



Institute of Management Sciences

University of Lucknow

Restructured & Revised Course Structure

2 Years full-time Masters Degree Program in
Management

MBA (Human Resource)

(To be effective from the session 2020-2021)

SEMESTER III

SL	PAPER TYPE	CODE	PAPER TITLE	CREDIT	MARKS	
					THEORY/ EXTERNAL	INTERNAL ASSESSMENT
1	Core	IMS 301	Innovation and Entrepreneurship	4	70	30
2	Core	IMS 302	Summer Internship	4	70	30
3	Open Elective (choose any one)	IMS 311	Business Analytics	4	70	30
		IMS 312	Artificial Intelligence In Business			
		IMS 313	Inter-Departmental Elective			
4	Specialisation Area Elective (Choose any three)	HSE 301	Organizational Change and Development	3X4 = 12 Credits	3X70 = 210	3X30 = 90
		HSE 302	Trade Unionism & Collective Bargaining			
		HSE 303	Compensation & Reward Management			
		HSE 304	Performance Management & HR Audit			
		HSE 305	Industrial Relation & Legislation			
		HSE 306	Labour Welfare & Social Security			
			TOTAL	24	420	180
5	Non-Credit	IMS 303	Industrial Visit	0	70	30

Handwritten signatures and initials:
 R, G, Besme, Shweta, V. Sharma, Akhyat, An, NK, 4 Aug's

SEMESTER IV

SL	PAPER TYPE	CODE	PAPER TITLE	CREDIT	MARKS	
					THEORY/ EXTERNAL	INTERNAL ASSESSMENT
1	Core	IMS 401	Strategic Management/MOOCs	4	70	30
2		IMS 402	Dissertation	4	70	30
3	Specialisation Area Elective (Choose any three)	HSE 401	Stress Management	3X4 = 12 Credits	3X70 = 210	3X30 = 90
		HSE 402	Cross Cultural Management			
		HSE 403	Human Resource Training & Development			
		HSE 404	Managerial Counselling			
		HSE 405	Leadership, Conflict Resolution and Team Building			
		HSE 406	Talent Management			
			TOTAL	20	350	150

SEM	I	II	III	IV	TOTAL
CREDITS	24	28	24	20	96



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Detailed Course Outline

SEMESTER I

IMS 101: PRINCIPLES OF MANAGEMENT

Course Objective: The objective of this course is to introduce the students to the intricacies of management. It elaborates on the various theories, principles, skills, functions and significance of management in today's global era.

Competency Outcome: Students incorporate managerial knowledge and skills after attending this course. They develop the competencies to implement these in the real business world.

Unit I

Management: Concept, Nature & Importance; Managerial Roles & Skills; Levels of Management; Principles of Management; Management Process. Classical theories-Taylor Scientific Management, Fayol's Administrative Management, Bureaucracy. Neo classical theories-Hawthorne Experiment & Human relations Approach; System approach; Social System Approach; Decision Theory Approach; Behavior Science Approach; Contingency theory; McKinsey-7-S theory; Quantitative Approach.

Unit II

Nature, Scope, Objectives and Significance of Planning; Types of Planning; Process of Planning; Barriers to Effective Planning; Planning Premises and Forecasting; Decision Making - Conditions of Certainty, Risk and Uncertainty, Bounded rationality (Herbert Simon); Management By Objective; Management Information System.

Unit III

Concept of Organizing; Organization Theories; Formal & Informal Organizations; Forms of Formal Organizational Structure; Departmentation; Span of Management; Authority, Responsibility and Accountability; Power; Delegation, Centralization & Decentralization.

Unit IV

Concepts and significance of Staffing, Direction & Supervision. Types & importance of Control; Techniques of control; Management by Exception; Co-ordination: Essence of management; Coordination Vs. Co-operation; Types of coordination; Techniques of coordination.

Unit V Forms of Business Organizations; Company and its various forms; Formation of a company; Memorandum of Association; Articles of Association; Prospectus; Shares and Share Capital; Promoters, Trusts & Societies; Issues of Consumer Protection.

References:

- *Stoner, Freeman & Gilbert Jr (2011); Principle & Practice of Management in Business; Prentice Hall of India; 6th Edition.*
- *Koontz H., Weihrich H. (2009) ; Principles of Management; Tata Mc Graw Hill; 8th Edition.*
- *Robbins, Decenzo David & Coulter (2012); Fundamental of Management; Prentice Hall of India; 8th Edition.*
- *Williams C (2009) Principles of Management; South-Western/Cengage Learning; 5th Edition.*
- *Weihrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; Mc Graw Hill; 14th Edition.*
- *Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2nd Edition.*

IMS 102 QUANTITATIVE TECHNIQUES FOR BUSINESS

Course Objective: The objective of this course is to acquaint the students with various statistical tools and techniques used in business decision making.

Specific Learning Outcomes: On completion of this course, the students will be able to understand various quantitative statistical methods. Understand data and draw inference from data, Calculate and interpret statistical values by using statistical tool & demonstrate an ability to apply various statistical tools to solve business problems.

Unit-I

Introduction to Statistics: Basic concepts, Classification & Tabulation, Data measurement, Uses of Statistics in business. Descriptive Statistics: Measure of Central Tendency - Mean, Median, Mode, Percentiles, Quartiles.

Unit-II

Measures of Variation: Range, Inter-quartile range, Mean Absolute Deviation, Variance and Standard deviation. Measures of Association Correlation: Methods of Correlation study - Karl Pearson's coefficient of correlation, Rank correlation.

Unit III

Simple Regression Analysis: Introduction to regression analysis, regression lines, Coefficient of Determination & Estimation, Develop Trend line Probability: Introduction, Methods of assigning probabilities, Structure of probability, Joint and Conditional probabilities, Addition and Multiplication Laws, Baye's Theorem.

Unit IV

Analysis of Categorical Data: Chi-Square- Test of Independence, Test of Goodness of Fit. Probability Distributions: Discrete Distributions -Binomial Distribution, Poisson Distribution, Continuous Distributions - Normal Distribution.

Unit V

Introduction to Matrices: Types of Matrices, Matrix Operations-Addition, Subtraction & Multiplication of Matrices, Adjoint and Inverse of a Matrix, Solving Linear Equations using Matrix Method, Business Applications of Matrices.

References:

- *Levin & Rubins, (2017) Statistics for Business, Prentice Hall of India, 8th Edition, N.Delhi.*
- *Bhardwaj, R.S. (2009) Business Statistics, Excel Books, 2nd edition.*
- *Gupta, S.C. & Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.*
- *Arulmozhi, G. and Muthulakshmi, S. (2009), Statistics for Management, The McGraw-Hill Education, ISBN: 9780070153684.*
- *Medhi, J. (2013), Statistical Methods-An Introductory Text, New Age International Publishers, ISBN: 978-81-224-1957-3.*

IMS 103 FINANCIAL AND MANAGEMENT ACCOUNTING

Course Objective: The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting.

Learning Outcomes: Successful Application of financial and accounting information for planning decision-making and control in real business situations

Unit I

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), International Financial Reporting Standards (IFRS) –need and significance. Ethical Dimensions in Reporting of Accounting Information

Unit II

Financial Statements Preparation and Analysis- Preparation of Income Statements and Balance Sheet, Contents of Corporate Annual Reports, Financial Statement Analysis – Ratio Analysis, Trend Analysis.

Unit III

Preparation of Cash Flow Statement, Direct Method-Cash Flow from Operating, Investing and Financing Activities; Indirect Method of Preparing Cash Flow Statement Reconciliation of Net Income to Net Cash Provided by Operations,

Unit IV

Costing Techniques- Introduction to Costs and Costs Behaviour, Absorption and marginal costing, Applications of marginal costing techniques in managerial decision making

Unit V Accounting for Planning and Control- Budgets and Budgetary Control, Various Types of Operating Budgets, and Financial Budgets, Flexible Budgeting, Rolling Budget and Zero Based Budgeting Variance Analysis, Management Control System and Responsibility Accounting.

Suggested Books

- *Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4th Edition.*
- *Ananthanayanan, P.S. (2014). Management Accounting, Oxford Publication.*
- *Larson, Kermit D., & Miller, Paul B. W. (1994) Financial Accounting, McGraw-Hill Education*
- *Narayanaswamy, R. (2014). Financial Accounting: A Managerial Perspective, Prentice Hall India, 6th Edition.*
- *Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6th Edition.*

IMS 104 MARKETING MANAGEMENT

Course Objective: The course seeks to familiarize the students with marketing principles and theories and develop an understanding of their practical applications in the contemporary business environment. The students would understand that companies are now customer-and-market driven. Segmentation, targeting and positioning are the basic fundamentals involved in value creation, delivery and promotion.

Learning Outcomes: The students will grasp how the concept of marketing is changing with times and companies are developing newer forms of communication as well as strategies to leverage on their understanding of customers.

Unit I

Meaning, Scope, Nature, Importance, Recent Trends & Challenges in Marketing, Core Concepts of Marketing, Company's Orientations towards the Marketplace, Concept of Value, Value Creation and Delivery.

Unit II Marketing Plan and Strategy, Ansoff Market Expansion Grid, BCG Matrix, Role of Technology in Marketing, Environmental Variables of Marketing, Market Segmentation, Bases for Segmentation, Market Targeting, Developing and Communicating Positioning Strategy.

Unit III

Consumer and Business Markets, Product Classification, Product life cycle – stages and strategies, Product Differentiation, Developing Pricing Strategies and Programs, Adapting the Price, Pricing techniques for Promotion, Responding to Price Changes.

Unit IV

Dealing with Competition, Role of Marketing Channels, Channel levels, Channel Design Decision and Managing Channel Conflict.

Unit V

Characteristics of Marketing Communication Mix, Integrated Marketing Communication, Macro Models of Communication, Micro Models of Consumer Response, Communication Objectives, Personal and Non-Personal Communication Channels, New Forms of

Communication (viral marketing, experiential marketing), Marketing Control, Emerging trends in marketing.

References:

- Kotler, P., & Keller, K., Koshi, A. & Jha, (2012) *M. Marketing Management: South Asian Perspective (14th ed.)*. Pearson
- Rama0swamy, V.S., & Namakumari, S. (2018), *Marketing Management: Global Perspective Indian Context (6th ed.)*. Sage Pub.
- Grewal, D., Levy, (2016) *M. Marketing (5th ed.)*. Mc Graw Hill
- Saxena, Rajan. (2009) *Marketing Management (6th ed.)*. Mc Graw Hill
- Dutta, Debraj & Dutta, Mahua, (2011) *Marketing Management. 2nd Edition*, Vrinda Publication
- Kamal Y. (2020), *Marketing Management, NRBC, 1st Edition*.

