

SEMESTER – 1
COURSE 101- HUMAN RESOURCE MANAGEMENT
Total Marks : 100 (End Semester : 70 and Mid Semester : 30)

UNIT – 1

Human Resource Management: Concept, Scope, Objectives, Functions, Evolution, Approaches to HRM Vs. PM., Line and Staff relations and Role of HRM; HRM Model Competitive Advantage.

UNIT – 2

Human Resource Planning: Concept and objectives: Job Analysis, Job Description: Job specification; Job Design, Redesign, HR Inventory; GRP process; Forecasting and Determination of current and future HR requirements; Right-sizing and down sizing.

UNIT – 3

Recruitment: Policy/Philosophy, Sources of Recruitment, Methods of Recruitment.

Selection: Concept, Process and Techniques: Application Blank: Selection Tests: Employment interview; selecting Managerial Personnel: Induction: Probation; Placement and Socializing the new employees.

UNIT – 4

Career Planning and Industrial Engineering: Career Planning and career paths: Promotions, Transfers and policies, Separation Policy and problems; Exit Interview. Work Study: Method Study and Time study: TQM; Business Process Re-engineering.

UNIT – 5

Maintenance : communication and Counseling: welfare, Health and safety Separation: Turnover, Retirement, lay off, Retrenchment; Discharge; Dismissal, and V.R.S. Maintenance of HR Data Base; HR Audit; HR Research, HR Accounting, Human Resource Management Profession: Challenges and Opportunities in the Globalization.

Case Analysis: There shall be a compulsory question on case analysis in the subject.

Prescribed Books:

1. Edwin B. Flippo, Personnel Management, Mc.Graw Hill Book Co. Ltd., Tokyo .
2. Decenzo and Robbins, Personnel/Human Resource Management, Prentice Hall of India Pvt. Ltrd., New Delhi .
3. Monappa, Arun and Saiyadain, Mirza, Personnel Management, Tata McGraw Hill Publications Co. Ltd., New Delhi .
4. Storey, Hohn, Managing Human Resources – Preparing for the 21st Century, Beacon Books, New Delhi .
5. Fisher, SWchoenfeldt and Shaw, Human Resource Management, All India Publishers and Distributors, Chennai.
6. Mondy, wayne and Noe, Rober, Human Resource Management, Allwyns and Bacon, London .
7. Yoder, Dale and Staudohar, Paul, D. Personnel Management and Industrial Relations, Prentice Hall of India Ltd., New Delhi.
8. French, Windell, Human Resource Management, All India Publishers and Distributors, Chennai.
9. Venkataratnam, C.S. and Shrivastav, Personnel Management and Human Resources, Tata Mc Graw Hill Publishing Co., Ltd., New Delhi.
10. Aswathappa, K., Human Resources and Personnel Management, Tata Mc Graw Hill

Publishing co., Ltd., New Delhi .

11. Dwivedi, R.S Managing Human Resources, Galgotia, Publishing Co. Ltd., New Delhi
12. Porter, Michael, competitive Advantage, The Free Press, New York .
13. Monappa, Arun and Engineer, Mahrukh, Liberalisation and human resource management, Response Books, New Delhi .
14. Pigors, Paul and Myers, Charles, A., Personnel Administration, Mc Graw Hill Book Publishing Co., Ltd., New York .
15. Werther, William and Davis , Keith, Human Resource and Personnel Management, Mc Graw Hill Publishing Co., Ltd., Tokyo.
16. Paranjpe, Vivek, Human Resource Planning, Allied Publishers, New Delhi .
17. Akhilesh, K.B. and Nagraj, D.R (Edz)., Human Resource Management 2000 – India Perspectives, Wiley Eastern Ltd., New Delhi .
18. Bratton, John and Gold Jeffers, Human Resource Management, Macmillan , U.K.
19. Subba Rao, P., Essentials of Human Resource Management and Industrial Relations, Himalaya Publishers, Mumbai.
20. Ramaswami, N., The Management of Human Resources, T.R.Publications, Cehnnai.
21. P.L.Rao: Comprehensive Human Resource Management , (2004) Excel Books New Delhi

Journals:

1. Harward Business Review.
2. Human Capital
3. Indian Journal of Industrial Relations
4. Indian Management
5. Personnel Today
6. Vikalpa.

COURSE 102: PRINCIPLES AND PRACTICES OF MANAGEMENT

Total Marks : 100 (End Semester : 70 and Mid Semester : 30)

UNIT – 1

Management: Concept, Functions, Principles;; Management and Administration: Management as Science as well as Art; Management as Profession Management Theories; Systems Approach; Behavioral Approach; Contingency Approach; Managerial Roles.

UNIT – 2

Planning: Definition, Concept Objectives; Strategic Planning: MBO; Decision Making; Forecasting Techniques; **Organising:** Structure; Span of Control; Departmentalization and Divisionalisation: Centralization; Delegation; Decentralization; Line and Staff Functions.

