



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : B.Com

Proposed Course : Commerce

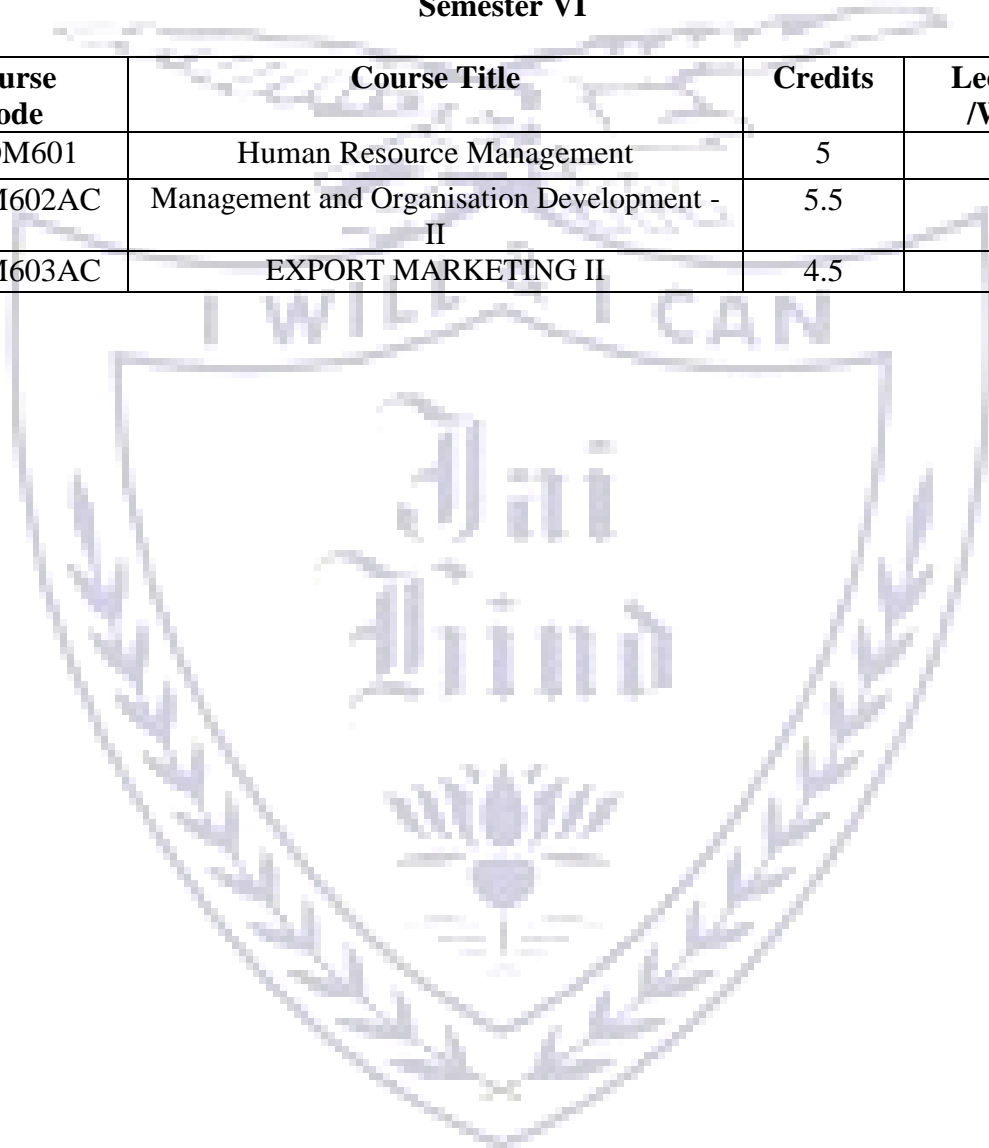
Semester VI

**Credit Based Semester and Grading System (CBGS) with effect from
the academic year 2020-21**

T.Y.B.COM Marketing & Human Resource Management Syllabus

Academic year 2020-21

Semester VI			
Course Code	Course Title	Credits	Lectures /Week
CCOM601	Human Resource Management	5	3
CCOM602AC	Management and Organisation Development - II	5.5	4
CCOM603AC	EXPORT MARKETING II	4.5	3