IMS 105 HUMAN RESOURCE MANAGEMENT

Objective: To develop student competency on theories and practices dealing with factors influencing people at workplace. It teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

Learning outcomes: On completion of the course the student should be able to understand the importance of human resources (HR) in organization, link organization strategy with human resource practices in an organization, learn the techniques of HR practices and its implementation aspects to motivate employees for performance and their retention and to learn the implementation of HR practices thorough discussion of real examples with case studies.

Unit I

Introduction to Human Resource Management (HRM), Evolution of HRM, Trends shaping HRM, Strategic Human Resource Management, HRM Models-Harvard model, Guest model, Ulrich's HR model, AMO framework, Line and Staff aspects of HRM.

Unit II

Job Analysis- process and methods, Job Description, Job Specification, Human Resource Planning and Forecasting, Employee Recruitment- Sources, Application Forms, Employee Selection- Types of Tests, Management Assessment Centers, Types of Interviews, Placement.

Unit III

Employee Orientation- Purpose, Process, Training Process- Analysing the training need & designing the training program, implementation and evaluation of training program, Management Development Programs, Employer Life-cycle Career Management- Promotion, Transfers, Retirements, Career Planning, Talent Management.

Unit IV

Concept of Performance Management and Appraisal, Techniques for Appraising Performance, Appraisal related Problems, Appraisal Interview, Succession Planning Factors in determining pay rates, Process of establishing Pay rates- Salary survey, Job Evaluation,

Pricing Managerial and Professional Jobs, Competency-Based Pay, Variable Pay, Employee Incentives, Benefits.

Unit V

Employee Relations: Concept and Types of Employment Relationship, Industrial relations, Collective bargaining, Psychological Contract, Ethical behaviour at work, Employee well-being.

References:

- *Dessler, G. & Varkkey, B. (2015); Human Resource Management; New Delhi: Pearson; 14th Edition.*
- *Armstrong, M. & S. Taylor. (2017); Armstrong's Handbook of Human Resource Management Practice; London: Kogan Page; 14th Edition.*
- *Aswathappa, K. (2010); Human Resource and Personnel Management; Tata McGraw-Hill Education; 6th v*
- *Rao, P. S., & Rao, V. S. P. (2009); Personnel and Human Resource Management; Himalaya Publishing House; 5th Edition.*
- *Bernardin, John H. (2012); Human Resource Management; Mc Graw Hill; 6th Edition.*

IMS 106 MANAGERIAL ECONOMICS

Course Objective : The objective of this course is to acquaint the students with insights of Economic Theory as used in managerial decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Learning Outcomes: Managerial Economics provides the students with the basic tools to fundamentally deal with achieving a set of goals in a situation where resources are limited and choices must involve trade-offs, taking into account the external environment. The course will help the students strengthen the foundations of analytical approach to Managerial decision-making and understand the economic behaviour of several economic agents including a single firm. They will be exposed to the economic underpinnings of consumer behaviour and also understand the production functions facing firms. They should be able to analyse various market structures and the strategic behaviour of firms as regards pricing and output decisions. Students will also learn how the changing Macroeconomic environment impacts the prospects of various businesses.

Unit I

Nature and Scope of Managerial Economics, Demand-Supply Framework, Elasticity types and applications, Demand Forecasting, Marginal Analysis and Optimization.

Unit II

Analysis of Production Function, Theory of Cost, Law of Variable Proportion, Laws of Returns to Scale, Economies of Scope, Optimal Combination of Inputs,

Unit III

Managerial Theories and Goal(s) of a Firm; Information Economics and its Business Applications, Environmental Economics.

Unit IV

Market Structures and Strategic Behavior of Firms, Pricing and out-put strategies in different Market Structures , Price Discrimination , Game Theory Applications.

Unit V

National Income Analysis, Theories of Inflation and Deflation, Theories of Business Cycles and Stabilisation Policies, Monetary Policy, Fiscal Policy and the Budget.

References:

- *Thomas & Maurice (2016); Managerial Economics; McGraw-Hill. 8th Edition.*
- *Salvatore & Rastogi (2016); Managerial Economics: Principles & Worldwide Applications; Oxford University Press, 8th Edition.*
- *J.V. Vaishampayam (2008); Managerial Economics; NRBC, 1st Edition.*
- *A Koutsoyiannis (2003); Modern Microeconomics; Palgrave MacMillan, 2nd Edition.*
- *G S Gupta (2017); Managerial Economics; McGrawHill Education, 2nd Edition.*

IMS 111 IT SKILLS

Course Objective: This course has been designed to impart basic IT skills required for a business executive. It provides students with an overview of the business application software and problem-solving using that software. Topics include computer systems, microcomputer operating systems, word processing, electronic spreadsheets, business graphics, networks, database management, and integrated packages. Industry accepted office software will be used.

Learning Outcomes: Students acquire skills of using end-user software for communication, data transformation, collaboration, and problem-solving. They also acquire understanding of software and hardware components, information structures, basic business processes, information system security, and networks.

Unit I

Computer Systems -An Introduction, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs. Operating system – Basics, functions and types., Concepts of Networking and Data Communication. Basics and Features of Internet. Methods of Accessing the Internet, Handling Graphics and Multimedia,

Unit II

Text processing software: creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Crating form letters, e-mail messages and labels. Collaborating using tracking of changes, adding and reviewing comments, comparing and merging documents, password protecting of documents. Creating documents in alternate formats.

Unit III

Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics,

adding sound and animation to slides, reviewing, preparing and delivering presentation, customising and sharing presentations.

Unit IV

Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, combining data from multiple sources, creating charts and graphs,

Unit V

Performing calculations using Formulas and Functions, analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, using workbooks for collaborative working. Performing business intelligence analysis.

References:

- Peter Norton, (2008), *Introduction to computers, 9th reprint Edi. (Tata Mcgraw Hill)*
- Leon Alexis, *Introduction to computers 1st edition, (Vikas Publishing), ISBN: 9788182092341*
- Saxena S. & Chopra P. (2006) *Computer Application in Management, Vikas Publication*
- Gupta Vikas, (2008) *14 in one computer course kit, Dreamtech Publication*
- Tannenbaum, (2013) *computer networks, 5e, PHI publication*

IMS 112 MANAGERIAL SKILLS

Course Objective: The objective of the course is enabling students to learn about oneself, relationships, communication and the presentation skill requirements to be an effective manager and an impactful leader in any organization.

Learning Outcomes: After completion of the course, the student shall be able to demonstrate and apply soft skills required in an organization, understand the value of developing soft skills for personal and professional growth, an excellent team manager for organisations, develop expertise in drafting letters, mails, agendas, memos, etc. and learn the value of people and time in any organisation.

Unit I

Self-Management Skills – Understanding of Self-evaluation, Self-discipline, Selfcriticism, self-awareness, Goal setting, writing an action plan, support facilities for action plans, significance of feelings and emotions with performance Problem Solving skills – Concept, identifying and managing risks, critical thinking, convergent & divergent thinking, Six Hat Thinking

Unit II

Communication and Facilitating Skills – Art of listening, questioning, probing, art of formal writing, art of public speaking, art of writing e-mails, e-mail etiquettes, telephonic etiquettes, KISS principle. Art of Negotiation – Concept, need for successful negotiations, negotiation process, power of language and non-verbal communication in negotiation.

Unit-III

Corporate Skills – Concept of body language, practicing etiquette and mannerism, Presentation skills Time management - Concept and significance, punctuality, attendance, prioritizing, procrastination. Conducting meetings – Basics of why, when, where and how, developing agenda, stimulating discussion and evaluation of meeting.

Unit IV

Leadership skills – Influencing, coaching, delegating, empowerment, team player, leadership traits. Team Building & Co-ordination – Nature & concept of team, group dynamics, groups vs teams, personal and professional goals of members, effective team building process .

Unit V

Self Marketing skills – Designing the resume/CV, interview skills, Group Discussion skills, career planning, Emotional intelligence & Social intelligence, Stress management.

References:

- *Mitra K. Barun, (2016) Personality development and Soft Skills, 2e Oxford University Press*
- *Bhatnagar Nitin, (2012) Effective Communication and Soft Skills, Pearson Education, India*
- *Klaus Peggy, (2020) The Hard Truth about Soft Skills. Kindle Edition*
- *Mackenzie R. Alec. (2009), The Time Trap, 3rd edition.*
- *S.J. Mcgrath E.H., (2011) Basic Managerial Skills For All, PHI.*

IMS 113 FOREIGN LANGUAGE

SEMESTER II

IMS 201 ORGANISATIONAL BEHAVIOUR

Course Objective: The objective of this paper is to help the students understand how individuals, groups and structure interact to influence behaviour of people working in an organization.

Learning Outcomes: Students are expected to develop an understanding of their own perceptions, attitudes and behaviours as well as of those expected from an OB Manager. They are expected to develop comprehensive understanding of interplay among human nature, group dynamics, technology and organizational environment and its implications on organizational performance.

Unit I

Introduction to OB: Meaning and Nature of Organisational Behaviour, OB as an Interdisciplinary Subject, Significance of OB for Managers, OB as an Open System, Robbin's Model of OB, Changing Context, Challenges for an OB Manager.

Unit II

Perception: Meaning, Significance of Perception for Understanding Human Behaviour, Factors Influencing Perception, Attribution Theory. Attitude: Meaning, Concept, Significance of attitude for Understanding Human Behaviour, Values and attitude, Attitude formation, Measurement of Attitude, Cognitive Dissonance theory, Attitude Change, Learning: Concept, Learning Theories: Classical, Operant, Social, Learning, OB Modification, Steps in OB Modification Process.

Unit III

Motivation: Motivation and Goal Directed Nature of Human Behaviour, Process, Theories of Motivation, Maslow's Need Hierarchy, Herzberg's Two Factor Theory, Theory X, Y and Z, Work Redesign for Creating Motivating Job, Applications of Motivation. Meaning, Functions and Types of Group, Reasons for Joining Group, Stages of Group Development, Characteristics, Advantages, and Disadvantages of Informal Groups.

