

DEPARTMENT OF COMMERCE

COURSE STRUCTURE & SYLLABI

(For the students admitted from year 2023-2024 onwards)

Programme : M.Phil. Commerce



JAMAL MOHAMED COLLEGE (AUTONOMOUS)

Accredited with A++ Grade by NAAC (4th Cycle) with CGPA 3.69 out of 4.0
(Affiliated to Bharathidasan University)

TIRUCHIRAPPALLI – 620 020

M.Phil. COMMERCE

Sem	Course Code	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
						CIA	ESE	
I	23MPC01CC1	Core - I	Research Methodology	4*	4	25	75	100
	23MPC01CC2	Core - II	Functional Management	4*	4	25	75	100
	23MPC01CC3	Core - III	Teaching and Learning Skills (Common Paper)	4*	4	25	75	100
	23MPC01CC4	Core - IV (Elective)	Paper on Topic of Research (The syllabus will be prepared by the guide and examination will be conducted by the COE)	4*	4	25	75	100
		*One hour library for each course						
	Total			16	16			400
II	23MPC02PD		Dissertation [#]	-	8	-	200	200
Grand Total				16	24			600

[#] Evaluation of the Dissertation Viva voce shall be made jointly by the Research Supervisor and the External Examiner.

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC1	Core – I	4	4	25	75	100
Course Title		RESEARCH METHODOLOGY					

SYLLABUS		
Unit	Contents	Hours
I	Research: Definition – Objectives – Types: Pure, applied – Methods: Case Study, Survey – Research Problem Identification and Selection – Review of Literature – Importance - Sources – Research Design – Meaning, Steps and Significance - *Ethics in Research* .	12
II	Sampling: Meaning – Steps - Criteria – Methods – Sampling Error – Data Collection – Secondary Data – Sources - Primary Data – Techniques – Observation – Interview – Essentials - Types - Limitations – Focused Groups- Questionnaire & Schedule – Designing – Reliability & Validity.	12
III	Pre-Testing – Pilot Study - Data Processing: Meaning, Steps — Analysis of Data – Interpretation - Tools of Analysis – Correlation – Partial and Multiple – Regression – Partial and Multiple – ANOVA – One Way and Two Way. (Problem & Theory)	12
IV	Hypothesis – Concept, Steps, Sources – Testing of Hypotheses – Chi-square Test, ‘t’ Test, ‘z’ Test and ‘f’ Test – Limitations – Scaling Techniques. (Problem & Theory)	12
V	Report Writing – Meaning – Contents - Format – Essentials – Steps in Report Preparation Types of Report – Target Group	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

..... **Self - Study**

Text Book(s):
<ol style="list-style-type: none"> 1. Research Methodology Methods and Techniques, C.R. Kothari, New Age International (P) Publishers, 2020 2. Research Methodology Techniques and Methods, Acharya S K and Prasenjit Pal, Daya Publishing House, January 2023 3. Research Methodology , R Meenakshi , M Girija , R Cauvery & U K Sudha Nayak, S Chand Publishers, 2016
Reference Book(s):
<ol style="list-style-type: none"> 1. Authors, Title of the Book, Publication, Edition, Year 2. Methodology of Research In Social Sciences - Dr. O.R. Krishnaswamy & Dr. M.Ranganatham - Himalaya Publishing House – 2018. 3. Research Methodology: C.R. Kothari & Gaurav Garg – New Age International Publications, New Delhi - 2018 4. Research Methodology – P.Ravilochanan – Margham Publications, Chennai – 2019
Web Resource(s):
<ol style="list-style-type: none"> 1. http://edutechwiki.unige.ch/en/Research_methodology_resources 2. https://www.examrace.com/NTA-UGC-NET/NTA-UGC-NET-Study-Material/Library-Science/Research-Methodology/