Semester VI – Theory

Course: CCOM601	Course Title: Human Resource Management (Credits : 5 Lectures/Week: 3)	
	Objectives: 1. to provide conceptual and applicative knowledge about human resource management and human relations. Outcomes: To understand and internalise the HR skills required to be a successful manager.	
Unit I	Human Resource Management <ul style="list-style-type: none"> • Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management. • Human Resource Planning- Concept Steps in Human Resource Planning • Job Analysis-Concept, Components, Job design- Concept, Techniques, Job Enlargement & Job Enrichment • Selection - Concept, process • Interview & Employment Test- Meaning & Types. 	12 L
Unit II	Talent Management (HRD) <ul style="list-style-type: none"> • Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods • Performance Appraisal- Concept, Benefits, Limitations, Methods. • Career Planning- Concept, Importance • Succession Planning- Concept, Need • Mentoring- Concept, Importance • Counselling- Concept, Techniques. 	11 L
Unit III	Human Relations <ul style="list-style-type: none"> • Human Relations- Concept, Significance • Leadership –Concept, Transactional & Transformational Leadership • Motivation- Concept, Theories of Motivation, (Maslow’s Need Hierarchy Theory, McGregor’s Theory X and Theory Y, Herzberg’s motivational factor theory. • Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Factors affecting EQ & SQ • Conflict Management Overview of Conflict, Organisational Conflict- causes, Conflict Outcomes, Conflict Management Strategies. • Group Behaviour & Dynamics-Team Effectiveness- High performing teams, Team Roles Cross functional & self-directed teams. 	11 L

Unit IV	<p>Trends in Human Resource Management</p> <ul style="list-style-type: none"> • HR in changing environment: Competencies- concept, Learning organizations- Concept, Innovative organisations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. • Trends in Human Resource Management. Employee Engagement- Concept, Types, Employee Engagement Activities, Human resource Information System (HRIS) – Concept, Importance, changing patterns of employment, HR challenges in Family managed business. • Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, POSH Act, Millennial (Gen Y) Competency Mapping 	Lectures 11
<p>Textbook & References:</p> <ul style="list-style-type: none"> • Aswathappa. K, (2017), Human Resource Management, 8th Edition, Tata McGraw Hill, New Delhi. • Dessler Gary, VarkkeyBiju, (2011), Human Resource Management, 12th Edition, Pearson Education. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : Type Name:

II. Semester End Examination (SEE)- 60 Marks

Semester VI – Theory

Course: CCOM602AC	Course Title: Management & Organisation Development- II (Credits :5.5 Lectures/Week: 4)	
	Objectives: 1. to provide conceptual and applicative knowledge about management 2. to develop the student's employability and interpersonal skills Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop managerial understanding on Organisational Development.	
Unit I	Organisational Development <ul style="list-style-type: none"> • Organisational Development-Meaning, Features, Objectives, Significance, Process. • Relevance of OD for Managers, O.D – HRD Interface, Participation of Top Management in O.D • Emerging Trends in O.D • O.D in Global Setting • O.D effectiveness- Issues faced in O.D, Issues related to client relationship, Power individual skills and attributes as a source of power, Power and influence tactics • Values and ethics in O.D-Professional Values, value conflicts and dilemma. • Factors influencing ethical judgement, Ethical guidelines for O.D Professionals • Parameters for judging Organisational effectiveness, ways to enhance organisational effectiveness. 	12 L
Unit II	Employee Relations & Participative Management <ul style="list-style-type: none"> • Employee Relations- Meaning, Scope, ways to improve employee relations. • Collective Bargaining – Meaning, Characteristics, Need and Importance. • Ethics, justice & fair treatment in Human resource management • Employee welfare- Organisational commitment towards health & safety of HR, safety measures & safety programmes, ensuring mental & physical health. • Workers Participation in Management – Concept, Pre-requisites, forms & levels of participation, Benefit of Workers Participation in Management. • Employee Grievance – Meaning, Features, Causes and Effects of Employee Grievances, Employee Grievance Handling Procedure, Effective Ways of Handling Grievance 	12 L
Unit III	Knowledge Management <ul style="list-style-type: none"> • Role of HR in Knowledge management. • Knowledge management & culture • Why should an individual share knowledge & how 	10 L