Unit IV

Concept of Group Dynamics, Group Norms, Group Cohesiveness, Group Shift and Group Decision Making Techniques, Conflict, Dysfunctional Groups, Groups vs. Team, Types of Team, Concept of Leadership, Fiedler's Contingency Model, Hershey and Blanchard's Model, Transactional and Transformation Leadership.

Unit V

Organizational Conflict: Reasons, Consequences and Handling. Organisational Culture: Concept, Forming, Sustaining and Changing a Culture, OCTAPACE Model, Hofstede Model, Organisational Change: Forces of Change, Resistance to Change, Change Model-Lewin's model. Case Studies: Some cases of real business world to supplement learning from the course.

References:

- *Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.*
- *Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.*
- *G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.*
- *Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.*
- *Pareek Udai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition.*
- *Rao, V.S.P. (2009); Organisation Behaviour; Excel Book.*

IMS 202: FINANCIAL MANAGEMENT

Course Objective: The objective of this course is to provide the basic understanding of corporate financial concepts. To enable the students synthesize and explain the corporate financial functions and decision making dynamics in the broad framework of a financial system.

Learning Outcome: To demonstrate the application of the course concepts in capital structure and project investment decisions. To demonstrate the application of financial understanding in varying situations of risk return analysis, cash, credit and inventory management.

Unit I

Nature of Financial Management: Scope and objectives of finance, role and functions of finance manager, risk-return trade off, shareholders' wealth maximization, agency problem, General awareness of financial environment-financial instruments, regulation and markets.

Unit II

Investment Decisions: Analysis of Capital budgeting decisions, application of discounted and non-discounted techniques in capital budgeting, time value of money, capital rationing, risk analysis in capital budgeting.

Unit III

Financing Decisions: Cost of Capital and Dividend Decision: Optimum capital structure, financial and operating leverages, sources of long-Term Finance, cost of capital-components' costs and Combined Cost (WACC), capital structure theories.

Unit IV

Dividend theories, Irrelevance of dividend, MM Hypothesis, relevance of dividend and Walter's model, dividend policy determinants, share repurchase or buyback, Issue of bonus share and its implications,

Unit V

Working Capital Management: Principles of working capital management, Accounts Receivable management, Inventory management and Cash management, factors influencing working capital requirement, computation of working capital required in business firm.

Suggested Books

- *Gitman, Lawrence J., & Chad J. Zutter (2017). Principles of Managerial Finance, Pearson Publication, 13th Edition*
- *Van Horne, James C, & Dhamija, Sanjay (2011), Financial Management and Policy, Pearson Publication*
- *Rustagi, R.P. (2019), Fundamentals of Financial Management, Taxman's 14th Edition*
- *Kishore, Ravi M (2016). Financial Management, Taxman's, 8th Edition.*
- *Khan, M.Y., & Jain, P.K. (2018). Financial Management: Text, Problems and Cases, Mc Graw Hill Publication, 8th Edition*

IMS 203 BUSINESS ENVIRONMENT

Course Objective: To help students develop an appreciation of the evolution of the global economy and of current topical debates surrounding 'globalization' and a range of associated issues. Provide background knowledge of the institutional, economic, political, cultural and technological environments that constitute today's global business environment. Provide a strong foundation to students of basic economic theory underlying the importance of the transnational corporation, of international trade, and of competitiveness.

Learning Outcomes: Aims to equip the students with an analytical framework to scan the national and global business environment. Provide students a framework to calculate the implications of their business decisions on different segments of the economy.

Unit I

Concept of Business Environment, Nature and Factors in Business Environment, Role of Planning in a Market Economy, India's Growth Experience, Performance & Challenges, Unemployment & Employment, Population Change, and Economic Environment, Agricultural Growth, Performance & Policies, Industrial Growth & Policies.

Unit II

Economic role of Government; Contemporary Economic Reforms, Role of Industry in Economic Development, Stock Exchange of India, Role of Regulatory Institutions in Indian financial system– RBI and SEBI, Balance of Payment, Poverty and its implications.

Unit III

Global Business Environment– Political, Economic, Social, Cultural, Legal, Technological, Theories of International Trade; Adam Smith, Ricardo and Ohlin & Heckscher, Global Monetary System, Indian Economy and GATT, WTO,

Unit IV

International Financial Markets; Bilateral, Multilateral Agencies, International Banks, International Securities Market, Rise of New Economies like BRICS and ASEAN Countries.

Unit V

Emerging issues, Regional Economic Integration, European Union. Corporate Social Responsibility; Environmental and Sustainability issues in Development.

References: -

- *Kapila U. (2017); Indian Economy: Performance & Policies; Academic Foundation, 17th Edition.*
- *Cherunilum F. (2017); Business Environment; Himalaya Publishing House, 4th Edition.*
- *B.N. Ghosh (2014); Business Environment; Oxford University Press 1st Edition.*
- *Rao P.S. (2013); International Business; Himalaya Publishing House 1st Edition.*
- *John D. D. (2010); International Business Environment and Operations; Pearson Education, 12th Edition.*

IMS 204 PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective: The objective of this subject is to introduce the students with the intricacies of Operations Management. The course discusses the importance of planning, organizing and controlling aspects in Operations Management. It also elaborates on the significance of Quality Management in the organizations.

Learning Outcomes: Students will be able to formulate and evaluate Operational decisions in any organization – Production based and/or Service Based.

Unit I

Introduction to Operations Management; Historical Evolution; Strategic role of Operations; Systems view of Operations Management; Functions of Operations manager; Recent Trends; Designing Products; Services and Processes; Flexible Manufacturing System.

Unit II

Facility Location Planning; Facility Layout Planning; Job Design; Work Study; Work Measurement; Method Study; Financial Analysis of Operating Plans; Ergonomics; Environmental Consideration – Green manufacturing; Ethical issues in OM.

Unit III

Production Planning & Control, Master Scheduling; Aggregate Planning; Rough Cut Capacity Planning; Gantt Charts & Sequencing. Just in Time (JIT); Lean Production System; Total Productive Maintenance (TPM).

Unit IV

Fundamentals of Inventory Management; Inventory Control Techniques; Material Requirement Planning (MRP); Manufacturing Resource Planning (MRP II); Enterprise Resource Planning; Project Management – PERT/CPM.

Unit V

Introduction to Quality Management; TQM; Contributions of Quality Gurus - Demings, Juran, Philip Crosby & Ishikawa; Techniques of Quality Control; ISO 9000 & ISO 14000; Statistical Process Control; Quality Circles; Kaizen; Six Sigma Approach; 7 QC tools; Service Quality & Service Quality Management

References:

- Heizer and Render, (2010) *Operations Management, 10th edition, Prentice Hall,*
- Ashwathappa K & Bhat K. Shridhara (2019) - *Production & operation Management, 2nd Edition, Himalaya Publication.*
- S N Chary (2019) *Production and Operations Management, 6th Edition, Tata McGraw Hill,*
- William J Stevenson (2018) *Operations Management, McGraw Hill, 13th edition.*
- Adam Jr Everetl E. & Ebert R J, (1992) *Production and Operations Management, 5th Edition, Prentice-Hall.*
- Dilworth James B (1996) *Operations Management, 2nd edition, Mc Graw Hill,*

IMS 205 RESEARCH METHODS FOR BUSINESS

Course Objective: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making.

Learning Outcomes: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research techniques, and adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis. Basic awareness of data analysis-and hypothesis testing procedures

Unit I

Concept, Objectives and Significance of Research, Research Process, Research Design: Exploratory Research Design, Descriptive Research Designs- Cross-sectional & Longitudinal, Experimental Design: Pre-Experimental, Quasi Experimental, True Experimental & Statistical Design.

Unit II

Measurement and Scaling: Primary Level of Measurement- Nominal, Ordinal, Interval, Ratio, Comparative and Non-competitive Scaling Techniques, Questionnaire Design, Sampling-Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision.

Unit III

Data Collection: Primary & Secondary Data; Survey Method of Data Collection, Classification of Observation Method; Fieldwork and Data Preparation. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: T-Test, ANOVA, Concepts of Multivariate Techniques-Multiple Regression Analysis, Discriminant Analysis etc.

Unit IV

Qualitative Research: Data Collection of Qualitative Research- Interviews, Observation & Documents, Qualitative Research Procedure: Focus Group Interview, Online Focus Group, Depth Interview, Projective Techniques, Other Methods of Qualitative Research: Narrative, Phenomenological, Grounded Theory, Ethnography & Case Study Method.

Unit-V

Meaning, Types and Layout of Research Report; Steps in Report Writing, Tabular & Graphical Presentation of Data, Citations, Bibliography and Annexure in Report, Avoid Plagiarism; Use of Statistical Software to Analysis the Data.

References:

- *Satyabhushan D., Malhotra NK.,(2015) Marketing Research: An Applied Orientation, 7th Edition, Pearson publisher.*
- *Bajpai N., (2011) Business Research Methods:, Pearson publisher.*
- *Cooper & Schindler (2015) Business Research Methods, 12th Edition, Mcgraw-Hill.*
- *Green, Tull&Albaum (2010) Research for Marketing Decisions, 5th Edition, PHI Pvt. Ltd, New Delhi.*
- *Leveine ,Khrehbiel& Berenson (2013) Business Statistics, 6th Edition, Pearson Education.*
- *Luck D. & Rubin D. (2006) Marketing Research, 7th edition, PHI, New Delhi.*

IMS 206: INFORMATION SYSTEMS MANAGEMENT

Course Objective: For an organization to thrive in today's increasingly rapid pace of change in environment, managers and functional specialists in all areas must perform their jobs effectively, efficiently, and ethically. Information technology provides the tools that enable all organizational personnel to solve increasingly complex problems and to capitalize on opportunities that contribute to the success of the organization. This course provides students with solid grounding in business uses of information technology in a rapidly changing environment, and to understand critical issues surrounding the use of IT in organizations.

Learning Outcomes: Students will be able to understand and articulate fundamental concepts of information systems management. Apply IT to solve common business problems. Plan and implement effective IT solutions to business problems. Apply the ethical aspects of information technology use in the organization.

Unit I

Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global EBusinesses and Collaborations, Strategic roles of Information Systems. Behavioural, Technical and Socio-technical approaches. Enhancing Business Processes through Information Systems. Types of Business Information Systems. TPS, MIS, DSS and EIS. Organising the Information Systems function in Business. Ethical and Social issues of Information Systems.

Unit II

Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making. Decision Support for Operational, Middle and Senior Management. Concepts of Database and Database Management System.

Unit III

Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply

Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.

