Davison, Managing Stress, Prentice Hall of India, New Delhi.
2. Jerrold S Greenberg, Comprehensive Stress Management, Jain Books, 2009
3. Robert L. Woolfolk , Principles and Practice of Stress Management, Second Edition.

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Research Scholar: K.SANDEEP REDDY

SUB. CODE	TITLE	CREDITS
19PHDMGT1	ORGANISATIONAL BEHAVIOUR	4

Unit - 1

Introduction: Organizational Behaviour – Concept and Emergence of OB, Nature and Theoretical Frameworks, Historical Background – Hawthorne studies, Models of Organizational behavior, Ethics, Challenges and Opportunities for organizational behavior.

Unit - 2

Individual Behaviour: Personality, Learning, Values and Attitudes, Perception, Learning – Behaviorist, Cognitive and social Learning, stress at work. Management Assumptions about people – Mc Gregor's Theory X and Theory Y; Chris Argyris behavior patterns, Motivation – Maslow's Need Hierarchy, Herzberg's Two Factors Theory, Vroom's Expectancy Theory; Theory of Intrinsic Motivation by Ken Thomas; Work – Designing for creating motivation jobs.

Unit - 3

Inter-Personal Behaviour: Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window. Managing Misbehaviour at work – Sexual abuse, substance abuse, cyber slacking, Aggression and violence.

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Group Behaviour: Group Dynamics, Group Cohesiveness and Productivity; Management of Dysfunctional groups; Group decision making, Organizational Politics. Leadership – Concept and Styles; Fielder's contingency model, House's Path Goal Theory, Leadership Effectiveness; Types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional conflicts; Resolution of conflict.

Unit - 5

Organizational Processes: Organization design, Organization culture and organization climate – concept, determinants and OCTAPACE model; organizational effectiveness – concept and measurement, Communication – Emerging aspects of OB

Text Book Recommended:

4. Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice –Hall, New Delhi
5. Udai Pareek 2010, Understanding Organizational Behaviour – Oxford University Press.
6. Luthans, Fred, Organizational Behaviour, Mc Graw Hill, New York.

Books for References:

4. Sharma R. A., Organizational Theory and Behaviour, Tata Mc Graw – Hill Publishing Co. Ltd
5. Aswathappa.K., Organizational Behaviour, Himalaya Publishing House, New Delhi.
6. Robin Finchem and Peter Rhodes 2010, Principles of Organization Behaviour, Oxford University Press.

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SUB. CODE	TITLE	CREDITS
19PHDMGT2	EMPLOYEE ENGAGEMENT	4

Unit - 1

Introduction to Employee Engagement: Definition and Scope of Employee Engagement, Multiple factors of Employee Engagement, Importance of Employee Engagement in Businesses success, Alignment of Engagement to achieve the needs of the business.

Unit - 2

Motivation and Employee Engagement: Employee Motivation, Millennia's motivation for Employee Engagement, Advantages of Employee Engagement, Key factors that lead to employee Motivation and Engagement, Connecting Employees to vision and Purpose, Implementation style to meet the need of the employees.

Unit - 3

Establishing a Strategy: Successful Employee Engagement Strategies, Tactics and tools to foster higher level of employee engagement, Developing Organizational Engagement, Assessment and Strategizing Employee Engagement.

Unit - 4

Leadership and Employee Engagement: Leadership, Leadership influencing Engagement, HR to corporate social responsibility, Recognition and Promotion, Organizational Dynamics of Employee Engagement, communication and Engagement, Relationship between Personality Traits and Engagement.

Unit - 5

Measuring Employee Engagement: Measuring and Surveying Employee Engagement, Identifying and valuing outcomes.

Text Book Recommended:

1. Debashish Sengupta, S. Ramadoss, Employee Engagement, 2011
2. Vipul Saxena, Employee Engagement, 2019, Notion Press.
3. Luthans, Fred, Organizational Behaviour, Mc Graw Hill, New York.