UNIT – 3

Directing: Concept, Nature; Leadership, Motivation **Communication:** Process, Barriers of Communication; **Control:** Meaning and Importance: Types of Control Methods; Characteristics of Effective Control System and Techniques.

UNIT – 4

Financial Management: Functions, Sources of Finance; Financial Reporting; Budgeting; **Production Management:** Functions; Operations and Layout; Facilities location, Project Management; **Marketing Management:** Concept Importance, Producer – Consumer Relationships; Consumer Behaviour; Marketing Research and Information Market Mix.

UNIT – 5

Globalization and Management: Inventing and Re-inventing Organization; Cultures and Multiculturalism and Quality; Environment- Foundations of Management; Ethics and Business

Case Analysis: The Question Paper shall have a compulsory question on Case Analysis.

Prescribed Books:

1. Stoner, A.F.James and Freeman Edward: Management, Printice –Hall of India Pvt. Ltd. New Delhi , 2003.
2. Robins, P. Stephen: Management Concepts and Practices, Prentice-Hall Inc., engle Wood Cliffs, New jersey , 1984.
3. Koontz, O. Donnel and Weirich: Management, Mc Graw-Hill Ltd., New Delhi ,2002.
4. Prasad, L.M : Principles and Practice of Management, sultan chand and sons, New Delhi , 2005.
5. Pandey, I.M: Financial Management, Vikas Publishing House Pvt., Ltd., New Delhi , 1993.
6. Khanna, O.P: Industrial Engineering and Management, Dhanpat Raj and sons, New Delhi , 1993.
7. Elvin and Others: Production Management, Printice3-Hall of India Pvt. Ltd., New Delhi .
8. Kotler Philip: Marketing Management, Prentice-Hall of India Pvt. Ltd., New Delhi ,2004.

COURSE 103: LABOUR LEGISLATION AND CASE LAW-1
Total Marks : 100 (End Semester : 70 and Mid Semester : 30)

UNIT – 1 :

Industrial Jurisprudence: Concept and Objectives; Classification and Principles of labour Legislation: Growth of Labour Legislation in India; Indian Constitution and Labour Legislation: Labour Legislation and Judicial Activism; **International Labour Organisation (ILO) Conventions:** Recommendations and their impact on Labour Legislation; **Social Justice:** Concept and its Role in Labour Legislation: Natural Justice: Concept and Principles of Natural Justice.

UNIT – 2 :

The Factories Act, 1948 and A.P. Factories Rules 1950;
The A.P. National and Festival Holidays Act, 1974 and its Rules.

UNIT – 3 :

The Mines Act, 1952 and its Rules:
The Plantation Labour Act, 1951:

UNIT – 4 :

The Contract Labour Regulations and Abolition Act, 2001 and its Rules
The Apprentice Act, 1961.
The Child Labour (Prohibition and Regulation) Act, 1986;

UNIT – 5 :

The Andhra Pradesh Shops and Establishments Act, 1988;
The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959.

Case Law: There shall be a compulsory question on Case Law in the Paper.

Note: The Case Laws in respect of below listed circulated to the students and the same covered in the question paper setting.

CASE LAW

1. The Factories Act, 1948

1. Chintaman Rao Vs. State of Madhya Pradesh
Reported in A.I.R., 1958 Sc 388.
2. J.K. Industries Limited etc., Vs. the Chief Inspector of Factories and Boilers and Others etc., Reported in 1996 LLR 961 (SC)
3. Ardeshir H. Bhiwaniwala Vs. State of Bombay.
Reported in A.I.R. 1962 SC (29)

2. The Contract Labour (Regulations and Abolition) Act, 1970

4. Gammon India Limited Vs. Union of India 1974(11) LLJ 489 (SC)
Reported in 1974 (1), LLJ 489 (SC).
5. Hindustan Steel Works Construction Limited Vs. The Commissioner of Labour and Others, Reported in 1996 LLR., 865 (SC).
6. Steel Authority of India Ltd., and Others Vs. National Union Water Front Workers and Others. Reported in 2001 – II – LLJ (SC – 1087)

Prescribed Books:

1. Sharma, A.M: Industrial Jurisprudence, Himalaya Publishing House, Mumbai,2002.
2. Agarwal, S.L: Labour Relations Law in India , Macmillan company of India Ltd., New Delhi , 1990.
3. Vaid, K.N: Labour Welfare In India , Sri Ram Centre for Industrial Relations, New Delhi .
4. Government of India , Report of the Royal Commission on Labour, New Delhi .
5. Government of India Report on the National Commission on Labour, I&II, New Delhi .
6. Malik, P.L : Industrial Law, Eastern Book Company, Lucknow , 1999.
7. Vaidyanathan, N: ILO Conventions and India , Menerva Associates, Calcutta , 1975.
8. Sinha, G.P & Sinha. P.R.N: Industrial Relations and Labour Legislations, Oxford and IBH Publishing Co., New Delhi , 1980.
9. Sharma A.M: Aspects of Labour Welfare and Social Security, Himalaya Publishing House, Mumbai, 2002.
10. Goswamy, V.G: Labour and Industrial Relations Law, Cetnral Law Agency, Allahabad , 2004.
11. Prabhakara Rao, D.V.R.S.R: Contract Labour: Abolition and Absorption , law Publishing House, Allahabad .
12. Jagannadha Rao, V: Andhra Pradesh Factories Rules, 1950.
13. B.D.Singh(2007) Labour Laws for Managers Excel Books , New Delhi

JOURNALS;

1. Labour Law Reporter
2. Labour Law Journal
3. Indian Labour Year Book
4. Supreme Court of India Judgements

COURSE 104 – LABOUR AND MANAGERIAL ECONOMICS

Total Marks : 100 (End Semester : 70 and Mid Semester : 30)

UNIT – 1

Labour Economics: Nature, Scope; Industrialisation;; Industrial Revolution; Labour Problems in Developing Economy; Concept of Labour Force; Structure of Indian labour Force and participation; Labour Market; Supply and Demand.

UNIT – 2

Economic Systems: Capitalism, Socialism; Communism; Mixed Economy;
Employment: Theories of Employment: Full Employment; Technology and Employment.

UNIT – 3

Location of Industry: Factors and Theories on Location: State Policy on Location of Industries in India. Factors Determining the size of a firm and Industry: Concept of Optimum firm: New Economic Policy (NEP): and Globalisation.

UNIT – 4

Managerial Economics: Concept and Principles of managerial Economics; Business Cycles; Banks and Financial Institutions; Main Features of International Trade; Foreign Exchange; Role of Government in Economic Management.

UNIT – 5

Managerial Decision Making: Analysing Market Demand; Business and Economic Forecasting; Theory of Production; Theory of Costs; Pricing Policies and Practices; profits and Profitability Analysis.

Prescribed Books:

1. Sivayya, K.V. & Dasm, V.B.M: Indian Industrial Economy, Sultan Chand & Co., New Delhi , 2004.
2. Kuchhal, S.C: The Industrial Economy, Chaitanya Publishing House, Allahabad , 1998.
3. Bhagoliwala, T.N: Economics of Labour and Industrial Relations, Sahitya Baavan Pub. Agra .
4. Verma, Promod: Labour Economics and Industrial Relations, Tata Mc Graw Hill Pub. company, New Delhi .
5. Sen, Amartyuasen, K: Employment Technology and Development, Oxford University Press, Delhi .
6. Arthur D. Butler, Labour Economics Amerind Pub. Co.Pvt. Ltd., New Delhi .
7. Holstorm, Mark: Industry and Inequality, Orient Longman, Hyderabad .
8. Dutt, Ruddar: Indian Economy, Sultan Chand & Co., New Delhi .
9. Dhooaklia, Ravindra, H. and Oza, Ajay, N: Micro Economics for management students, Oxford University Press, Delhi .
10. Baumol, W.S: Economic Theory and Operations Analysis Printice Hall of India Ltd, New Delhi .
11. Reekie, W.D. and J.N. Crook, Managerial Economics, Heritage Publishers.

12. Tiwari, D.B: Principles of Macro Economics, New Age International (P) Ltd., Calcutta .
13. I.L.O, India , Economic Reforms and Labour Policies, ILA, Geneva .
14. Government of India Report on Royal commission on Labour, New Delhi .
15. Government of India report on National commission on Labour, New Delhi .

Journals:

1. Indian Journal of Labour Economics
2. The Economist
3. The Economic and Political Weekly

Course 105 : HR SKILLS & ORGANIZATIONAL COMMUNICATION

Total Marks : 100 (End Semester : 70 and Mid Semester : 30)

UNIT I: Communication: Meaning, Objectives and Functions; Communication in Organizational selling: Process: Types, Media and Networks of Communication. Foundations of Interpersonal Communication: Process Model of Communication Intrapersonal Variables of Communication; Motivation; Perception; Emotions; Interpersonal Variables of Communication: Exchange Theory: Johari Window: Transactional Analysis.

UNIT II : Improving Communication Effectiveness: Communication Barriers; Physical Noise; Semantic Noise; Selective Perception; Distortion and Filtering; communication Gateways; Interpersonal Trust; Listening : Feedback; Non Verbal Communication.

UNIT III : Spoken Communication: Listening; Active Listening ; Poor Listening ; Poor Speaking Good Listener ; Logical Traps ;Presentations ;Features of effective Presentations; Presentation Planning; Structure of Presentations; Delivery; Visual Support; Coping with Questions; Coping with Nervousness.