Unit IV

Knowledge: Concepts and Dimensions, Tacit and Explicit Knowledge, Knowledge Management Systems, Content Management Systems, Collaboration Tools and Learning Management Systems, Knowledge Work Systems.

Unit V

Implementing Information Systems as Planned Organisational Change. Business Process Reengineering. Systems Analysis and Systems Design. Modeling and Designing Systems: Structured and Object-Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems. Introduction to Change Management.

References:-

- *Laudon Kenneth C. and Laudon Jane P.,(2018), Management Information Systems Managing the Digital Firm by : Pearson Publication, 15e*
- *James A O'Brien, Behl Ramesh, George M.Marakas, (2019), Management Information Systems, McGraw Hill*
- *Jawadekar Waman S., (2013) Management Information Systems A Global Digital Enterprise Perspective; McGraw Hill*
- *Dr.S.Shajahan, R.Priyadharshini, (2004) Management Information Systems, New Age International Publishers*
- *Boris Shishkov,(2020) Designing Enterprise Information Systems, Springer Publication., ISBN 978-3-030-22441-7*

IMS 211: BUSINESS ETHICS & CORPORATE GOVERNANCE

Course Objectives: The objective of this course is to study the major concepts, principles & theories of business ethics, corporate governance, corporate social responsibility and sustainability in today's business world.

Competency Outcome: Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization. They will have a better understanding of CSR, Corporate Governance and Sustainability issues faced by the organizations

Unit I: Introduction

Opening Case: Subprime lending

Concept of Business Ethics, Elements of Business Ethics, History and development of Business Ethics, Can Ethics be taught?, Bad Apple Theory, Why Ethics matters in Business? Ethics and Law, Ethical Behavior, Relationship between Business and Ethics: Unitarian View of Ethics, Separatist View of Ethics, Integration View of Ethics, Why be ethical in business? Who cares?, Pressure Points for Ethical Behaviour.

Emerging Ethical Issues and Dilemmas in Business- Lying, Bullying, Discrimination, Sexual Harassment, Fraud, Corporate Espionage, Insider Trading, Environmental Issues, Sexual

Harassment, Misuse of Organizational resources, Privacy Concerns, Employee Theft, Conflict of Interest etc. ;

Ethical issues related to Marketing, Ethical issues related to Finance, Ethical issues related to HR, Ethical issues related to IT, Ethics of Net neutrality, Ethical dimensions of artificial intelligence. Ethical Issues in Capitalism, Socialism and Communism,

Closing Case Study: Bhopal Gas tragedy

Unit II: Business Ethics Philosophies

Opening Case: Turing Pharmaceutical price hike controversy

Institutionalization of Business Ethics in India: Environment Laws, Antitrust Laws, Consumer Protection Laws, Investor Protection, Intellectual Property Right Laws, Corruption Prevention Laws, and Laws Promoting Equity and Safety at Workplaces.

Traditional and Contemporary Moral Philosophies: Teleology: Egoism, Utilitarianism, Deontology: Categorical Imperative of Kant, Hypothetical Imperative, Divine Command Theory, Machiavellian Theory, Darwinism, Justice Theory of Rawls', Virtue Theory of Aristotle, Ethical Relativism.

Contemporary Moral Philosophies: Contractarianism, Prisoner's Dilemma, Kohlberg's Cognitive Moral Development Theory and Heinz Dilemma, Feminist care ethics, Integrated Social Contract Theory (ISCT).

Closing Case: Johnson & Johnson Tylenol Crisis

Unit III: Ethical Decision Making: Individual And Organizational Factors

Opening Case: Enron scandal

Individual Ethics Management: Ethical Dilemma; Ethical Decision Making Models-Utility, Rights, Justice and Caring (URJC) Model, Janus Headed Model, Steps for Taking Good Ethical Decision; White Collar Crimes and Reason for its Growth.

Organizational Ethics Management: Organizational Culture and Ethical Climate, Danger Signs of Ethical Risk in Organization, Whistleblowing in Organisations: Tips for whistleblowing and the process of handling whistleblowing in organisations, Discussion of case related to murder of whistle-blowers Satyendra Dubey and Shanmugam Manjunath.

Leadership and Ethics, Leadership and use of power to shape an ethical corporate culture, Use of Developing, Managing and Controlling Good Ethics Program in an Organization, Ethics Audit, Mechanism to Resolve Ethical issues in Organization.

Global Ethics Management: Avoiding, Forcing, Persuasion or education, Infiltration, Negotiation or Compromise, accommodation and Collaboration.

Closing Case:Galleon Group Insider trading fraud.

Unit IV: Corporate Social Responsibility

Opening Case: Merck and River blindness

Definition of CSR, Importance and Limitations of CSR, Identifying and Defining Social Problems, Preventing and Solving Social Problems, Historical Evolution of CSR, Development of CSR in Modern India, Trusteeship Theory of Mahatma Gandhi, Types of CSR: Carroll's Pyramid, Triple Bottom Line and Environmental Sustainability, Cause Related Marketing, CSR Standardization, Developing an Effective CSR Strategy.

Theological Ethics and Philanthropy: Philanthropy in Hinduism, Buddhism, Islam, Christianity, Islam and Sikhism.

Closing Case: The pesticide controversy and its impact upon the CSR strategy of Coca-Cola

Unit V: Corporate Governance: Theories and Models

Opening Case: Punjab National Bank Scam

Definition of Corporate Governance, Importance of Corporate Governance, Principles of Corporate Governance, and Models of Corporate Governance: Anglo-American Model, German Model, Japanese Model, Issues in Corporate Governance. Development of Corporate Governance in US, UK and India.

Theories of Governance: Agency Theory, Shareholder Theory, Stakeholder Theory, Stewardship Theory,

Closing Case: Satyam Scam

Suggested Books

- Linda K. Trevino, Katherine A. Nelson (2017); *Managing Business Ethics: Straight Talk about How to Do It Right*, Wiley Publishing House, 6th Edition
- Kumar, Shailendra, Rai Alok K (2019); *Business Ethics*; Cengage Learning, 1st edition.
- O. C. Ferrell, John Fraedrich, Ferrell (2017); *Business Ethics: Ethical Decision Making & Cases*; Cengage Publishing House
- Thomas Donaldson, Thomas W. Dunfee, (1999); *Ties That Bind: A Social Contracts Approach to Business Ethics*; Harvard Business School Press.
- Norman E. Bowie, (2015); "Business Ethics," in *New Directions in Ethics*, ed. Joseph P. DeMarco and Richard M. Fox, New York: Routledge & Kegan Paul, 2015
- Elkington. John, (1997) *Cannibals with Forks: The Triple Bottom Line of 21st* (Capstone/John Wiley, hardcover, 1997)
- Gandhi M.K. *Trusteeship* (Ahmedabad Navjivan Publishing house, 1960) pp 5.
- Callahan, D. (2004), *The Cheating Culture: Why More Americans are Doing Wrong to Get Ahead* (Harcourt, Inc., Orlando, FL).
- Mallin. Chris A.(2011) ; *Handbook on International Corporate Governance: Country Analyses*; Edward Elgar. pp 421
- Kanungo, R. N., and M. Mendonca (1996); *Ethical dimensions of leadership*, Sage Publications Thousand Oaks, CA.

SEMESTER III

IMS 301 INNOVATION AND ENTREPRENEURSHIP

Course Objective: The course is designed as a broad overview of entrepreneurship, including identifying a winning business opportunity, gathering funding for and launching a business, growing the organization and harvesting the rewards. It is an integrative course—one that combines material introduced to the students in core courses and applies it to the design and implementation of new ventures. The students are expected to have completed courses in Management Principles, Marketing, HRM, Productions & Operations, Economics, Accounting & Finance.

Learning Outcomes:

- Appreciate and develop entrepreneurial attitude and prerequisites for becoming an entrepreneur.
- Demonstrate creativity in identifying opportunities for business venture.
- Distinguish between suitability of alternative forms of business organisations for chosen venture.
- Familiarize with the procedures for establishing a business venture and necessary documentary and regulatory compliances and tax issues.
- Familiarize and identify sources of finance available for the venture.
- Display insights into procedure for and advantages of different IPR's.
- Relate and apply different strategies in support of a venture.
- Develop and display soft skills for managing a team and provide leadership.
- Prepare projected financial statements and ratios for key indicators.
- Prepare a comprehensive business plan.
- Recognize the need for social entrepreneurial opportunity and ways to organise the same through own venture

Unit I:

Entrepreneurship: Meaning and objective. Entrepreneurship and its role in Economic Development. Entrepreneurial Traits and Mindset. Misconceptions and Myths about Entrepreneurship. Motivation for becoming an Entrepreneur. Entrepreneurship as a Career Option. Entrepreneurial Leadership.

Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation; Sources of New Ideas, Techniques for generating Ideas. Accessing Business Potential of an Idea. Idea to Opportunity: Sources of Opportunity, Opportunity Recognition.

Unit II:

Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Entrepreneurship and Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights. Business Plan: Purpose and Contents of a Business Plan. Marketing Plan: Need for Marketing Research, Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, Market Positioning, Marketing Mix, Marketing Plan and Market Strategy. Operation and Production Plan: Product Design and Specifications.

Unit III:

Types of Production Systems, Location and Layout Decisions, Plant and Technology Choices, Production Planning and Commercialization.

Financial Plan: Assumptions underlying the Financial Statements. Budgeting. Preparation of projected Funds Flow and Cash Flow Statement, Profit and Loss Accounts / Income Statement and Balance Sheet. Key Financial Indicators: Even Analysis, Ratio Analysis, Valuation Methods, Sensitivity analysis. Financing of New Ventures: Stages of Financing, Sources of Finance – Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing. Funding opportunities and Institutional Support in India for New Ventures. Managing Cash and Liquidity, Record Keeping, Performing Due Diligence

Unit IV

Launching a New Venture: Preparing Implementation Plan, Raising Resources, Leveraging Intellectual property, Organisation Plan: Team Building for the New Venture, Designing Organisational Structure and Systems Building a Winning Team, Motivating and Inspiring the Team Members, Monitoring the Technological Trends, Pilot Testing, Understanding Markets, Market Strategies and Positioning. Managing Growth: Managerial Issues and Growth Strategies for New Ventures. Revival and Exit: Turnaround Strategies, Liquidation and Exit Strategies for Entrepreneurs.

Unit V

Introduction to social enterprises, Social entrepreneurship – need, definition, characteristics and models. Social leadership, networks and external relationships, revenue models, Measures of performance of social enterprises, ISO 26000, Local problems and local solutions, Social audit, Issues in management of Social Enterprises.

