Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCCOL20	Human Resource Management	Theory	Core	6	4	100

Course Objectives

To provide knowledge to the students regarding the management of Human Resources in organizations

Course Outcomes (CO)

The learners will be able to
1. Imbibe the knowledge on human resources management and its functions.
2. Design and analyse a job in organisation.
3. Evaluate a job in organisational structure.
4. Assimilate the knowledge on career development and to develop career path to employees of an organisation.
5. Identify and appraise performance of employees of an organisation.

COs consistency with POs

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

(Low - L, Medium – M, High - H)

COs consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	M	M	H	H	M	M
2	H	H	M	H	H	H
3	H	M	H	M	M	M
4	H	M	M	M	H	H
5	M	M	M	H	H	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction to Human Resource Management (15 hours)

1.1. Human Resource Management – Evolution (K1, K2, K3)

1.2. Objectives – Responsibilities (K2, K3)

1.3. Man Power Planning – Objectives (K2, K3)

1.4. Man Power Planning – Elements (K2, K3)

1.5. Process of Man Power Planning (K2, K3)

Unit II: Job Analysis and Design (15 hours)

2.1. Job Satisfaction – Concept – Determinants and measurements (K2, K3, K4)

2.2. Job Analysis – Methods of Job Analysis (K2, K3, K4)

2.3. Job Design – Job Description – Job Specification (K2, K3, K4)

2.4. Job Evaluation – Job Enrichment (K2, K3, K4)

2.5. Recruitment and Selection – Sources of Recruiting Human Resource (K2, K3, K4)

2.6. Selection process – Testing and Interviewing (K2, K3, K4)

Unit III: Career Planning Development and Evaluation (15 hours)

3.1. Career Planning and Development – Stages and Process of Career Development(K3,K4)

3.2. Training, Placement and Development – Training Needs (K3,K4)

3.3. Training Programmes (K3, K4, K5)

3.4. Executive Development – Importance (K2, K3, K4)

3.5. Evaluation Process (K2, K3, K4)

3.6.Internal Mobility and Separation – Promotion, Transfer, Lay-off and Discharge (K2, K3, K4)

Unit IV: Performance Appraisal of Employee (15 hours)

4.1. Appraising Employee Performance – Basic considerations (K1, K2, K3)

4.2. Methods of Performance Appraisal (K3, K4, K5)

4.3. Requisites of a Sound Performance Appraisal System (K2, K3, K4)

4.4. Employee Incentives and Benefits (K3, K4, K5)

4.5. Effective Measures of Incentives and Benefits (K3, K4, K5)

Unit V: Grievances and Work life balance (15 hours)

5.1. Employee Grievances – Causes (K1, K2, K3)

5.2. Essentials of Sound Grievance Procedure - Redressal of Grievances (K2, K3, K4)

5.3. Employee Discipline – Objectives – Types – Enforcement of Discipline (K1, K2, K3)

5.4. Causes of Indiscipline – Procedure – Disciplinary actions (K2, K3)

5.5. Quality of Work Life – Concept and Determinants of Quality of Work Life (K2, K3, K4)

5.6. Recent Trends in HRM – Talent Management (K2, K3, K4)

Textbook:
Khanka S.S – Human Resource Management – S. Chand and Co., New Delhi, Reprint 2015

Books for Reference:
1. Shashi K. Gupta and Rosi Joshi – Human Resource Management –Kalyani Publishers, New Delhi, Edition 2014
2.Jaya Sankar J. – Human Resource Management – Kalyani Publishers, New Delhi, Edition 2018

3.Lalitha Balakrishnan and Srividhya S. – Human Resource Development – Himalaya
  Publishing House, Chennai, Edition 2016
4. Aquains P. G. – Human Resource Management – Vikas Publising House Pvt. Ltd., New
   Delhi, Revised Edition 2012

Web Resources:

1. https://www.tutorialspoint.com/human_resource_management/human_resource_management_introduction.htm
2. https://www.iedunote.com/job-analysis
3. https://www.indeed.com/career-advice/career-development/steps-to-create-a-career-development-plan
4. https://kissflow.com/hr/performance-management/employee-performance-appraisal-method/
5. https://jpt.spe.org/twa/worklife-balance-21st-century

SEMESTER – IV
PICOD20 – Independent Elective IV B: Entrepreneurial Development

Year: II Sem: IV	Course Code: PICOD20	Title of the Course: Entrepreneurial Development	Course Type: Theory	Course Category: Elective	H/W	Credits	Marks
						2	100

Course Objectives
To introduce and inculcate the knowledge of Entrepreneurship among the students so that they can be self employed and become successful entrepreneurs

Course Outcomes (CO)

The learners will be able to
1. To develop entrepreneurial skills and start up a new business.
2. To understand and acquire knowledge on support services provided to entrepreneurs by different agencies for entrepreneurial development.
3. To identify and formulate business proposals.
4. To understand the role of government in entrepreneurial development.
5. To understand the position and problems faced by women entrepreneurs.