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Apply various research methods in the field of commerce, economics and society and also design and develop the research methodologies in solving the problems exist in business	K1,K2
CO2	Inculcate skills in the application of appropriate sampling techniques for collecting the data for their research work and to draft questionnaire for collecting, analysing and managing the information to find out the solution to the real-world business-related research problems	K3
CO3	Develop intellectual creativity in the application of statistical tools like ANOVA, Regression, Correlation etc., for analysing data and demonstrate their skills in interpreting the data, which will enable them to get employment in modern areas of business management with social concern	K4
CO4	Apply statistical techniques like Chi-Square test, T – test, Z – Test, F – Test etc., for testing the hypotheses to fulfil the research objectives and test them with advanced research software like SPSS, AMOS, etc.,	K5
CO5	Exhibit their skills in preparing and presenting the research report along with their innovative suggestions and draw a meaningful conclusion for research problems which will result in the improvement of the business operation.	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	-	3	3	2	-	3	2.5
CO2	3	-	2	2	-	3	3	2	-	2	2.6
CO3	-	3	2	2	-	1	3	3	-	2	2.4
CO4	3	-	-	3	2	-	3	3	3	2	2.6
CO5	-	3	-	2	2	-	2	2	2	3	2.5
Mean Overall Score											2.52
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. MARIMUTHU

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC2	Core – II	4	4	25	75	100
Course Title		Functional Management					

SYLLABUS		
Unit	Contents	Hours
I	Financial Management: Financial Management – Objectives – Functions of a Financial Manager – *Financial Planning* – Sources of Short-term and Long-term Finance - Capital Structure – Cost of Capital – Leverages – Working Capital Management – Estimation of Working Capital	12
II	Marketing Management: Evolution of Modern Marketing Concept – *Approaches to the study of Marketing* – Marketing Mix – Recent trends in Marketing – Mass Marketing – Niche Marketing – Demarketing – Remarketing – Meta Marketing – Services Marketing - International Marketing – Consumer Behaviour – Market Segmentation - Product Planning Development – Pricing Strategies – Promotional Strategies – Channel of Distribution	12
III	Human Resource Management: Human Resource Management – Nature and Scope – Functions of HRM – Role of HR manager in 21 st Century – Impact of Recent Development on Job Design and Job analysis – Human Resource Planning – Corporate Strategies for Recruitment Programme – Selection Procedures – Employee Training and Development – Methods of Performance Appraisal – Causes of Absenteeism – *Counselling*	12
IV	Services Marketing: Financial Services – Marketing Mix of financial Services – Insurance Marketing – The formulation of Marketing Mix for Insurance Companies – Health Service – Tourism Service – Marketing Mix for Tourism Service - Professional or Consultancy Services – Marketing Mix for Consultancy Providers – *Telecommunication Services* – The formulation of Marketing Mix for Telecommunication Services	12
V	Banking: Definition of a Bank –Classification of Banking – Types of Banks – Indian Banking System – Central Bank – Functions – Commercial Banks – Functions – *Electronic Banking* – Challenges of E-Banking Revolution – Internet Banking – Mobile Banking – Telephone Banking – SMS Banking – ATM – Debit Card – Credit Card – Smart Card – Cash Deposit Machine – Electronic Fund Management – Electronic Clearing System (ECS) – Real Time Gross Settlement (RTGS) – National Electronic Funds Transfer (NEFT) – Indian Financial System Code (IFSC) – Cheque Truncation System (CTS)	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

..... Self - Study

Text Book(s):
1. C.B. Gupta, Human Resource Management, Sultan & Chand Sons, New Delhi, 2017.
2. S.M. Jha, Services Marketing, Himalaya Publishing House, 2008.
3. Banking Theory Law & Practice, J. Priyadharshini, Charulatha Publications, Chennai, 2017.
Reference Book(s):
1. Dr. S.N. Maheswari, Financial Management, Sultan & Chand Sons, New Delhi, 2019.
2. S.A. Sherlakar, Marketing Management, Himalaya Publishing House, 2018.
3. Dr. R.L. Varshnery & S.L. Gupta, Marketing Management, Sultan & Chand Sons, New Delhi, 2018.
Web Resource(s):
1. https://www.businessmanagementideas.com/notes/management-notes/notes-on-functional-areas-of-management/4661
2. https://subjectquery.com/functional-areas-of-management/