Reference Books:

- *Kumar A (2012); Entrepreneurship; Pearson, 3rd Edition.*
- *Poornima M.CH (2006); Entrepreneurship Development: Small Business Enterprises; Pearson, 1st Edition.*
- *Kumar A., S.C. Poornima, M.K. Abraham, K. Jayashree (2011); Entrepreneurship Development; New Age International Publishers, 1st Edition.*
- *A.Sahay, M. S. Chhikara (2007); New Vistas of Entrepreneurship: Challenges & Opportunities; Excel Books, 1st Edition.*
- *R.K.R. Kummitha (2016); Social Entrepreneurship: Working towards Greater Inclusiveness; Sage Publications, 1st Edition.*

IMS 302 SUMMER INTERNSHIP PROJECT (SIP)

IMS 311 BUSINESS ANALYTICS

Course Objective: Understand the conceptual foundations of relevant business analytics methodologies. Understand the nature and scope of analytics in business management decisions. Understanding the application of various analytical tools including interpreting the input and communicating the output from these tools and models with their advantages and limitations Understand the application of these analytical tools to assist business decisions. Support Business decisions with analytical, research and managerial skills.

Learning Outcomes: The Students would be able to understand the benefits provided by analytical methods in business management. Manage technical challenges to plan, gather, analyse and interpret research information. Be able to access the appropriateness of analytical methods for different applications. Have gained hands-on analytical application skills utilizing relevant software. Be able to properly interpret and communicate methodological results. Resolve marketing decision problems and make sound business decisions using analytics.

Unit I

Overview of Business Analytics, Analytical Methods and Models, Use of Analytics in Business Practices, Concept of Big Data, Types of Data, Hands on Practice on Data in Excel

Unit II

Concept of Data Visualization, Data visualization and Storytelling Through data, Data Visualization Techniques, Data Visualization Through Advanced Chart, Time Series Data Analysis and forecasting.

Unit III

Data Mining and Management, Data Mining Tools, Data Mining Process, Data Mining Through Social Media, Summarize Marketing Data, Data Reduction methods, Metrics for Business Management, Pricing Analytics.

Unit IV

Introduction to R and R-Studio software, Data Analysis Through R, Web and Social Media Analytics, Sentiment Analysis, Social Network Analytics, Text Analytics, Hands on practice on Data Analysis using R

Unit V

Optimization Techniques, Linear Optimization Models, Sensitivity Analysis, Decision Analysis, Decision Analysis without Probabilities, Decision Analysis with Probabilities.

References:

- *Lilien, G. L., Rangaswamy, A., & De Bruyn (2007); Principles of Marketing Engineering; Trafford Publishing, 3rd edition.*
- *Linoff, G. S., & Berry, M. J. (2011); Data mining techniques for marketing, sales, and customer relationship management; John Wiley & Sons, 3rd Edition.*
- *S. Scheps (2011); Business Intelligence; For Dummies; 1 Edition.*
- *E. Siegel & T.H. Davenport (2013); Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die; Wiley, 1st Edition.*
- *Pochiraju, Bhimasankaram, Seshadri & Sridhar (2019); Essentials of Business Analytics; Springer International Publishing, 1st Edition.*

IMS 312 ARTIFICIAL INTELLIGENCE IN BUSINESS

Course Objective: The objective of the course is to give the student a conceptual understanding of how AI works and how is it different from the human mind. It is further sought to enlighten the student on how the traditional business tools and practices will be affected by the AI systems. The important points regarding the challenges and the ethical dimension are also incorporated. Finally, the future of AI and the interface between consciousness and AI is brought out succinctly.

Learning Outcomes: The conceptual understanding of AI system and its difference with the human mind will help student appreciate the gravity of the implications for the business in the coming decades. Going through the instructions on the utility of AI as business tools the student would stand out as a valuable asset to their future employers. The ethical dimensions involved should also sensitize the students on the challenges involved for value-based business practices. In the frightening and uncertain times of AI era the student should find solace in the infallibility and supremacy of human consciousness and take the AI challenge boldly and positively.

Unit I

HUMAN VERSUS MACHINE

What matters to a machine; What makes a mind; Looking into the Future; Programs that Write Programs; Four Basic Drives; The Intelligence Explosion; The Point of No Return; The Law of Accelerating Returns; The Singularity; The End of Human Era; The Cyber Ecosystem; Telemigration, Automation and the Transformation; Digitech Impulse.

Unit II

USING AI TO ATTRACT, PERSUADE, AND RETAIN CUSTOMER

Market Research; Marketplace Segmentation; Raising Awareness; Social Media Engagement; In Real Life; The B2B World; The In-Store Experience; On the Phone; The Onsite Experience—Web Analytics; Merchandising; Closing the Deal; Back to the Beginning; Attribution; Growing Customer Expectations; Retention and Churn; Many Unhappy Returns; Customer Sentiment; Customer Service; Predictive Customer Service; The AI Business Platform

Unit III

SOLVING THE BUSINESS PROBLEMS

Application of AI; Manufacturing, Transportation, Energy, Healthcare, Communication, Law, and Defence. One-to-One Marketing; One-to-Many Advertising; The Four Ps; The Customer Journey; Branding; Your Bot Is Your Brand; Marketing Mix Modelling; Econometrics; Customer Lifetime Value

UNIT IV

THE CHALLENGES

Machine Mistakes; Human Mistakes; The Ethics of AI; What Machines Haven't Learned Yet; How to Train a Dragon; The Human Advantage; AI to Leverage Humans; Collaboration at Work; Your Role as Manager; AI for Best Practices.

UNIT V

THE FUTURE

The Path to the Future; Machine-Train Thyself; Intellectual Capacity as a Service; Data as a Competitive Advantage; How Far Will Machines Go; Computing Tomorrow; Consciousness and AI: What is Consciousness; is Consciousness beyond Science; Experimental clues about Consciousness; Theories of Consciousness; How might AI Consciousness Feel.

References:

- James Barrat (2015); *Our Final Invention*; Pan Macmillan India, 1st Edition.
- Garry K & Mig G. (2017); *Deep Thinking: Where Machine Intelligence Ends and Human Creativity Begins*; John Murray Publications, 1st Edition.
- Kamal Y. (2020); *Marketing Management*; NRBC, 1st Edition.
- Jim Sterne, G.A. Poe & Gildan M. (2018); *Artificial Intelligence for Marketing: Gildan Media- Audible Book*, 1st Edition.
- Max Tegmark (2017); *Life 3.0: Being Human in the Age of AI*; Knopf, 1st Edition.

HSE 301 ORGANISATIONAL CHANGE AND DEVELOPMENT

Objective :The course has been designed to familiarize students with the change and organizational development theories to improve organizational performance and create healthy places to work, and organizational intervention practices that encourage learning and change.

Learning outcomes : On completion of the course, the students should be able

- To develop insight on the change process and reasons why change is imperative,
- Build competency on implementation aspects of Organization Development interventions to bring change at different levels of the organization
- Assess OD consultant as a scope to practice by leading change from outside and identify change and
- OD implementation aspects with help of discussion on case studies and problems faced by the organizations

Unit I

Organizational Change: Concept of planned change, Internal and External Factors of Change, Resistance to Change, Change Options Skills of Change Agent Models of Change: A Three Stage Model of the Change Process (Kurt Lewin , ADKAR, Mckinsey 7 s model) ,Strategies for Managing Change

Unit II

Organization Development: Concept, Values, Assumptions, Process of Organization Development: Understanding the organizational issues, diagnosing the problems, Feedback on diagnostic information, reverse mentoring, generation mix, open space technology, appreciative enquiry

Unit III

Organizational Development Interventions: Team development Interventions, Inter-group interventions, Comprehensive OD Techniques.

Unit IV

Structural Intervention: Job Design, Quality of Work life, Quality Circles, MBO, Socio technical Systems, Physical Setting and layout

Unit V

Organizational Change and Development Issues: Organizational Power & Politics: Concepts Sources Contingency approach, Contingency model, Political implication, Strategies for managing political activities Organizational Culture: Concepts, Changing Organization Culture, Strategies for merging Organizational Culture, Strategies for strengthening Organizational Culture

Suggested Readings:

- W. Burke, Debra Noumair (2015); *Organization Development a Process of Learning and Changing* ; Pearson education ; 3rd Edition.
- French, W.E. and Bell, *Organization Development*, Prentice-Hall of India, New Delhi.
- Singh Kavita(2009); *Organizational Change &Development*; Excel publishing; 2nd Edition.
- Donald Brown (2006); *Experiential Approach to Organization Development*; Pearson New International Edition; 7th Edition.
- Thornhill et al (2000); *Managing Change*; Prentice Hall; 1st Edition.
- Bhatia S.K (2007); *Management of Change and Organization Development: Innovative Approaches and Strategies*; Deep and Deep Publications; 1st Edition.

HSE 302 Trade Unionism & Collective Bargaining

Objective: To provide understanding of the working of trade unions, concept of collective bargaining and equitable financial rewards.

Learning Outcomes:

- To understand the concept and origin of trade union, their historical development.
- To assess the importance of ILO and trade union functions in various countries.

- Be able to describe the process of collective bargaining.
- Understand the types of bargaining issues and the rights of management and understand the strategies when working with unions.

Unit I

Trade Union: Concept, Objectives, Functions, Theories; Historical Development of Trade Unions in India, England and America; Central Labour Organizations, Trade Union Leadership, Political Affiliations of Trade Unions, Trade Union Rivalry, Trade Union Security; Trade Unions Act, 1926; Social Responsibilities of Trade Unions International Labour Organization: History, Objective, Structure, Functions and Impact on Indian Trade Union Movement; Trade Union Strategies towards Liberalization and Technological Change

Unit II

Collective Bargaining: Concept, Objectives, Significance, Salient Features, Nature, Scope, Theories, Principles, Forms, Methods, Problems, Outcomes, Agreements, Settlements, Consent Awards and their Implementation, Collective Bargaining Policy, Legal Sanction for Collective Bargaining.

Unit III

Compensation and Reward Management; Wages: Concept, Distinction between Wage and Salary, Types of Wages-Minimum Wage, Fair Wage and Living Wage, Principles of Wage Determination, Theories of Wages, Determination of Wage Rate and Adjusting Pay Structure, Designing, Improving and Implementing Compensation Package, Incentive Systems of Wage Payment, Dearness Allowance, Bonus, Fringe Benefits; Compensation Practices in Multinational Corporations; Wage Boards and Pay Commissions: Structure and Functions.

