

## SEMESTER - II

### PCBAI20 - HUMAN RESOURCE MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAI20	Human Resource Management	Theory	Core	6	3	100

#### OBJECTIVES

1. To Provide insights on the basics of Human Resource Management.
2. To acquire skills on theoretical concepts for being a better employee in an organization.
3. To ascertain the significance of orientation and development of an employee with in an Organization.
4. To familiarize the methods to retain the skilled professionals within the Organization.
5. To absorb the outline of HRM in technically upgraded Business world.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Acquire Knowledge on the perspectives of HRM

**CO2:** Understand the formation of the concept of Best Fit Employee for a job

**CO3:** Study the Process of Executive and Career Development Programme

**CO4:** Understand the concepts, Benefits, of Sustaining Employee Interest

**CO5:** Acquires knowledge on Challenges in HRM .

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	M
CO2	H	H	H	H	H	M
CO3	M	H	H	M	H	H
CO4	M	M	M	M	M	H
CO5	H	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6

<b>CO1</b>	H	H	H	M	L	M
<b>CO2</b>	H	H	H	H	L	H
<b>CO3</b>	H	H	H	M	H	H
<b>CO4</b>	H	H	H	H	L	H
<b>CO5</b>	H	H	H	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Perspectives in HRM**

**(15 hours)**

- 1.1 Evolution of HRM, Introduction, Functions and Objectives of HRM (K1,K2)
- 1.2 Qualities, Personnel Policies and Principles (K1, K2)
- 1.3 Human Resource Accounting and Audit,(K1, K2)
- 1.4 Importance, Factors affecting HRP, (K1, K2, K3)
- 1.5 Planning Process of HRP (K1, K2, K3)
- 1.6 HRIS, Requisites, Barriers to HRP (K1, K2, K3, K4)

**Unit II: Elements of Supply & Demand(15 hours)**

- 2.1 Recruitment, Importance, Factors Governing Recruitment, Internal and External factors,  
Recruitment Process, Internal & External Recruitment(K1, K2, K3, K4)
- 2.2 Selection, Process, Barriers to effective Selection (K1, K2, K3)
- 2.3 Inputs in Training & Development, Training Process, Types, Impediments (K1, K2, K3,)
- 2.4 Transfer - (K1, K2, K3)
- 2.5 Promotion (K1, K2)
- 2.6 Demotion. (K1, K2)

**Unit III: Executive Development  
hours)**

**(15**

- 3.1 Executive Development Programme, Process (K1, K2, K3,K4)
- 3.2 Orientation, Purpose, Requisites of an effective orientation Programme (K1, K2, K3)
- 3.3 Placement (K1, K2, K3)
- 3.4Performance Appraisal, Objectives, Process, Methods (K1, K2, K3)
- 3.5 Career Development (K1, K2, K3)
- 3.6 Career Planning (K1, K2, K3)

**Unit IV: Sustaining Employee Interest  
hours)**

**(15**

- 4.1 Remuneration, Rewards, Components, Factors , Challenges (K1, K2,K3,K4)
- 4.2 Concepts of Wages (K1, K2,)
- 4.3 Employee benefits and Services, Importance and Types (K1, K2)
- 4.4 Empowering employees, Scope and ways, Importance and Limitations - (K1, K2, K3)
- 4.5 Disputes, Causes, Settlement (K1, K2, K3)
- 4.6 Grievance Procedure (K1, K2, K3)

**UNIT V: Challenges in HRM  
hours)**

**(15**

- 5.1 HR Ethics (K1, K2,K3)
- 5.2 e HR activity(K1, K2,K3)
- 5.3 Challenges of HR, Global HR (K1, K2, K3)
- 5.4 Workforce Diversity (K1, K2, K3)
- 5.5 Competency Mapping (K1, K2, K3, K4)
- 5.6 Knowledge Management (K1, K2, K3)

**Note:** Case studies for all Units.(K5.K6)

**Text Books**

1. Aswathappa – Human Resource Management, 6<sup>th</sup> Edition & 8<sup>th</sup> Edition – Tata McGraw Hill Publication,2010.
2. Dessler, Garry V – Human Resources Management, 7<sup>th</sup> Edition – PHI,2010

**References Books**

1. Memoria C.B. and Memoria .S. – Personnel Management, 21<sup>st</sup> Edition – Himalaya publishing House,2010
2. Bernadin, Human Resource Management, Tata McGraw Hill,2006.