Books for References:

1. Sarah Cook, Essential guide to Employee Engagement, 2008, Kogan page ltd.
2. Aswathappa.K., Organizational Behaviour, Himalaya Publishing House, New Delhi.
3. Bob Kelleher, Employee Engagement For Dummies, 2013.

HUMAN RESOURCE MANAGEMENT

Sub code: 18PHCW01

UNIT- I

Human Resource Function Human Resource Philosophy – Changing environments of HRM – Strategic human resource management – Using HRM to attain competitive advantage – Trends in HRM – Organisation of HR departments – Line and staff functions – Role of HR Managers.

UNIT- II

Recruitment & Placement Job analysis : Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation. Recruitment and selection process : Employment planning and forecasting - Building employee commitment : Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT III:

Training & Development Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. Developing Managers: Management Development - The responsive managers - On-the-job and off the-job Development techniques using HR to build a responsive organisation. Management Developments and CD- Roms - Key factor for success. Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers.

UNIT IV:

Compensation & Managing Quality Establishing Pay plans : Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations. Benefits and services : Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

UNIT V:

Labour relations and employee security Industrial relation and collective bargaining: Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation. Labour Welfare : Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

REFERENCE

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
4. Dr. R.Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.

ORGANISATIONAL DESIGN & DEVELOPMENT

Sub Code: 18PHCW02

UNIT- I

ORGANISATION & ITS ENVIRONMENT - Meaning of Organisation - Need for existence - Organisational Effectiveness - Creation of Value - Measuring Organisational Effectiveness - External Resources Approach, Internal Systems Approach and Technical approach - HR implications.

UNIT- II

ORGANIZATIONAL DESIGN - Organizational Design - Determinants - Components - Types - Basic Challenges of design - Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design - Success and Failures in design - Implications for Managers.

UNIT - III

ORGANISATIONAL CULTURE - Understanding Culture - Strong and Weak Cultures - Types of Cultures - Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT- IV

ORGANISATIONAL CHANGE - Meaning - Forces for Change - Resistance to Change - Types and forms of change - Evolutionary and Revolutionary change - Change process -Organisation Development - HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT- V

ORGANISATION EVOLUTION AND SUSTENANCE - Organizational life cycle - Models of transformation - Models of Organizational Decision making - Organizational Learning - Innovation, Intrapreneurship and Creativity-HR implications.

REFERENCE BOOKS:

1. Thomson G. Cummings and Christopher G. Worley, Organisational development and Change, Cengage learning, 9th edition, 2011.
2. Robbins Organisation Theory; Structure Design & Applications, Prentice Hall of India, 3 rd edition, 2013.
3. Bhupen Srivastava, Organisational Design and Development: Concepts application, Biztantra, 2010.
4. Robert A Paton, James Mc Calman, Change Management, A guide to effective implementation, Response Books, 2012.
5. Adrian Thornhill, Phil Lewis, Mike Millmore and Mark Saunders, Managing Change -A Human Resource Strategy Approach, Wiley, 2010.

HUMAN RESOURCE MANAGEMENT

UNIT -1:

Introduction to Human Resource Management: Definition - Objectives and functions - Role and structure of Human Resource Function in organizations- Challenges in Human Resource Management -- Approaches to Human Resource Management

UNIT- 2

Human Resource Planning: Personnel Policy - Characteristics - HR Planning: Need, Scope and Process - Job analysis - Job description - Job specification- Succession Planning.

UNIT- 3

Recruitment and Selection Process: Sources of recruitment- internal Vs. External; Domestic Vs. Global sources- Selection process- Placement and Induction - Training and Development: Need Assessment- Training methods for Operatives and Supervisors - Executive development: Need and Programs.

UNIT- 4

Employee Compensation and Retention: Wages and Salary Administration - Bonus - Incentives - Fringe Benefits -Flexi systems- Sweat Equity- Job evaluation systems - Promotion - Demotions - Transfers- Labour Attrition: Causes and Consequences- Employee Retention: Need and Programs.