Unit IV

Payment of Wages Act, 1936; Minimum Wages Act, 1948; Equal Remuneration Act, 1976; Payment of Bonus Act, 1965 ; Relevant cases related to Acts.

Suggested Readings:

- *Chalapathi Rao, P.V. (1995); Labour Management Relations and Collective Bargaining; Anmol Publications.*
- *Malik D (1989); Indian Trade Unionism in Developmental Perspective, Commonwealth Publishers.*
- *Mamoria, C.B. (2020); Dynamics of Industrial Relations; Himalaya Publishing House; 16th Edition.*
- *Sharma, A.M. (2019), Understanding Wage System, Himalaya Publishing House.*
- *Srivastava S C (2012); Industrial Relation & Labour Laws: Vikas Publication, 6th Edition.*
- *Taxmann (2019); Labour Laws; Taxmann Publication; 1st Edition.*

HSE 303 COMPENSATION AND REWARD MANAGEMENT

Objective: The purpose of this course is to provide insights into the compensation management administration of the organisations and to impart skills to develop compensation strategies and policies.

Learning Outcomes:

- To develop an understanding of various conceptual and practical approaches to obtain compensation decisions.
- To identify the internal and external environmental factors that have an impact on the pay structure of an organization.
- To demonstrate an understanding of the issues related to compensation in corporate sector and impart skills in designing
- To analyze and restructure compensation management system, policies and strategies.

Unit I

Compensation & Rewards: Concepts, Objectives & Dimensions of Compensation, Components of Compensation Plan, Factor influencing Compensation plan, Importance of an Ideal Compensation Plan, Compensation Management Process.

Unit II

Compensation Structure: Job Evaluation: Aspects, Objective, Principles, Procedure & Methods, Designing a Compensation System, Establishing a Pay Structure, Designing Pay levels, Mix and structure, Graded Pay Structures, Broad-banding.

Unit III

Wages and Salary Administration: Principles of wage and salary administration, Basic Wage Plans, Wage Policy, Pay Policies Considerations, Wage differentials. Theories of Wages: Economic, Behavioral.

Unit IV

Incentive Schemes: Nature, Importance and drawbacks of Incentive payments, Pre-requisites for an efficient system, Types of Incentive Schemes, Performance linked Compensation Reasons, types of performance based compensation schemes, Variable Performance Linked Pay (VPLP), Employee Stock Option Plan (ESOP); Economic Value Added (EVA).

Unit V

Employee Benefits & Services: Overview, Types of Employee Benefits and Services, Principle of Fringe Benefits, different steps in administration of benefits and services, future of fringe benefits; Executive Remuneration: Elements, Executive compensation strategies, trends of Executive remuneration; Preparation of Salary sheet using Microsoft Excel. Remuneration Model and Compensation strategies. Emerging trends & challenges of Remuneration.

Suggested Readings:

- *Bhattacharyya, D. (2014); Compensation Management; Oxford Publication; 2nd Edition.*
- *Singh, B.D. (2007); Compensation and Reward Management; Excel Books; 1st Edition.*
- *Singh Soni Shyam (2008); Compensation Management; Excel Books; 1st Edition.*
- *Henderson, R.O., Compensation Management in a knowledge -Based world, 10th Pearson Education.*
- *Armstrong, M and Murlis H (2012); Reward Management: A Handbook of Remuneration Strategy and Practice, Kogan Page; 5th Edition.*
- *Gosh V. (2012); Compensation and Reward Management; Sterling Publishers Pvt. Limited, 1st Edition.*

HSE 304 Performance Management & HR Audit

Objective: It aims to impart an understanding of concept, process, system and strategies for managing performance of employees at different levels in organization. Further HR Audit contents and process develops insight on the evaluation aspects of HR processes and its alignment to the business.

Learning outcomes: The students develop and ability to develop performance appraisal system in organization, recognize the strengths and identify needs for improvement in human resource functions and evolve Balanced Scorecard system in organization and link HR functions to organization strategy and customer satisfaction.

Unit I

Conceptual Framework of Performance Management, Performance management process, Objectives of performance management system, Performance management and performance appraisal, Linkage of performance management system with other HR practices.

Unit II

Components of Performance Management System, Performance planning, Ongoing support and coaching, Performance measurement and evaluation, Performance management and appraisal, Methods of performance appraisal, Appraisal Communication, Measuring Performance, Conducting Performance Reviews, Improving Performance, 360-degree feedback, Identifying potential for development.

Unit III

Performance management feedback, Counselling and Coaching, Performance management documentation, Managing Performance at Organization and individual level, Managing Team Performance, Performance management and Pay, Performance Management Development Program, Performance Management Training, Evaluating Performance Management, Use of technology and e-PMS, Performance management practices in Indian organizations.

Unit IV

HR Audit: Identifying the Human Resource Audit Goal, Defining the Audit Team, Approaches to Human Resource Audit, and Benefits of Human Resource Audit, Role of HRD Audit in Companies, Methods and its limitations, HRD Score card, Audit of HR Planning , Audit of HR Development, Audit of Training, Audit of Industrial Relations, Audit of HR Climate.

Unit V

Balance Scorecard: Balance Scorecard as a Measurement system, Development of the Balanced Scorecard- Balanced Scorecard Team, Balanced Scorecard Development Plan, Development Phase, Communication, Balanced Scorecard and Strategy, Values and Balanced Scorecard, Developing Performance Objectives and Measures, Measures for the Customer, Measures for the employee learning and growth, Employee feedback on Balanced Scorecard, Cause and effect linkages, Embedding Balance Scorecard, Balanced Scorecard and Compensation, Reporting Balanced Scorecard results.

Suggested Readings:

- *Armstrong, M. (2006); Performance management, Key Strategies and Practical Guidelines; Kogan Page, London; 3rd Edition.*
- *Bhattacharyya, D.K. (2011); Performance Management Systems and Strategies, Pearson Education, 1st Edition.*
- *Robert B. (2012); Performance Management,; McGraw-Hill Education India; 2nd Edition.*
- *Rao, T.V. (2004); Performance Management and Appraisal Systems, HR tools for global competitiveness; Response Books, A division of Sage Publications.*
- *John McConnell (2011); Auditing your Human Resources Department; Harpercollins Focus-Nashville, United States; 2nd Edition.*
- *T V Rao (2008); HRD Audit; Sage Publications; 2nd Edition.*
- *Paul R. Niven (2014); Balance Scorecard; John Wiley & Sons, Inc.; 1st Edition.*

HSE 305

INDUSTRIAL RELATION & LEGISLATION

Objective: The objective of the course is to make the students aware and understand about the dynamics of the industrial relations in the rapidly changing environment and also, they will have knowledge about the disciplinary procedure and grievance management process along with their implementation aspect.

Learning Outcomes: Completion of the course will enable the students to: understand the various facets of interaction between the employer-employee in an organisation, learning and developing analytical abilities to deal with the issues of the union and workers, to know the intricacies related to disputes and conflicts occurring in the organisation and the method of handling them effectively and to understand the disciplinary mechanism.

Unit I

Industrial Relations: Concept Objectives, Nature and Scope; Approaches to Industrial Relations; Determinants of Industrial Relations; Reflectors of Industrial Relations; Industrial Relations Policy in India; Changing Role of State and New Paradigms in Industrial Relations; Industrial Relations and Globalization, Industrial relations & Technology Change.

Unit II

Participative Management: Concept, Objectives, Scope, Levels, Determinants and Reflectors.
Various Approaches to Participation: Socialist, Gandhian, Eclectic, and Social Science; Scheme of Workers' Participation in Management in India, Problems and Remedies; Recent Trends in Participatory Management

Unit III

Industrial Disputes: Concept, Types, Causes and Magnitude; Machinery for Settlement of Industrial Disputes in India: Statutory and Non-Statutory Preventive Measures for Settlement of Industrial Disputes: Code of Discipline, Code of Efficiency, and Welfare, Model Grievance Procedure, Inter-Union Code of Conduct; Disciplinary Action, Domestic Enquiry-Principle of Natural Justice.

Unit IV

Industrial Relation Legislation: The Industrial Dispute Act, 1947; The Trade Union Act, 1926; Relevant cases related to Acts.

Suggested Readings:

- *Mamoria, C.B. (2020); Dynamics of Industrial Relations; Himalaya Publishing House; 16th Edition.*
- *Mustafa, M. and Dharma, Onkar (2002); Workers' Participation in Management, Concept and Practice; Deep and Deep Publications; 2nd Edition.*
- *Pylee, M.V (1997); Worker's Participation in Management; Vikas Publications; 2nd Edition.*
- *Ramanujam, G.(1990) Indian Labour Movement, Sterling Publications; 2nd Edition.*
- *Sharma R.C. (2016); Industrial Relation and Labour Legislation; PHI Learning Pvt. Ltd; 1st Edition.*
- *Sinha (2004);)Industrial Relations, Trade Unions, and Labour Legislation; Pearson Education India; 4th Edition.*
- *Monappa Arun (2012); Industrial Relations and Labour Laws; Tata McGraw-Hill Education; 2nd Edition..*
- *Sivarethinamohan R (2010); Industrial Relations and Labour Welfare: Text and Cases; PHI Learning Pvt. Ltd.; Revised Edition 2016.*

HSE 306 LABOUR WELFARE & SOCIAL SECURITY

Objective: The students will be aware about the various welfare facilities and services provided to the employees to make their life worth living and how these create a sense of belongingness and loyalty towards the organisation in the people at work. At the same time, it highlights how these schemes improve the efficiency of the employees, creates a conducive work environment and enhances industrial peace.

Learning Outcome: After completion of the course, the student shall be Comprehend insurance fund and gratuity provisions and manage their application, acquaint themselves with the significance of social security for an employee and enabling them to understand the implications of the existence of the social security schemes, able to understand the causes of labour turnover and absenteeism, and reducing them, proficient in meeting the legal requirements related to welfare and minimize health hazards at workplace.

Unit I

Labour Welfare: Concept, Significance, Objective, Scope, Classification, Approaches, and Principles. Labour Welfare Officer: Qualifications, Roles and Functions, Status, Terms and Conditions of Services, Challenges

Unit II

Legal Provisions Relating to Labour Welfare in India; Beedi Workers Welfare Fund Act, 1976; The Contract Labour (Regulation & Abolition) Act, 1970; Child Labour (Prohibition & Regulation) Act, 1986. The Factories Act, 1948; The Mines Act, 1952; Relevant cases related to Acts.

