VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 3
SUBJECT: BUSINESS ADMINISTRATION
COURSE TYPE: MAJOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. To give knowledge of concept and process in Functional area of management like Human Resource management, labor relationship.
2. To enable the students about career planning, career development and give awareness about e-training and e- selection.
3. To make the Students aware about Human Resource Morales and Human Resource challenges.
4. To understand Human Resource Planning.
5. To develop the analytical and decision making abilities through Case studies.

OUT COMES:

Student's capacity building as under

1. Knowledge of Human Resource management and Planning.
2. Decision making by analytical research when facing challenges.
3. Career development & Trade Unions.
4. e-Training and e- selection

COURSE CONTENT:

Unit No.	Content	Weightage
1	Human Resource Management, e-Selection and e-Training: Meaning of Human Resources, Human Resource Management, Human Resource Management and Personal management, e-Selection and Procedure, e-Training and its Advantages and Disadvantages, Qualities of H.R. manager, Roles of HR manager.	15
2	Human Resource Planning: Meaning, Importance, Process and factors affecting Human Resource Planning, Benefits and Limitations of H.R. Planning, Human Resource Audit - Aspects of Utilization, Methods of Assessing Manpower Utilization.	15
3	Career Planning, Career Development, Training and Executive Development: Concept of Career, Career Planning and Succession planning, Career Stages, Elements of Career Development Programmed, Steps in Career Development System, Advantages and Limitations of Career Planning and Development. Training: Meaning, needs, objectives - procedure of training, methods of Training and its advantages. Meaning and Methods of Executive Development.	20
4	Trade Unions and Industrial Unrest: Trade Unions: Definitions, functions, Rights & Responsibilities of Registered Trade unions.	20

	Industrial Unrest: Meaning, Different Form of Industrial Disputes, causes, effects, Remedial Measures, Industrial peace and Industrial Harmony.	
5	Human Resource Morale and Human Resource Challenges. HR Morale: ➢ Introduction and Definitions ➢ Importance of Morale ➢ Factors Affecting Morale ➢ Measures to Improve Morale HR challenges: ➢ Outsourcing ➢ Business process outsourcing - 1) Advantages of BPO, 2) Role of H.R. Manager in BPO. ➢ Call-centers, ➢ Work-life Balance ➢ Managing Diversity, ➢ Ethical Issues.	15
6	Case Study	15

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2. Human Resource Managements - V.V Khanzode.
3. Management of Human Resources - Lallan prased A.M. Burnerjee.
4. The personnel management processes-Wendall French.
5. Principles of personnel Management – Edwin Flippo.
6. Personal Management and Industrial Relations - Dale Yoder.
7. Industrial Relations and Personnel management in India – R.S. Davar.
8. Organizational Behavior - K. Ashwathappa.
9. Organizational general Psychology – Garret HF.
10. Personnel management – Jucius Michael – R.D. Irwin, Homewood.
11. Management concept and practice - Manmohan Prasad - Himalaya publishing House.
12. Personnel and Human Resources Management P subba Rao - Himalaya publishing House.
13. Organizational Behavior – L.M. Prasad.
14. Introduction to General Psychology M.C. Graw Hill.
15. Personality Development and Career Management : pragmatic perspective – R.M. OnKar.
16. Personality Development - Alok Kumar Dubey.
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18. En.wikipedia.org
19. General psychology David c Edwards, The macmillan Com New York.