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the functions of financial manager and develop intellectual creativity in financial planning, working capital management and capital structure decisions.	K1,K2
CO2	Prepare market mix elements for a product, execute specific research problems in marketing and present a market research report in oral and written form.	K3
CO3	Familiarize with the functions of Human Resource Manager, demonstrate the recent development in HR practices, HR planning and analyzing the performance of employees by using scientific methods.	K4
CO4	Develop services marketing mix in the field of financial services; insurance Marketing, Health Insurance etc. and also recognise the employment opportunities in service sectors.	K5
CO5	Apply learning skills in recent developments in the banking sector and recommend solutions to problems in banking services in the social, economic and environmental contexts.	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	1	3	2	2	2	3	2.4
CO2	3	3	3	3	3	3	3	2	3	3	2.9
CO3	3	3	3	3	2	2	2	3	2	3	2.6
CO4	3	3	2	2	2	3	2	3	2	3	2.5
CO5	2	3	3	2	1	3	2	2	3	3	2.4
Mean Overall Score											2.56
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. SIRAJUDEEN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC3	Core – III	4	4	25	75	100
Course Title TEACHING AND LEARNING SKILLS							

SYLLABUS		
Unit	Contents	Hours
I	Computer Application Skills: Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.	12
II	Communications Skills: Communication: Meaning - Elements - Types - Barriers – LSRW Skills – Methods of developing fluency in oral and written communication – Style, Diction and Vocabulary – Classroom Communication and Dynamics - Interaction Methods - Bales’ and Flanders’ system of Interaction Analysis.	12
III	Pedagogy: Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation - Versatility of Lecture technique – Demonstration: Characteristics, Principles, Planning, Implementation and Evaluation – Teaching-learning Techniques: Team Teaching, Group Discussion, Seminar, Workshop, Symposium and Panel Discussion.	12
IV	E- Learning: e-learning – concept and types - e-learning tools – concept of technology integration in Teaching and Learning Processes - Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National academic depository, National Digital Library; e-Sodh Sindhu; virtual labs; e-Yantra, Talk to a teacher, MOODLE, Mobile Apps, etc.	12
V	Skills of Teaching and Technology based assessment Teaching skills: Definition, Meaning and Nature - Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills- Technology for Assessment: Concept of assessment and paradigm shift in assessment; role of technology in assessment. Tools for Self & Peer Assessment (recording devices; e-rubrics, etc.); online assessment (open source software; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics.	12

***.....* Self - Study**

Text Book(s):
<p>Bela Rani Sharma (2007), Curriculum Reforms & Teaching Methods, Sarup & sons, New Delhi</p> <p>2. Brandon Hall, E-learning, A research note by Namahn, found in: www.namahn.com/resources/.../note-e-learning.pdf, Retrieved on 05/08/2011</p> <p>3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh</p> <p>4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weert, UNESCO, 2002.</p>

Reference Book(s):
1. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana. 8 2. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New york. 3. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi. 4. Ram Babu,AabdDandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad. 4. Singh,V.K & Sudarshan K.N. (1996), Computer Education, Discovery Publishing Co, New York. 5. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
Web Resource(s):
1. http://www.bdu.ac.in/cde/docs/ebooks/B-Ed/I/LEARNING%20AND%20TEACHING.pdf 2. https://asiasociety.org/education/teaching-and-learning-21st-century-skills

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Acquire the knowledge and apply the computer skills in the area of ICT	K1,K2
CO2	Attain ability to communicate effectively with a range of audiences	K3
CO3	Recognize the need for and engage in continuing professional development of teaching and learning	K4
CO4	Pursue the online courses in MOOC, SWAYAM, NMEICT, NPTEL, etc.,	K5
CO5	Experiment the application of current techniques for technology enabled teaching.	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	2	3	3	1	3	2	2	1	2	2.2
CO2	2	3	2	3	3	2	2	2	2	1	2.2
CO3	3	2	2	3	2	1	2	2	3	3	2.3
CO4	2	2	2	2	2	3	3	2	3	1	2.2
CO5	3	2	3	2	1	2	2	2	2	3	2.2
Mean Overall Score											2.22
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. KHALEELUR RAHMAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC4	Core – IV	4	4	25	75	100
Course Title		MARKETING MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	Definition and Meaning of Marketing – Classification of Markets – Marketing and Selling – Modern Concept of Marketing – Marketing Functions – Marketing Mix	12
II	Buying Motives – Buyer Behaviour – Planning and Development of a New Product – Product Mix – Market Segmentation – Product Life Cycle (PLC) – *Product Diversification* – Elimination and Modification – Product Failure – Pricing – Factors affecting Pricing Decision – Pricing Methods and Pricing Strategies	12
III	Branding – Packaging – Brand Loyalty – Promotion – Importance and Methods of Promotion – Promotional Mixed Strategies – Sales Promotion – Consumer Promotion – *Dealer Promotion* – Sales Force Promotion – Advertising – Publicity – Personal Selling	12
IV	Meaning of Channels of Distribution – Types of Channels of Distribution – Wholesaler and Retailer – Functions of Wholesaler and Retailer	12
V	CASE STUDY	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