COs consistency with POs

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

(Low - L, Medium – M, High - H)

COs consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	H	H	M	M
2	H	H	M	H	H	M
3	H	M	M	M	M	M
4	H	M	M	M	H	H
5	M	M	M	H	H	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction

1.1 Entrepreneur – Meaning - Entrepreneurship – Meaning – Definition – Characteristics
(K1, K2, K3)
1.2 Qualities of an Entrepreneur – Theories on Entrepreneurs (All) (K1, K2, K3)
1.3 Functions – Classification of Entrepreneurs (K1, K2, K3)
1.4 Factors influencing Entrepreneurship (K1, K2, K3)
1.5 Role of Entrepreneurs in the Economic development (K1, K2, K3)
1.6 Successful entrepreneurs in Vellore, Thirupathur and Ranipet districts (K1, K2, K3)

Unit II: Supporting Services to Entrepreneurs
2.1 Entrepreneurial Development Agencies: Commercial Banks (K2, K3, K4)
2.2 District Industries Centre (K2, K3, K4)
2.3 National Small Scale Industries Corporation
(K2, K3, K4)
2.4 Small Industries Development Organisation (K2, K3, K4)
2.5 Small Industries Services Institutes (K2, K3, K4)
2.6 The Khadi and Village Industries Commission (K2, K3, K4)

Unit III: Idea Generation

3.1 Micro and Macro Enterprises - Project Identification and Selection (K2, K3, K4)

3.2 Project Formulation – Project Appraisal (K2, K3, K4)

3.3 Financing of Enterprises - Ownership Structures (K2, K3, K4)

3.4 Small Scale Entrepreneurs – Role of Small Scale Industries in the Indian Economy (K2, K3, K4)

3.5 Incentives and Subsidies for small scale industries (K2, K3, K4)

3.6 Policy measures to strength small, tiny and village enterprises (K2, K3, K4)

Unit IV: Entrepreneurial Development Programme

4.1 Entrepreneurial Development Programmes – Need (K1, K2, K3)

4.2 Entrepreneurial Development Programmes– Objectives – Curriculum (K2, K3, K4)

4.3 Phases of EDP (K1, K2, K3)

4.4 Critical Evaluation of EDPs (K1, K2, K3)

4.5 Problems of EDPs (K2, K3, K4)

4.6 Role of Government in organizing EDP (K2, K3, K4)

Unit V: Women Entrepreneurship and Micro Finance

5.1 Women Entrepreneur - Concept, Functions and Problems (K1, K2, K3)

5.2 Recent trends in the development of Women entrepreneurship (K2, K3, K4)

5.3 Self Help Groups – Objectives, Features and Achievements of SHGs (K2, K3, K4)

5.4 Growth in SHG – Concept and Features of Micro Finance (K2, K3, K4)

5.5 Distribution channels of Micro Finance – Bank Linkage through Micro credit (K2, K3, K4)

5.6 Subsidies and Incentives to Women Entrepreneurs (K2, K3, K4)

Textbook:

Khanka S. S – Entrepreneurial Development – Sultan Chand and Sons, New Delhi, Reprint 2014

Books for Reference:

1. Sangeeta Sharma- Entrepreneurial development –Asoke K.Ghosh Publishers, Reprint 2016.
2. David H. Holt – Entrepreneurship: New Venture Creation – Prentice Hall of India, New Delhi, Reprint 2017
3. Dr. Sanjay R. Ajmeri- Entrepreneurship Development- Pearson Education, Delhi, Reprint 2017
4. Poornima M. – Entrepreneurship Development, Small Business Enterprise – Pearson Education, Delhi, Revised Edition 2012

Web Resources:

1. https://fredericodeigah.wordpress.com/2012/10/12/introduction-to-entrepreneurship-development/
2. https://callforhumanity.org/breaking-the-cycle-of-poverty-with-micro-entrepreneurship/
3. https://www.viima.com/blog/idea-generation
4. https://www.eshipsimplified.com/entrepreneurship-development-course
5. https://www.mba.com/business-school-and-careers/career-possibilities/30-most-successful-women-entrepreneurs-in-india-part-1

SEMESTER – I
PECOB20 – Elective IB: Customer Relationship Management

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PECOA20	Company Law	Theory	Elective	6	4	100

Course Objectives

The objective of the course is to enable the students to get familiarized with the existing Company Law and Secretarial Procedure

Course Outcomes (CO)
The learners will be able to

1. Gain knowledge of customer relationship and its management

2. Apply the knowledge in the business process and other associated activities

3. Analyse the phases of relationship marketing

4. Apply the strategies in various relevant programmes

5. Become aware various models of CRM and use of technology in CRM

COs consistency with POs

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

(Low - L, Medium – M, High - H)COs

Consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	H	H	M	M
2	H	H	M	H	H	M
3	M	M	M	M	M	M
4	H	M	M	M	H	H
5	M	H	M	M	M	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction (15 hours)

1.1. Introduction to customer Relationship Management (K1, K2)

1.2. Emergence of Relationship Marketing (K2, K3)

1.3. Distinction between Traditional Marketing and Relationship (K2, K3)

1.4. Six Market Model – Three Cornerstones of CRM (K3, K4)

1.5. CRM Survey Design – Advances of CRM (K4, K5)

1.6. Types of Customer Relationship Programmes – Scope for CRM (K4, K5)

Unit II: Relationship Cycle and KYC   **(15 hours)**

2.1. Customer Relationship – Categorizing Relationship – The Relationship Life Cycle (K2, K3)

2.2. Customer Acquisition – Customer Retention (K2, K3)

2.3. Relationship Stages – Relationship Longevity (K2, K3)

2.4. Know Your Customer (KYC) – CRM Business Transformation Process (K3, K4)

2.5. Integration of CRM with ERP (K4, K5)

2.6. Data Warehousing (K4, K5)

Unit III: Phases of Relationship Marketing   **(15 hours)**

3.1. The analysing Phase of Relationship Marketing (K2, K3, K4)

3.2. Target Planning – Customer Segmentation in Relationship Marketing(K2, K3, K4)

3.3. Customer Loyalty – Relationship Marketing(K3, K4)

3.4. Customer Satisfaction Process (K3, K4)

3.5. Customer Partnership (K5)

Unit IV: Styles of CRM   **(15 hours)**

4.1. Implementing Relationship Marketing Programmes (K1, K2)

4.2. Strategy, Structure and Systems (K1, K2)

4.3. The Mckinsey 7 'S' Framework (K2, K3)

4.4. Ending Relationships – Total Quality Management (TQM) (K2, K3)

4.5. Shared Values, Staff, Skills and Styles of Implementing RM Programmes (K3, K4)

Unit V: Approaches to CRM   **(15 hours)**

5.1. Monitoring and Controlling relationships – Approaches (K2, K3)

5.2. Measures of Relationship success – Satisfaction (K2, K3)

5.3. Relationship Returns measuring financial performance – Complaints analysis and handling (K2, K3)

5.4. Service Recovery – Service quality – The GAPS Model for managing service quality(K2, K3, K4)

5.5. Technology for Relationship Marketing(K2, K3)

5.6. Criteria for creating value for customers (K3, K4)

Textbook:

Customer Relationship Management – Dr.S.Sheela Rani, Margham Publications, Chennai, Edition 2016

Books for References:

1. Kaushik Mukerjee – Customer Relationship Management: A Strategic Approach to Marketing – PHI Learning Pvt. Ltd, New Delhi 2008
2. Kumar V. and Werner J. – Customer Relatinship Management: A Databased Approach – John Wiley & Sons, Mumbai
3. Shanmugasundaram S. – Customer Relationship Management – Prentice Hall of India Pvt.Ltd., New Delhi, 2008
4. Alok Kumar Rai – Customer Relationship Management – Concepts and Cases - Prentice Hall of India Pvt.Ltd., New Delhi, 2011

Web Resources:

1. https://search.yahoo.com/search?fr=mcafee&type
2. https://whitelabel-loyalty.com/blog/loyalty-industry-insight/customer-loyalty-and-relationship-marketing
3. https://whatfix.com/blog/mckinsey-7s-model
4. https://www.investopedia.com/terms/f/financialperformance.asp