Unit III

Social Security: Concept, Significance, Objectives, Evolution, Scope; Forms of Social Security: Social Insurance, Public Assistance and Public Services. Industrial Social Work: Concept, Objectives, Scope, Principles; Industrial Social Worker: Roles and Functions, Status, Skills Required; Recent Developments in Social Work Practice in Industry; Future of Industrial Social Work in India

Unit IV

Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Fund and Miscellaneous Provisions Act, 1952, Relevant cases related to Acts.

Unit V

Maternity Benefit Act, 1961; Personal Injuries (Compensation) Insurance Act, 1963; Payment of Gratuity Act, 1972. Relevant cases related to Acts.

Suggested Readings:

- *Goswami, V. G. (2015); Labour and Industrial Law; Central Law Agency Allahabad; 10th Edition.*
- *Malik, P.L., (2017); Industrial Law; Eastern Book Co.; 25th Edition.*
- *Sivarethinamohan R (2010); Industrial Relations and Labour Welfare: Text and Cases; PHI Learning Pvt. Ltd.; Revised Edition 2016.*
- *Gupta M. (2007); Labour Welfare and Social Security in Unorganised Sector; Deep and Deep Publications; 1st Edition.*
- *Saharay H.K. (2017); Textbook on Labour and Industrial Law; Universal Law Publishing an imprint of LexisNexis; 7th Edition.*
- *Mamoria, C.B. (2020); Dynamics of Industrial Relations; Himalaya Publishing House; 16th Edition.*

SEMESTER IV

IMS 401 STRATEGIC MANAGEMENT

Objective: To acquaint the students with the concept of strategy, issues and challenges. With a 360-degree perspective on environment scan, formulation, implementation, evaluation and control, a learner would develop an insight and would equip them to analyse, synthesize and take a way forward strategically.

Learning Outcomes:

- Relate vision and mission with the current business of the organization.
- Define business in terms of need/ functions, customers and alternative Technologies.
- Distinguish between ability, capability, competence and competitive advantage. Interpret trends and developments in the environment and implications for business in terms of opportunities, challenges and threats. Perform SWOT analysis of organisation and competitors. Justify the chosen strategy with the conditions and prerequisites for success. Construct business portfolio and understand strategic implication.
- Recommend strategic and operational effectiveness techniques for evaluation Perform strategic audit.

Unit I

Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives Environmental Appraisal (ETOP, PESTLE framework, EFE Matrix); Organizational Appraisal: Concept of Core Competence, value chain analysis, IFE Matrix; Portfolio analysis (BCG Analysis, GE Nine Cell Matrix)

Unit II

Corporate level strategies: Stability, Expansion, Retrenchment. Corporate Restructuring; Business Level strategies. Sustainable Competitive advantage. Strategic Analysis and Choice (Life cycle analysis, Porter's 6 force model).

Unit III

Behavioral Implementation: An overview of Leadership, Corporate Culture, Corporate Politics and Use of Power; Business Ethics & CSR. Management of Strategic Change; Strategy and Structure

Unit IV

Strategy Evaluation and Control (Mc Kinsey's 7s Framework, Balance Score Card, Outsourcing) Mergers and Acquisitions: Takeover and Defense Tactics, Laws For Mergers and Acquisitions, Regulatory Framework of Takeovers in India.

Unit V

Red Ocean & Blue ocean strategies, Application of strategies, Strategic drift.

Recommended book(s)

- *Thompson, Margaret P. & A. Strickland (2017); Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases; Mc Graw Hill, 21st Edition.*
- *Gareth R. Hill, Charles W.L.; Jones (2009); An Integrated Approach to Strategic Management; Biztantra, 2nd Edition.*
- *Kazmi A. (2008); Strategic Management; Mc Graw Hill, 3rd Edition.*
- *David F.R. (2017); Strategic Management; Pearson, 2nd Edition.*
- *Pearse A.J. & R. Robinson (2018); Strategic Management; Mc Graw Hill, 1st Edition.*

HSE 401 STRESS MANAGEMENT

Objective: To familiarize students with the nature of stress and relationship between stress and managerial problems. To examine the various methods of assessing individual and organizational stress and indicating ways of coping with stress.

Learning Outcomes: Student will be able to conceptualize the dynamics of frustration, stress and burnout and their various coping mechanisms.

Unit I

Stress: Concept, Nature & Types of stress, different perspectives, and symptoms; framework of stress; Organizational stress, P-E (Person-Environment) fit model of job stress. Dynamics of Frustration.

Unit II

Responding to stress: Emotional response, physiological response, behavioural response. Potential Stressors, Role Stress.

Causes of organizational stress: Personal characteristics, organizational structure, properties of work and work setting, job roles.

Unit III

Potential effects of stress: Physiological, Psychological & Behavioural.

Organizational stress: Impact performance, productivity, satisfaction, absenteeism and turnover.

Unit IV

Nature and characteristics of coping: Different views of coping – psychodynamic, transactional, internal and external resource perspective. Individual-centered stress management techniques: Cognitive, hypnosuggestive, behavioural and physical (yoga and aerobic exercises) interventions. Common coping strategies and patterns; giving up, striking out at others, indulging and blaming self, defensive coping; appraisal focused, problem focused, emotion focused coping.

Unit V

Organization-centric stress management interventions techniques: Institutional & collateral. Preventing, mitigating and moderating stress at organizational level.

Suggested Reading:

- *Srivastava, A. K. (1999). Management of occupational stress: Theories and practice. New Delhi: Gyan Publishing House.*
- *Weiten, W., Dunn, D. S., & Hammer, E. Y. (2012). Psychology applied to modern life: Adjustment in 21st century (10th ed.). Belmont, CA: Wadsworth, Cengage Learning.*
- *Aldwin, C. M. & Werner, E. E. (2004). Stress, coping and development: An integrative perspective. New York: Guilford.*
- *Schafer, W. (2000). Stress management (4th Ed.). New Delhi: Cengage*
- *Ross, R. R. & Altman, E. M. (1994). Interventions in occupational stress. New Delhi: Sage Publications.*

HSE 402 CROSS CULTURAL MANAGEMENT

Objective: The objective of this course is to develop an insight on the impact of culture on managerial effectiveness and build cognitive framework to understand cross-cultural management issues in the global organizations.

Learning outcomes: The course helps to develop the student's ability to apply their understanding of cultural differences to managerial effectiveness through case studies, manage diversity at workplace through cognitive understanding of the importance of cultural differences and design and develop organization structure, systems, and HR practices encouraging inclusion and participation.

Unit I

Introduction: The genesis and concepts of Culture, dimensions and determinants of organizational culture, importance of cross-cultural management in globalized business environment. Diversity and Cultural Shock.

Unit II

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture – Government-Business Patronage – Guanxi– Managing Informal Systems – Implications.

Unit III

Globalization & Cross Cultural Management: Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implication, Environmental Variables in Global Business, Human and Cultural Variables in Global Organizations, Cross Cultural Differences and Managerial Implication, Cross Cultural Research Methodologies and Hofstede's Hermes Stud, Structural Evolution of Global Organizations, Comparison of Cross-cultural Behaviour, Self-reference Criterion and Ethnocentrism, Cultural Orientation in International Business, Emic vs. Etic Dilemma, Cultural Uniqueness vs. Panculturalism

Unit IV

Models of Cross Cultural Management: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment, Culture and Management. Diversity at

Work: Managing diversity: Causes of diversity, the paradox of diversity, diversity with special reference to handicapped, women and aging people, intra company cultural difference in employee motivation.

Unit V

Strategy of Cross Cultural Management: Cross Cultural decision making, staffing, expatriation and repatriation; communication & cooperation in an international team. Cross Cultural Leadership and Decision Making: Cross Cultural Communication and Negotiation, Process and International Negotiation hurdles, Ethics in International Business, Western and Eastern Management Thoughts in the Indian Context .

Suggested Readings:

- *Helen Deresky (2017); International Management: Managing across Borders and Cultures; Pearson Education; 9th Edition.*
- *Richard M. Hodgetts & Fred Luthans, Jonathan Doh. (2015); International Management Culture, Strategy and Behaviour; Tata McGraw Hill Publications; 10th Edition.*
- *Hodgetts, R. M., & Luthans F, (2005); International Management ; Tata McGraw Hill Publications, New Delhi; 3rd Edition.*
- *Hill, C. (2007); International Business: Competing in the Global Marketplace; Tata McGraw-Hill; 6th Edition.*
- *Barlett, Christopher and Ghoshal S (2002); Managing Across Borders: The Transnational Solution; Harvard Business School Press; 2nd Edition.*

HSE 403 HUMAN RESOURCE TRAINING & DEVELOPMENT

Objective: The course aims to equip students with skills relevant for training and developing the manpower in an organization.

Learning Outcomes: To develop an understanding of the evolution of training & development from a tactical to a strategic function. To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training. To understand the concept of training audit & training evaluation. To learn how design a training module and execute it

Unit I

Human Resource Development: Introduction, Evolution, Role and Functions of HRD, Challenges before HRD Professionals, Interrelationship between HRD and HRM; Designing & Developing effective HRD programs; Implementing HRD programs & Evaluating effectiveness of HRD programs.

Unit II

Employee development activities: Approaches to employee's development, leadership development, action learning, assessment and development centers. HRD in organizations; Selected cases covering HRD practices in government organizations, manufacturing and service industries and MNC's, International experience of HRD.

Unit III

Introduction to training concept: definition, meaning, need for training, importance of training, objectives of training, concepts of education, training and development, overview of training functions, types of training. Process of training, Assessment of training needs, Methods and process of needs assessment.

Unit IV

Designing and Implementing A Training Program: Trainer Identification, Methods and Techniques of Training, Management Development Program, Budgeting of Training.

Unit V

Evaluation of Training Program: Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis, ROI of Training. Learning: Principles of Learning, Theories of Learning, Reinforcement Theory, Social Learning Theory, Andragogy, Resistance to Training. Technology In Training: CBT, Multimedia Training, E-Learning/Online Learning, Distance Learning. Training Institutions and Future of Training in India.