**Websites**

1. [www.network.hrmtoday.com](http://www.network.hrmtoday.com).
2. [www.edx.org](http://www.edx.org)

### SEMESTER III

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PCBAM20	Business Law	Theory	Core	6	3	100

### PCBAM20 – BUSINESS LAW

#### OBJECTIVES

1. To Prepare the learners with Legal Knowledge of Business
2. To imbibe the wards on executing a Company according to the law.
3. To familiarize the Learners with the essentials of Negotiable Instrument Act at the registration.
4. To inhibit knowledge on valuable information Act and Tax to enforce a Profitable Business
5. To generate awareness on Consumer Protection Act and Cyber laws of firms

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Acquire Knowledge on Commercial law

**CO2:** Understand the formation and need for Company law

**CO3:** Study the requisites of Negotiable Instrument and registration of firm

**CO4:** Understand the concepts and scope of Value Added Tax and Information Act

**CO5:** Acquires knowledge on Consumer Protection Act and Cyber Laws.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	M	H	M	H	M
CO3	H	M	M	H	M	H
CO4	M	H	M	H	M	H
CO5	L	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	H	H
CO3	H	M	H	M	M	H
CO4	H	M	H	M	M	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Commercial Law**

**(15 hours)**

- 1.1 The Indian Contract Act 1872, Definition, Essentials of a Valid Contract, Void Agreements, Formation of a Contract (K1,K2, K3)
- 1.2 Offer, Legal rules (K1,K2)
- 1.3 Acceptance, Legal Rules,(K1, K2)
- 1.4 Consideration, Legal Rules, (K1,K2)
- 1.5 Contractual Capacity, Discharge, Breach of Contract and its Remedies (K1,K2,K3)
- 1.6 Sales Contract, Transfer of Title & Risk of Loss, Conditions and Warranties in Sales Contract, Rights of an Unpaid Seller, Electronic Contracts.(K1,K2,K3,K4)

**Unit II: Company Law(15 hours)**

- 2.1 Definition, Characteristics, Types, Formation, Incorporation (K1, K2,K3,K4)
- 2.2 Memorandum and Articles of Association Contents (K1, K2)
- 2.3 Prospectus, Definition, Contents, Statement in Lieu of Prospectus (K1, K2,K3,)
- 2.4 Meetings, Kinds of Meetings, (K1, K2, K3)
- 2.5 Power, Duties and Liabilities of Directors (K1, K2,K3)
- 2.6. Winding up of Companies (K1, K2,K3)

**Unit III: Law of Partnership and Negotiable Instruments Act 1881 (15 hours)**

- 3.1 Law of Partnership – Meaning, Nature of Partnership, Registration of Firms, Partnership Deed-Dissolution (K1, K2, K3,K4)
- 3.2 Negotiable Instruments, Meaning, Characteristics, Types, Parties (K1, K2, K3)
- 3.3 Holder and holder in Due Course (K1, K2)
- 3.4 Negotiation and Types of Endorsements (K1, K2, K3)
- 3.5 Dishonor of Negotiable Instrument (K1, K2,K3)

3.6 Noting and Protest. (K1, K2, K3)

**Unit IV: Value Added Tax Act and Information Act**

**(15 hours)**

4.1 Value Added Tax, Concepts, (K1, K2)

4.2 Scope (K1, K2)

4.3 Practical Implications of VAT (K1,K2, K3) (K1, K2,K3)

4.4 Right to Information act 2005 (K1, K2, K3, K4)

4.5 Information Technology Act 2000 (K1, K2, K3)

4.6 Information Technology Act 2002 (K1, K2, K3)

**UNIT V: Consumer Protection Act and Introduction of Cyber Law**  
**hours)**

**(15**

5.1 Consumer Protection Act, Consumer rights, Procedures, Types of Consumer Redressal Machineries and Forums, Cyber Crimes (K1, K2,K3, K4)

5.2 Cyber Crimes, Meaning, Types, Cyber Laws (K1, K2,K3)

5.3 Introduction of IPR (K1, K2)

5.4 Copy Rights, Ownership Infringement of Copyright (K1, K2, K3)

5.5 Trademarks(K1, K2,K3)

5.6 Patent Act- Legal Aspects of Patent - Filing of Patent Application-Infringement of Patent (K1, K2, K3)

**Note:** Case Studies for all Units.(K5.K6)

**Text Books**

1. P. Saravanavel and Sumathi – Business Law – Himalaya Publishing House, Reprint2012.
2. N.D.Kapoor- Elements of Mercantile Law, 33rd Revised Edition – Sultan Chand and Company,2012.

**References Books**

1. P.P.S.Gogna – Mercantile Law, 4th Edition – Sultan Chand & Co., Ltd, India,2008
2. Akhileswar Pathak – Legal Aspects of Business, 7th Edition, McGraw-Hill Education2018.

