

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: S.Y.B.B.A. (3rd Semester)

SUBJECT: Industry Exposure

Faculty: Dr. Ajayraj Vyas & Dr. Ankur Amin

Course Objective

The objective of Industrial Exposure at III semester B.B.A. Programme is to give a practical exposure about the organization and its major functional areas.

Course Plan

1) The visit will include the following aspects:

- (A) Study of Organization and Organizational Structure.
- (B) Study of manufacturing processes.
- (C) Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department.
- (D) Discussion with concern officials and executives.

(2) The industrial exposure report should include following points:

- (A) Profile of Organization (History & Establishment – Organization structure & nature – Promoters & Board of Directors – Products – Employees – Major markets & customers)
- (B) Production; (C) Marketing; (D) HRM & Industrial relations
- (E) Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available).
- (F) Contribution of unit towards economic and industrial development.

NOTE:

- 1) The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.
- 2) Report must include **One Public limited company** and **One private limited company**.
- 3) A copy of report must be submitted to the University for Final University viva-voce Examination.
- 4) Students shall draft their report individually (hand written) under the guidance of concern teacher.

No of Sessions required: 36 Sessions

Learning Outcomes

The students gets actual idea, how the various management concepts are executed in real life atmosphere. They learn how the management fundamentals are considered by the business owners. Students also learn about the practical limitations and management outcomes by going through various operations of a particular manufacturing unit visited by them.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: T.Y.B.B.A. (5th Semester)

SUBJECT: Advance HRM - I

Faculties: Dr. Ajayraj Vyas & Mr. Renil Thomas

Course Objectives

- 1) Help students in understanding human beings and their behavioral attitudes.
- 2) Make students aware about the entire environmental, organizational and personal context, which have its impact on the attitudes of human beings.
- 3) Enable students to manage a team of most diverse people with humanity at center.
- 4) To identify the measures that motivates an individual for adopting a particular set of behavioral attitude, to mould it in most productive manner for organizational development.

Course Plan

Chapter No.	Title / Name	Weightage	Sessions
1	Organizational Behaviour Meaning, Definition, historical development, contributing disciplines, factors affecting Human behavior at work, S-O-B-C model of human behavior.	25%	10
2	Individual Behaviour Concept of personality, determinants of personality. Freudian and Neo Freudian stages of personality development, Concept of learning, factors affecting learning, classical and operant conditioning theory, reinforcement principle.	25%	12
3	Group Dynamics Concept, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.	25%	12
4	Organizational Change Concept, nature, influencing factors, planned change, change process, Resistance to change, overcoming resistance to change.	25%	11

Learning Outcomes

- Understand the human personality through various theories.
- Learnt how to make decision making more effective.
- Learnt how to deal with changes and motivating people to accept changes without hesitations.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: T.Y.B.B.A. (5th Semester)

SUBJECT: Materials Management

Faculties: Dr. Ajayraj Vyas & Dr. Rina Dave

Course Objectives

- 1) To help students in enhancing their knowledge regarding latest concepts in material management technologies.
- 2) To help the students in understanding various functions of purchase and store management.
- 3) To explain the mechanism of short listing and selecting suppliers for purchase of best quality materials.
- 4) To make students industry ready and thereby increases the profitability of industry.

Course Plan

Unit	Topic	Weightage	Sessions
Unit 1	Fundamentals of Material Management Material management: Meaning, definition, scope & importance – Integrated material management: Concept, need & advantages – Classification of material – Material planning: Concept, need & factors affecting.	25%	08
Unit 2	Industrial Purchasing Meaning, importance & ethics – Principles of right purchasing – Functions of purchase department – Centralised v/s Decentralised purchasing – Buying methods – Purchase procedure – Vendor selection (Examples of vendor performance rating)	25%	10
Unit 3	Storekeeping Meaning, objectives & importance – Functions of storekeeping – Store location and layout – Receiving and inspection – Store record	25%	06
Unit 4	Inventory control Meaning, objective, functions & importance – Procurement and carrying cost – Stock level (Maximum – minimum – reorder point – safety stock and stock out) – Examples on (a) ABC analysis & (b) Computation of different levels of stock.	25%	12

Learning Outcomes:

- 1) Students will learn in detail various aspects of Materials management.
- 2) Students will have an actual idea about the management of store as well as purchase.
- 3) Students will learn how to select suppliers using appropriate calculations.
- 4) Students would make them acquaint with increasing the profitability of manufacturing organization through scientific materials management.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: T.Y.B.B.A. (5th Semester) SUBJECT: Advance Marketing Management - I

Faculties: Dr. Ajayraj Vyas & Dr. Rina Dave

Course Objectives

- 1) Help students in understanding various aspects related to marketing research.
- 2) Develop the ability of research design and hypothesis construction.
- 3) Make students aware about the application of various research analysis tools and techniques.
- 4) Help students in construction of effective questionnaire.
- 5) Provide knowledge and understanding so that students can critically evaluate the quality of research regarding marketing of goods and services.