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Text Book(s):
1. R.S.N. Pillai & Bagavathi – Modern Marketing: Principles and Practices, S. Chand Publishing, New Delhi, 2018. 2. Armstrong Gary, Kotler Philip, Principles of Marketing, 17th editions, Pearson Hall 2018 3. Kotler Philip, Armstrong Gary, Agnihotri y. Prafulla, Ehsan UIHaque, Principles of Marketing - A South Asian Perspective, 13th edition, Pearson education India, 2017
Reference Book(s):
1. Marketing Management – Philip Kotler & Kelvin Lane Keller – Pearson India Education Services Pvt. Ltd – 2016 2. Marketing Management – S.A. Sherlekar – Himalaya Publishing House - 2015 3. Marketing Management – C.B. Gupta & N. Rajan Nair – Sultan Chand & Sons - 2018 4. Modern Marketing – R.S.N. Pillai & Bagavathi –Sultan Chand & Sons - 2012 5. Marketing Management – C.B. Mamoria, Satish Mamoria, Rk Suri, - Kitab Mahal Distributors - 2009
Web Resource(s):
1. http://www.findarticles.com/p/articles/mi_ml038/is_nl_v40/ai_19369689 2. http://www.business-standard.com/india/news/325566 3. http://crmsolutions.searchcrm.com/kw:Improve+Customer+Satisfaction/content 4. http://www.ehow.com/info12086003factors-affecting-consumer-perception.html 5. http://www.iese.edu/research/pdfs/di-0690-e.pdf

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyse the different classification of market with relevance to its functions and the significance of formulating strategies for marketing mid	K1,K2
CO2	Understand the needs of the consumer and their behaviour under different situations and create plans for making a product successful in the market	K3
CO3	Recognize the need for brand the ways to create a brand image which will be substantiated by advertising and other methods of publicity	K4
CO4	Evaluate the contributions made by different intermediaries in the channels of distribution and to create a proper channel with relevance to the product and service	K5
CO5	Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	3	3	2	3	3	3	3	2	1	2.6
CO2	3	2	3	3	3	2	3	2	3	1	2.5
CO3	2	3	3	3	3	2	3	2	3	1	2.6
CO4	3	3	3	2	2	3	2	3	2	1	2.4
CO5	2	3	3	3	3	1	3	3	3	1	2.5
Mean Overall Score											2.54
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. K. VIJAYAKUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC4	Core – IV	4	4	25	75	100
Course Title		FINANCIAL MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	Financial Management – Meaning and Definition – Objectives and Scope – Functions of Financial Manager – *Financial Planning* – Sources of Finance – Methods of Financial Management – Functions of Modern Financial Management	12
II	Capital Structure - Theories of Capital Structure – Leverages – Operating and Financial Leverages - Dividend Policy – Theories – Relationship with value of Forms – MM Approach, Walter Model & Gordon’s Model	12
III	Ratio Analysis – Advantages and Limitations – Classification – Comparative and Common Size Financial Statements – Fund Flow and Cash Flow Statement	12
IV	Capital Budgeting – Objectives – *Types* – Payback Period – Discounted Cash Flow – Net Present Value – Present Value Index – Accounting Rate of Return	12
V	CASE STUDY	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

..... Self - Study

Text Book(s):
1. Authors, Title of the Book, Publication, Edition, Year
Reference Book(s):
1.Financial Management Principles & Practices – Dr. S.N. Maheswari – Sultan Chand & Sons - 2013 2.Financial Management – I.M. Pandey – Vikash Publishing House Pvt. Ltd., - 2015 3.Management Accounting – R.S.N. Pillai & Bagavathi – Sultan Chand & Sons - 2010 4.Financial Management – B.S. Raman – United Publishers, Mangalore - 2016
Web Resource(s):
1. https://www.boundless.com/finance/textbooks/boundless-finance-textbook/introduction-to-the-field-and-goals-of-financial-management-1/introducing-finance-22/reasons-to-study-finance-148-8366/ 2. http://en.wikipedia.org/wiki/Financial_management 3. http://www.tutor2u.net/business/accounts/finance_management_intro.htm 4. www.mahindraandmahindrafinanceltd.com 5. http://finance.mapsofworld.com/stock-market/