**.Websites**

1. [www.lawteacher.net](http://www.lawteacher.net)
2. [www.coursera.org](http://www.coursera.org)

## SEMESTER – III

### PCBAN20 – STRATEGIC MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PCBAN20	Strategic Management	Theory	Core	6	3	100

#### OBJECTIVES

1. To help the students in formulating, implementing and evaluating the corporate business strategies.
2. To expose students to the environment and understand on distinctive competencies.
3. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
4. To help students develop skills for applying the nuances of strategic implementation to problems in the Organization.
5. To help students master the analytical tools of strategic management.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.

**CO2:** Explain the basic concepts, principles and practices associated with competitive advantage.

**CO3:** Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives

**CO4:** Analyze and evaluate critically real life company situations and develop creative

Solutions, using a strategic management perspective.

**CO5:** Understand the crucially important role that the HRM function plays in the setting and implementation of an organization's strategy.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	M	H	M	H	H
CO3	H	H	M	H	H	M
CO4	M	H	H	H	M	M
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	L
CO2	H	L	M	L	H	M
CO3	H	M	M	M	M	L
CO4	H	M	M	L	M	L
CO5	M	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit - I Strategic Process & Formulation (15 hours)**

- 1.1 Conceptual framework for strategic management (K1, K2, K3 )
- 1.2 the Concept of Strategy and the Strategy Formation Process (K1, K2, K3 )
- 1.3 Stakeholders in business, Vision, Mission and Purpose (K1, K2, K3 )
- 1.4 Business definition, Objectives and Goals (K1, K2, K3 )
- 1.5 Corporate Governance and Social responsibility (K1, K2, K3 )
- 1.6 Environmental Appraisal, Environmental scanning (K1, K2, K3 )

**Unit - II Competitive Advantage (15 hours)**

- 2.1 External Environment, Porter's Five Forces Model (K1, K2, K3, K4)
- 2.2 Globalization and Industry Structure, National Context (K1, K2, K3, K4)
- 2.3 Competitive advantage Resources, Capabilities and competencies (K1, K2, K3, K4)
- 2.4 Core competencies, Low cost and differentiation (K1, K2, K3, K4)
- 2.6 Generic Building Blocks of Competitive Advantage, Distinctive Competencies, Resources  
and capabilities durability competitive advantage (K1, K2, K3, K4)
- 2.6 Avoiding failures and sustaining competitive advantage (K1, K2, K3, K4)

**Unit - III Strategy Formulation (15 hours)**

- 3.1 Generic strategic alternatives, Stability, Expansion, Retrenchment and Combination strategies, Business level strategy (K1, K2, K3, K4)



- 3.2 Strategy in the Global Environment, Vertical Integration-Diversification and Strategic Alliances, Building and Restructuring the corporation (K1, K2, K3, K4)
- 3.3 Strategic choice, Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile (K1, K2, K3, K4)
- 3.4 Strategic Advantage Profile, Corporate Portfolio Analysis, SWOT Analysis, GAP Analysis, Mc Kinsey's 7s Framework (K1, K2, K3, K4)
- 3.5 GE 9 Cell Model, Distinctive competitiveness (K1, K2, K3, K4)
- 3.6 Selection of matrix, Balance Score Card (K1, K2, K3, K4)

**Unit - IV Strategy Implementation (15 hours)**

- 4.1 Nature, Barriers, Model, Major themes (K1, K2, K3, K4)
- 4.2 Regulatory mechanisms, Procedural implementation (K1, K2, K3, K4)
- 4.3 Project implementation, Resource Allocation, Structural implementation (K1, K2, K3, K4)
- 4.4 Types of structure, Structure for strategies (K1, K2, K3, K4)
- 4.5 Behavioral implementation, Stakeholders, Corporate governance (K1, K2, K3, K4)
- 4.6 Culture, Politics and power, Values and ethics (K1, K2, K3, K4)

**Unit - V Strategy Evaluation and Control (15 hours)**

- 5.1 Strategic Choice, Nature, Importance, Participants (K1, K2, K3, K4)
- 5.2 Barriers, Requirements, Strategic Control and Evaluation (K1, K2, K3, K4)
- 5.3 Operational Control, Process of Evaluation, Techniques (K1, K2, K3, K4)
- 5.4 Managing Technology and Innovation (K1, K2, K3, K4)
- 5.5 Strategic issues for Non Profit organizations (K1, K2, K3, K4)
- 5.6 New Business Models and strategies for Internet Economy (K1, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

**Text Books**

1. Azhar Kazmi, Strategic Management and Business Policy, Tata McGraw Hill, 3<sup>rd</sup> Edition, 2008.
2. N.Chandrasekaran & P.S.Ananthanarayanan, Strategic Management, Oxford University press, 1<sup>st</sup> Edition 2011.

**References**

1. Upendra kachru, Strategic Management Concepts & Cases, Excel Books, 1<sup>st</sup> Edition, 2009.
2. Adrian Haberberg and Alison Rieple, Strategic Management- Theory and application, Oxford University Press, Reprint 2010.