UNIT- 5

Employee Welfare, Separation: Welfare and safety - Accident prevention - Employee Grievances and their Redressal - Industrial Relations - Trade Unions - Multiplicity of Trade Unions - Workers Participation in Management- Separation: Need and Methods.

UNIT- 6

Human Resource Information System- Personnel Records/ Reports- e-Record on Employees - Personnel research and personnel audit - Objectives - Scope and importance.

REFERENCES

1. Mathis and Jackson, *Human Resource Management*, South-Western College, 2004.
 2. Nkomo, Fottler and McAfee, *Human Resource Management*, South-Western College, 2007.
 3. R. Wayne Mondy, *Human Resource Management*, Prentice Hall, 2011.
 4. Venkataraman & Srivastava, *Personnel Management & Human Resources*
 5. Arun Monappa, *Industrial Relations*
 6. Pigors and Myers, *Personnel Administration*
 7. R.S. Dwivedi, *Manpower Management*
- Lynton & Pareek, *Training and Development*, Vistaar Publications, 1990

MARKETING MANAGEMENT

UNIT - I

Introduction: Marketing Management Philosophies – What is marketing – The concepts of marketing.- E-Marketing – Social Media Marketing

UNIT - II

Strategic Planning – Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, Developing Marketing Mix Analysis of Macro and Micro environment Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting – Techniques

UNIT - III

Buyer behaviour: Factors Influencing Consumer Behaviour – Buying Situation –Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation: Targeting and Positioning - Competitive Marketing Strategies.

UNIT - IV

Product Policies – Consumer and Industrial Product Decisions, Branding, Packaging and Labeling – New Product Development and Product life Cycle Strategies. Pricing – Pricing strategies and approaches.

UNIT - V

Promotion Decisions: Promotion Mix - Advertising – Sales Promotion - Sales Force decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.

Reference Books

1. Balakrishna, S., Case Studies in Marketing, Pearson, 2011.
2. Kotler P., and Keller, K.L., Marketing Management, 14th Edition, Pearson Education, 2011.
3. Kotler, P., Agnihotri, P.S. and Haque, E.U., Principles of Marketing: A South Asian Perspective, 13th Edition, Pearson, 2010.
4. Mullins, Marketing Management: A Strategic Decision Making Approach, 7th Edition, McGraw-Hill, 2010.
5. Pillai, R.S.N. and Bhagavathy, Marketing Management, S.Chand Publishing, 2010.
6. Ramaswamy, V.R., Marketing Management: Global Perspective Indian Context, 4th Edition, Macmillan India Pvt. Ltd., 2009
7. Kumar, R.S., Case Studies in Marketing Management, Pearson, 2012.
8. Saxena, R., Marketing Management, 4th Edition, Tata McGraw-Hill Education Pvt. Ltd, 2010.
9. Srinivasan, R., Case Studies in Marketing: Indian Context, 5th Edition, PHI Learning, 2012.
10. Winer, R.S., Marketing Management, 3rd Edition, Pearson, 2007.

Ph.D COURSE WORK

SYLLABUS

HUMAN RESOURCE MANAGEMENT

UNIT-I .

Concept Of Human Resource Management – Meaning And Definition – Personal Management – Difference Between HRM And PM – Objective – Scope – Importance – Functions – Evaluation And Development

UNIT -II – HR PLANNING

Human Resource Planning - Objectives – Need And Importance – Process – Job Analysis- Job Specification – Job Evaluation – Process-Selection- Recruitment – Sources – Selection – Need And Process - -Placement

UNIT -III

Employee Training – Need –Importance – And Types – Career Planning – Objectives – And Limitations – Human Resource Development – Objectives- Need – Importance

Unit -IV

Collective Bargaining- Objectives- Importance- Performance Appraisal – Objectives And Importance – Process – Methods – Problems – Essentials – Wage And Salary Administration – Components – Objectives – Essentials Of Sound Wage And Salary Structure

Unit-V

Industry relation –scope- objectives- importance- approaches- measures of improving industrial relation-industrial disputes- concept – causes of industrial dispute - consequences-prevention of industrial dispute.