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the need of finance and the role of a financial manager which will help them to identify the different source to bring the required finance to the organisation	K1,K2
CO2	Evaluate the different strategies of capital structure and to make decision regarding the optimum capital structure for an organisation	K3
CO3	Criticise the financial performance of an organisation by measuring the same by employing Ratio analysis and other common tools of comparison	K4
CO4	Measure the need for capital investment and make decisions regarding the capital budgeting in order to find the optimum choice by using different capital budgeting techniques	K5
CO5	Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	3	2	3	3	2	2	2	3	1	2.4
CO2	3	2	1	2	1	2	2	2	3	2	2.0
CO3	3	3	2	3	2	2	2	1	2	1	2.1
CO4	3	2	3	2	3	1	1	2	2	3	2.2
CO5	2	1	2	3	2	2	2	2	2	3	2.1
Mean Overall Score											2.16
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. HABEEBUR RAHMAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23MPCO1CC4	Core – IV	4	4	25	75	100
Course Title		HUMAN RESOURCE MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	Human Resource Management – Need and Significance – Evolution of HRM – Objectives and Functions of HRM – Role of HR Manager – Human Resource Planning – Need and Importance – Process – Steps to make HRP effective	12
II	Recruitment – Meaning and Definition – Sources – Process of Recruitment – Selection – Importance – Steps involved in the process of selection – Training – Objectives and Methods	12
III	Motivation – Meaning and Definition – Importance – Theories of Motivation – Leadership – Meaning and Definition – Qualities of a Good Leader – Leadership Styles	12
IV	Job Evaluation – Objectives – Evaluation Process – Methods of Job Evaluation – Performance Appraisal – Importance – Process – Methods of Performance Appraisal – Career Planning and Development – Features and Benefits	12
V	CASE STUDY	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

***.....* Self - Study**

Text Book(s):
1. Human Resource Management: Text and Cases, K. Aswathappa, Tata McGraw Hill - 2013 2. Human Resource Management (Text and Cases), S.S. Khanka, S.Chand Publications - 2019
Reference Book(s):
1. Personnel and Human Resource Management, P. Subba Rao, Himalaya Publishing House – 2010 2. Human Resource Management, C.B. Gupta, Sultan Chand & Sons - 2000 3. Dynamics of Personnel Management, C.B. Mamoria & S.V. Gankar, Himalaya Publishing House - 2011
Web Resource(s):
1. https://www.hrpa.ca/Documents/Public/Thought-Leadership/The-Rise-of-HR-ebook.pdf 2. https://drive.google.com/file/d/1-aCiBFFQ1hx7Ml1madtFeTkke0fneCTx/view 3. https://gurukpo.com/Content/MBA/Human_Resource_Management.pdf

Course Outcomes		
On completion of this course, the scholars will be enabled to		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Acquire the knowledge of the functions and role of a HR manager and apply the same for formulating strategies relating to all the aspects of HR management	K1,K2
CO2	Attain ability to communicate with the human resource in an organisation in relevance to the recruitment and other important areas of human resource management	K3
CO3	Recognize the need for employee motivation and the factors responsible for the level of motivation which will help the scholar to employ the skills acquired in their own organisation or any other organisation they are engaged with	K4
CO4	Draw conclusions regarding the job evaluation in order to measure the relative importance of every job and the significance of the employee in the particular job	K5
CO5	Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic	K6

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	-	3	3	2	-	3	2.2
CO2	3	-	3	2	2	3		2	-	3	1.8
CO3	-	3	2	-	-	3	3	3	-	3	1.7
CO4	3	3	-	3	2	-	3	3	3	2	2.2
CO5	3	3	-	2	3	-	2	3	2	3	2.1
Mean Overall Score											2.0
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. KHALEELUR RAHMAN