	<p>organisational culture can help to mitigate individual fears.</p> <ul style="list-style-type: none"> • Knowledge Management-The Indian Experience- Case analysis of Infosys, Tata Steel • Problems Indian Organisations face with respect to knowledge Management. 	
Unit IV	<p>Contemporary Practices in Management</p> <ul style="list-style-type: none"> • Challenges in organisational growth and development - management Perspective • OD & Change management • Importance of time management and tools for effective time Management • Addressing diversity due to human resource mobility <p>Conflict Management</p> <ul style="list-style-type: none"> • Introduction to ERP & E-HR 	10 L
<p>Textbook & References:</p> <ol style="list-style-type: none"> 1. Laurie Mullins, (2016), Management & Organisational Behaviour, Pearson Publication 2. Mamoria, C. B. & Mamoria, S. Dynamics of Industrial Relations in India. Himalaya Publishing House. 3. Aswathappa. K, 2017, Human Resource Management, 8th Edition, Tata McGraw Hill, New Delhi. 4. Anderson Donald, 2011, Organization Development: The Process of Leading Organizational Change, Sage Publishing. 5. Thomas G. Cummings, Christopher G. Worley, (2018), Organization Development and Change, South-western Cenage learning. (E-BOOK) 6. Linstead Stephen, Fulop Liz, Lilley Simon, (2004), Management and Organization: A critical text, Replika Press Pvt. Ltd. 		

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II. Semester End Examination (SEE)- 60 Marks

Semester VI – Theory

Course: CCOM603AC	Course Title: Export MarketingII (Credits: 4.5 Lectures/Week: 3)	
	Objectives: 1. To provide conceptual and applicative knowledge about exports and imports 2. To develop the student's employability skills Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.	
Unit I	Module 1: Product and pricing Decisions in Export Marketing <ul style="list-style-type: none"> • Product related decisions: Product Planning, branding, packaging, labelling and marking. • Factors determining export price, numericals. • Export pricing strategies, methods. • Case study 	11 L
Unit II	Module 2: Export Finance & Risk Insurance <ul style="list-style-type: none"> • Methods of payment, features of pre-shipment, Packing credit, post shipment finance, Procedure of export finance • Role of financial institutions-commercial banks, Exim Bank and SIDBI. • Risks in export marketing, marine insurance procedure, Role of ECGC. 	12 L
Unit III	Module 3: Export Procedure <ul style="list-style-type: none"> • Registration with different authorities, role of Custom House Agents, (CHA). • Quality control and Inspection-Objectives • Pre-shipment procedure including central excise clearance and custom clearance, shipment procedure and realisation of export proceeds • Export of services. 	10 L
Unit IV	Module 4: Export Documents <ul style="list-style-type: none"> • Main document used in export trade-commercial invoice, shipping bill, certificate of origin, consular invoice, mate's receipt, bill of lading, GR form, Bill of exchange 	12L
Textbook & References: <ul style="list-style-type: none"> • P.K. Khurana, Export Management, Galgotia Publishing Co, New Delhi • P.K. Vasudeva, International Marketing-, Excel Books, fourth edition, New Delhi • Paras Ram, Export documentation and procedure A-Z • Subhash C. Jain, International Marketing, South-Western, 6th Edition, 2001 • T.A.S. Balagopal , Export Management, Himalaya Publishing House, Mumbai, 2014 • Michael R. Czinkota and Iikka A. Ronkainen, International Marketing, South-Western, 10th Edition, 2012 		

Evaluation Scheme

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II. Semester End Examination (SEE)- 60 Marks