**Websites**

1. [www.coursera.com](http://www.coursera.com)
2. [www.edx.org](http://www.edx.org)

## SEMESTER IV

### PCBAP20 INTERNATIONAL BUSINESS AND ETHICS

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PCBAP20	International Business and Ethics	Theory	Core	6	3	100

#### COURSE LEARNING OBJECTIVES

1. To Develop Knowledge on Business Strategies and Culture in International Aspect and Familiarise the Learners with the International Trade and Business.
2. To acquire Skills on Foreign Direct Investments to implement in International Business.
3. To comprehend ethics in the work place.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the emergence and needs of Globalization in Business and acquire the concepts of International Business theories and Strategies.

**CO2:** Study the requisites of FDI & Global Monetary System.

**CO3:** Understand the Culture Differences in Business.

**CO4:** Acquire the knowledge on Ethics in the workplace.

**CO5:** Analyze the Ethical issues and challenges.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	H	M	M	M
CO3	M	M	H	M	H	M
CO4	M	H	M	H	H	H
CO5	M	H	M	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	H
CO2	H	M	H	L	M	H
CO3	H	L	M	L	H	H
CO4	H	M	M	M	M	H
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction and Trade Theory (15 hours)**

- 1.1 Evolution of International Business, Nature of International Business (K1, K2, K3)
- 1.2 Emergence of Globalization, Managing Across Cultures - Strategies for Going International (K1, K2, K3)
- 1.3 International trade theory, Benefits of Foreign Trade, New Trade Theory (K1, K2, K3)
- 1.4 Globalization- Drivers & Restrainers of International Globalization (K1, K2, K3)
- 1.5 International Business, Types (K1, K2, K3)
- 1.6 Comparison between International and Domestic Business (K1, K2, K3)

**Unit II: Foreign Direct Investment (15 hours)**

- 2.1 Nature , Need , Theories of FDI (K1,K2, K3,K4)
- 2.2 Factors Influencing FDI. (K1, K2, K3, K4)
- 2.3The Global Monetary System (K1,K2,K3,K4)
- 2.4 Foreign Exchange Market (K1,K2,K3,K4)
- 2.5 Functions of Foreign Exchange Market(K1,K2,K3,K4)
- 2.6 Major International Financial Markets. (K1,K2,K3,K4)

**Unit III: Differences in Culture (15 hours)**

- 3.1 Need , Cultural Predispositions (K1,K2,K3,K4)
- 3.2 Cultural Models (K1,K2,K3,K4)
- 3.3 Communicating Across Cultures (K1,K2,K3,K4)
- 3.4 Barriers to Effective Cross(K1,K2,K3,K4)
- 3.5 Cultural Communication (K1,K2,K3,K4)
- 3.6 Human Resource Practices in the National Context(K1,K2,K3,K4)

**Unit IV: Ethics in Workplace (15 hours)**

- 4.1 Business Ethics , Importance , Levels (K1,K2,K3,K4)
- 4.2 Myths , Law versus ethics , Legal versus moral business (K1,K2,K3,K4)
- 4.3 Rights and duties of employees (K1,K2,K3,K4)
- 4.4 Personnel policies , Trade unions (K1,K2,K3,K4)
- 4.5 Workplace ethics ,Health and Safety (K1,K2,K3,K4)
- 4.6 Conflict Discrimination , Sexual Harassment. (K1,K2,K3,K4)

**Unit V: Ethical Challenges (15 hours)**

- 5.1 Environmental Challenges (K1,K2,K3,K4)
- 5.2 Role of Government (K1,K2,K3,K4)
- 5.3 Challenges of cyber Act (K1,K2,K3,K4)
- 5.4 Challenges of Violence (K1,K2,K3,K4)
- 5.5 Business and Terrorism (K1,K2,K3,K4)
- 5.6 Multinational Challenges of Gender rights and Human rights. (K1,K2,K3,K4)

**Note:** Case Studies for all Units(K5.K6)

**Text Books:**

1. Francis Cherunilam., International Business: Text and Cases, 5<sup>th</sup> Edition, PHI Learning,2010.
2. K.Aswathappa, International Business, 6<sup>th</sup> Edition, McGraw Hill Education,2015

**Reference Books:**

1. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 6<sup>th</sup> Edition, Tata McGraw-Hill Education,2008.
2. Ball, D., Geringer, M., Minor, M. and McNett, J., International Business: The Challenge of Global Competition, 11<sup>th</sup> Edition, Tata-McGraw-Hill Education,2009.

**Websites**

1. [www.globethics.net](http://www.globethics.net),
2. [www.mhhe.com/aswathappaib6e](http://www.mhhe.com/aswathappaib6e)