Course Plan

- I Marketing Research: 25% (08 sessions)**
Marketing Information-concept, need, MKIS-concept, elements & components; Marketing Research-nature, features, scope, uses & limitations; Marketing Research process; Research designs
- II Data Collection & Sampling Decisions: 25% (08 sessions)**
Primary & secondary data –sources, advantages & disadvantages; Questionnaire construction (process); Scaling & measurement; Sampling design&sample size decisions.
- III Data Analysis, Interpretation & Presentation: 25% (15 sessions)**
Hypothesis testing procedure; Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test: Parametric statistics –Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents.
- IV Emerging Applications of Marketing Research:25% (05 sessions)**
Importance of Customer database; Relationship Marketing: Brand Equity Measurement; Customer Satisfaction & its measurement; Internet Marketing & Marketing Research; TQM.

Learning Outcomes

- 1) Students will make them enable for conducting market survey independently.
- 2) Students will learn how to construct questionnaire.
- 3) Students will get exact idea about the application of various parametric and non-parametric tools for testing hypothesis.
- 4) Students will have a detail understanding with regard to the various marketing research trends prevailing worldwide.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: MEB (1st Semester)

SUBJECT: Principles of HRM

Faculty: Dr. Ajayraj Vyas

Course Objectives

The objective of this course is to make students acquaint with the fundamental principles of Human Resource Management. The subject also helps the students to get an exact idea about the various functional areas of HRM and its importance in the success of any business organization with the help of several illustrations and real life examples of companies of India and abroad.

Course Plan

Unit		Weightage	Sessions
UNIT 1	Fundamentals of HRM: Concept, scope, functions & evolution of HRM, Structure of HRM department; Manpower Planning: Concept & Objectives, Procedure, Short & Long term Manpower Planning, Career & succession planning; Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests and induction.	25%	15
UNIT 2	Employee Training and Development: Need importance and objectives, Steps in training Programme, Different training techniques, Executives/Management Development process, Management Development programmes in India, Role of IT in training & Development, Promotion – Transfer – Demotion and Separation	25%	15
UNIT 3	Employee compensation & Performance evaluation: nature and purpose of compensation, factors affecting compensation, minimum, fair & living wages, types of wages, compensation practice in Indian industries, fringe benefits & incentives in Indian business; concept, of performance evaluation, need, methods, performance evaluation in Indian companies, potential appraisal	25%	15
UNIT 4	Industrial Relations & Disputes management - Meaning, parties, requisites of good and healthy industrial relations. Trade Union: Movement and role of trade union in India. Grievance, Unrest and Disputes: Causes and Machinery to resolve industrial disputes; Emerging trends in HRM	25%	15

Learning Outcomes

- Students will learn the various fundamental approaches of HRM.
- Students will understand the practical application of various HRM principles through cases and real life illustrations.
- Students will make them eligible to deal with actual issues arises in the area of HR & IR in future course of time.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: MEB (IIIrd Semester)

SUBJECT: Strategic HRM

Faculty: Dr. Ajayraj Vyas

Course Objectives

The purpose of this course is to give a systematic understanding about the various strategies which can be exercised in the field of HRM for administering various HR issues more scientifically and sophisticatedly. The course aims at helping students to get appropriate exposure towards successful implementation of different strategies with the help of various cases and real time illustrations.

Course Plan

Unit No	Unit	Weightage	Sessions
01	<u>Introduction to Strategic HRM: Definition, need and importance - Integrating HR strategies with business strategies. strategic role of HRM: Strategic HR VS Traditional HR - Barriers to strategic HR - Models of SHRM - The strategic role of HR function</u>	25%	15
02	<u>Employee recruitment, retention & Training strategies: Online recruitment - Recruitment outsourcing -- Creating learning organization - Competency mapping -- Succession planning - Cross cultural training - Flexi timing – Telecommuting - Quality of work life –Employee empowerment - Autonomous work teams</u> <u>SHRM Environment: Workforce diversity - Demographic changes – Temporary contract labour - Global environment - Global competition - Global sourcing of labour - WTO and labour standards</u>	25%	15
03	<u>Employee Performance Appraisal strategies: Defining key result areas (KRA) - Result based performance - Linking performance to pay</u> <u>Retrenchment strategies: Downsizing - Voluntary retirement schemes (VRS) - HR Outsourcing – Early retirement plans - Project based employment</u>	25%	15
04	<u>Issues in Strategy Implementation: Behavioral issues - Matching culture with strategy - Human side of mergers and acquisitions - Leadership, power and politics - Employee morale - Personal values and business ethics</u> <u>SHRM at Global level: Introduction to global SHRM – Global HR strategies - Developing HR as a value added function.</u>	25%	15

Learning Outcomes

- Students will learn various strategical issues arises in application of various HR functions.
- Students will understand what practical limitations will arise in various functional areas of HRM and how to cope up with it.
- Students will get an idea about various HR strategies adopted worldwide