Suggested Readings:

- *Janakiram B (2007); Training and Development; Biztantra; 1st Edition.*
- *Mamoria, C.B. & Rao VSP (2019); Personnel Management; Himalaya Publishing House; 13th Edition.*
- *Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; SAGE Publishing India; 3rd Edition,*
- *Rudrabasavaraj, M.N. (1977); Executive Development; Himalaya Publishing House; 1st Edition.*
- *Barbazette J (2006); Training Needs Assessment: Methods, Tools, and Techniques; John Wiley & Sons, 1st Edition.*

HSE 404 MANAGERIAL COUNSELLING

Objective: To equip the potential managers with understanding of psychological make-up of personnel working in an organization with a view to promote positive culture.

Learning Outcomes:

- To gain knowledge about theoretical principles and practical processes in Guidance and Counselling and would be able to apply these in research and professional areas.
- To understand applied and positive perspectives of Counselling.
- To gain proficiency in undertaking and reporting of psychological assessment and conducting counselling programs/sessions.
- To gain the requisite competencies and skills for providing Counselling in varied spheres

Unit I

Managerial Counselling: Process, Steps in Counselling, Goals, Expectations Counselling Skills, Communication Skills Verbal & Non-Verbal Communication, Managerial Counselling/Counselling for Managers.

Unit II

Counselling: Concept, Nature & Type, Related Concepts: Helping, Consultation, Advice, Psychotherapy, Counselling Process: Steps in Managerial Counselling (8 Step model), Counselling Environment, Expectations and Goals, Approaches to Counselling (Directive, Behaviouristic, Humanistic, and Existential)

Unit III

Counseling Skills: Verbal Communication Skills and Non Verbal, Listening, Questioning, Empathy, Relationship, Silence as Therapeutic Tool, Crisis Intervention, Process and Steps, Counseling in Industrial Setting, Negotiation, Negotiation Process.

Unit IV

Psychological Testing and Diagnosis: Types of Psychological Tests, Group Therapy and Brief Counselling. Managerial Blockages, SWOT.

Unit V

Counselling for Absentees, Sick, Accident Prone, Retiring/Retired, Improving Performance and Job Environment Fit, Recent Trends in counselling psychology.

Suggested Readings:

- *Dryden Windy, Key Issues for Counselling in Action, Sage Publication, New Delhi, 1995.*
- *Dryden Windy, Counselling in Practice, Sage Publications, New Delhi, 1995.*
- *Gelso, Charles J. and Fretz, Bruce R. (2014) Counselling Psychology, American Psychological Association; 3rd Edition.*
- *Murphy David (2017); Counselling Psychology: A Textbook for Study and Practice; John Wiley & Sons.*
- *Mehta, D.S., Handbook of Public Relations in India, Allied Publishers Ltd., New Delhi, 1998.*
- *Rao, Narayan (2013); Counselling Psychology; Tata McGraw Hill, New Delhi; 3rd Edition.*
- *Singh K (2007); Counselling Skills for Managers; PHI Learning, 1st Edition.*

HSE 405 LEADERSHIP, CONFLICT RESOLUTION AND TEAM BUILDING

Objective: To develop leadership, conflict resolution and team building skills in the prospective manager.

Learning Outcomes:

- To understand the nature and importance of leadership in the context of organizational goals. Various theories of leadership that focus on task and employee relationships.
- Able to relate positive and negative consequences of conflict to organizational performance.
- To understand the difference in the dynamics of poor, good and great teams and will be able to recognize the impact of team dynamics on business results.
- They will also be able to proactively identify and eliminate dysfunctional team behaviours.

Unit I

Leadership: Concept, Nature, Characteristics, Leader Vs Manager, Leadership Skills, Leader Roles, Responsibilities and Functions of Leader, Qualities of a Good Leader, Prerequisites of Organizational Leaders, Classification of Leadership: Formal vs. Informal, Positive vs. Negative, Cultivated vs. Innate, Factors Affecting Choice of Leadership; Retention and Change of Leadership, Obstacles in the way of Leadership, Understanding Leaders and Leadership.

Unit II

Leadership Approaches & Theories: Approaches for Examining Leadership Behavior: Trait Theories, Behavioral Theories (Ohio State studies, University of Michigan Studies, Managerial Grid, and Scandinavian Studies), Contingency Theories (Fiedler's Model, Hersey and Blanchard's Situational Theory, Leader-Member Exchange Theory, Path-Goal Theory, Leadership Participation Model). The changing paradigm of Leadership.

Unit III

Leadership Styles: Autocratic, Consultative, *Laissez Faire*, Bureaucratic, Manipulative and Expert Leadership, Likert's Four Systems of Management (Exploitative-Authoritative Style, Benevolent Authoritative Style, Consultative Style and Participative Style), Strategies for Development of Effective Leadership: Delegation of Authority, Participation in Decision Making, Open and Uninhibited Communication, Suggestion System. Leader Achievers-Biographies of Organizational Leaders.

Unit IV

Conflict: Concept, Nature, Transitions in Conflict Thought (Traditional View, Human Relations View and Interactionist View), Causes of Conflict (Personal, Work Related, Group Related, Organizational and Societal), Consequences for and Impact of Conflict on Individual, Group, Organization and Society Types of Conflict: Dyadic Conflict, Individual Level Conflict, Inter-Group Conflict, Inter-Organizational Conflict, Goal Conflict and Role Conflict, Functional vs. Dysfunctional Conflict, The Conflict Process-Pondy's Model, Measurement and Diagnosis of Conflict, Conflict Resolution: Concept, Need, Methods, and Techniques.

Unit V

Team: Concept, Objectives, Teams vs. Groups, Elements and Functions of Teams, Types of Teams (Problem-Solving Teams, Self-Managed Work Teams and Cross-Functional Teams). Strategies of Building a Dynamic Team- Driving towards a Mission, Striving towards Team Effectiveness, Thriving on Teamwork, Arriving at Peak Performance Team Decision-Making Techniques; Turning Individuals into Team Players; Contemporary Issues in Managing Teams.

Suggested Readings:

- Seema Sanghi, Stephen P. Robbins, Timothy A. Judge (2010); *Essentials of Organizational Behavior*; Pearson Education; 10th Edition.
- Northouse Peter G. (2010); *Leadership: Theory and Practice*; Sage Publication; 5th Edition.
- Blake, Robert R.O, Shepherd, Herbert A. and Mouton, Jane S. (1968); *Managing Intergroup Conflict in Industry*; Gulf Publishing House.
- Morton Deutsch, Peter T. Coleman, Eric C. Marcus (2011); *The Handbook of Conflict Resolution: Theory and Practice*; John Wiley & Sons; 2nd Edition.
- Cleland, David I. (1996); *Strategic Management of Teams*; John Wiley and Sons.
- Eirene Leela Rout, Nelson Omiko (2007); *Corporate Conflict Management: Concepts and Skills*; PHI Learning Pvt. Ltd; 1st Edition.
- Susan S. Raines (2019); *Conflict Management for Managers: Resolving Workplace, Client, and Policy Disputes*; Rowman & Littlefield; 2nd Edition.
- Russell Freedman (2013); *Team Management*; Lulu Press, Inc.; 3rd Edition.
- Harigopal, K. (1995) *Conflict Management - Managing Interpersonal Conflict*; Oxford and PH Pub; 1st Edition.

HSE 406 TALENT MANAGEMENT

Course Objective: It aims to impart an understanding of talent management through insights on strategies for acquisition, engagement, and retention of talent in organization. Further discussion on the principles and practices of training and development (T&D) familiarizes the students with tools and techniques involved in T&D. It gives insight on how to design, organize, implement and evaluate training programmes in an organizational setting.

Learning outcomes: On completion of the course, the students should be able to assess an organization's approach to manage talent and its alignment with business strategy, map competency based on job analysis, devise strategies for developing, engaging, and retaining talent, develop insight on the concepts, principles, and process of training and development, develop an understanding of training need identification process, design training proposal and its implementation and relate training methods, tools and techniques of training evaluation with different training programme requirements and assess its effectiveness.

Unit I

Elements of talent Management, Talent Management System and Approach, Talent Management Assessment Tools, HR Planning, Creating a Talent Management System, Forces impacting Talent Management, Institutional Strategies for dealing with Talent Management issues, Information Technology to support Talent Management System.

Unit II

Define competencies and types, Competency mapping- Developing Competency models, Personal competency framework, Lancaster Model of Managerial competency, Competency based Applications, Formation of Competency framework.

Unit III

Attraction, Employee Engagement, and Retention strategies, Developing a Career strategy, Career Life-cycle, Succession Management, Fostering opportunities for growing career, Coaching and Mentoring as career development tools.

Unit IV

Principles of Adult Learning, Kolbs' learning Cycle, Objective, Need of Training Need Analysis, TNA model, Framework for conducting TNA, Output of TNA, Approached to TNA. Design of Training, Developing Objectives, Drafting training proposal, Training methods, and Aids, Qualities of an Effective Trainer.

Unit V

Development and Implementation of Training, Evaluation of Training models, Evaluation Design, Evaluating Transfer of training on the Job, Techniques & Problems in Measurement of Training, Cost-benefit analysis of training, Feedback,. Key areas of training: Onboarding, Diversity Training, Prevention of Sexual Harrassment Training, Team training, Cross-cultural Training. Employee and Management Development, Approaches to Management Development, Management Development Implications, Training for executive level management.

Suggested Readings:

- *Lance A. Berger and Dorothy R. Berger (2008); The Talent Management Handbook, McGraw-Hill; 3rd Repint.*
- *Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.*
- *Jane Yarnall (2007); Strategic Career Management, Butterworth-Heinemann, UK; 1st Edition.*
- *Allan Schweyer (2004); Talent Management Systems: Best Practices in Technology Solutions for Recruitment, Retention and Workforce Planning; John Wiley & Sons; 1st Edition.*
- *Jack J. Phillips and Lisa Edwards (2008); Managing Talent Retention; Pfeiffer; 1st Edition.*
- *William Macey, Benjamin Schneider, Karen Barbera, and Scott A. Young (2009); Employee Engagement; Wiley- Blackwell; 1st Edition.*
- *Emma Bridger (2018); Employee Engagement: A Practical Introduction; Kogan Page Publishers; 2nd Edition.*
- *L. R. Craig (1996); Training & Development Handbook. New York: ASTO/McGraw Hill; 1st Edition.*
- *L. Dugan (2003); Approaches to Training & Development; Hachette UK; 3rd Edition.*
- *Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; SAGE Publishing India; 3rd Edition.*
- *P. Nick Blanchard, James W. Thacker, and V. Anand Ram (2004); Effective Training-Systems, Strategies and Practices; Pearson Prentice Hall; 2nd Edition.*