UNIT IV : Effective Meetings: Preparation; Agenda; Conduct of Meetings; Preparation of Minutes of Meeting; Interviewing skills; Negotiating skills; Team building skills; Business skills; Client-Interfacing skills; Liaison skills; E-Mail writing skills.

UNITV: Organization correspondence: Principals of Communication: Preparatory Stages of Letter Writing: Letter Formats: Basic Plans for Letters; Direct Request Plan; Good News Plan; Bad News Plan; Persuasive Request Plan; Business Letters; Calling for a Post; Calling for an Interview; Appointment orders; Termination Orders; Enquiries; Cancellation of Orders; Complaints are Adjustments: Sales Letters: Report Writing.

Case Analysis: There shall be a compulsory question on case analysis in the subject.

Suggested Readings:

1. Patrica Hayes, Andrews Richard T. Herschel, Organization Communication, AITBS Pub. & Dist., New Delhi.
2. Bovee Thill Schalzman, Business Communication Today, Pearson, New Delhi.
3. Vilanilam, J.V., More Effective Communication, Response Books, New Delhi.
4. Moripally, Matthukutty, Business Communication Strategies, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
5. Losikar, Raymond V and Marie E.Flalley, Basic Business Communication – Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
6. Bovee, Thill & Schatzman, Business Communication Today, Pearson Education (Ple.) Ltd., New Delhi.
7. Wollord, Jerr C., Dedwin A. Gerloff and Robort C. Cummins, Organizational Communication – The Keystone to Managerial Effectiveness, McGraw Hill Book Company, New York.
8. Hindle, Tim, Interviewing Skill, Dorling Kindersley (DK), London.

9. Hindle, Tim, Negotiating Skills, Dorling Kindersley (DK), London.
10. Heller, Robert, Communicate Clearly, Dorling Kindersley (DK), London.
11. Hindle, T.M., Making Presentations, Dorling Kindersley (DK), London.
12. Heller, Robert, Managing Teams, Dorling Kindersley (DK), London.
13. Shookla, M.S., Human Relations, Macmillan India Ltd., New Delhi

106 – SOCIAL RESEARCH AND STATISTICAL TECHNIQUES

Maximum Marks: 100 (End semester: 70 and Mid Semester: 30)

UNIT – 1

Scientific Method and Social Phenomena : Science – Theory and Fact, Research : Research Bias, Equipment of a Researcher, Social Research and Social Survey. Research Process : Problem Formulation : Defining problem; Components of the problem; Exercise of the Problem Formulation and Review of Literature; Conceptualization and Reconceptualisation; formulation of Hypothesis; Planning a Research Design, Types of Research Designs.

UNIT-2

Type of Social Research : Historical, Case study, Experimental and Community Studies; Experimental Research in India for Human Resource Management.

Statistical Methods : Definition, Scope, Importance and Limitations of Statistical Methods.

UNIT – 3

Sampling : Random, stratified Random, Cluster and Purposive sampling; Data collection and Research Tools : Documentary Information, Observating, Interview, Questionnaire, Schedule, Interview Guide, Scaling Techniques : Likert, Gutman and Thurstone scales. Pilot Study; and pretesting for validity and reliability of the tools. Data analysis : Qualitative and Quantitative Data analysis, Report writing.

UNIT – 4

Presentation of Data : Classification, Frequency Distribution, Tabulation, Diagrams, Graphs, Pictograms and Cartograms.

Measures of Dispersion : Range, Mean Deviation, Quartile Deviation and Standard Deviation.

Correlation : Simple, Multiple and Partial Correlation (Karl Pearson's Coefficient or Correlation); Rank Correlation.

UNIT – 5

Regression : Association of Attributes, Chisquare Test, Sample Tests, X Tezt, “t” Test and “f” Test. Index Numbers : Definition, Computation Consumer and whole sale price index in India, Types of index Computation – Laspayer's, Pasche's; Marshall; Edgeworth's and Fisher's Index, Mathematical Tests of Consistency.

Prescribed Books:

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| Allen L. Edward | : | Techniques of Attitude Scale Construction |
| Festnger and Katz | : | Research Methods in Behavioural Sciences. |
| Elhance | : | Fundamentals of Statistics |
| Goode and Hatt | : | Methods in Social Research. |
| Gopal, H.M. | : | Introduction to the study of Research Procedures in Social Sciences. |
| Gupta C.B. | : | Statistical Methods |
| Gupta S.P. | : | Statistical Methods |
| ICSSR Survey Reports | : | I.C.S.S.R. Publication. |
| Michael V.B. | : | Research Methodology in Management |
| Sadhu and Singh | : | Research Methodology in Social Sciences. |
| Singh V.B (Ed) | : | Labour Research in India . |
| Young P.V. | : | Scientific Social Surveys and Research. |