
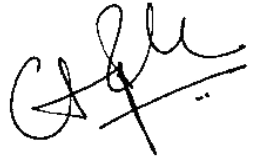






POSTGRADUATE PROGRAMME – M.A. HUMAN RESOURCE MANAGEMENT
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK under CBCS PATTERN
SYLLABUS & SCHEME OF EXAMINATION
(For the candidates admitted from the academic year 2023-2024 onwards)

SEM	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	EXAM HOURS	MARKS		TOTAL
							CIA	ESE	
I	23PHR1C01	CORE: PRINCIPLES OF MANAGEMENT (Employability, Entrepreneurship)	CC	6	4	3	25	75	100
	23PHR1C02	CORE: HUMAN RESOURCE MANAGEMENT - I (Employability, Entrepreneurship and Skill Development)	CC	6	4	3	25	75	100
	23PHR1C03	CORE: ORGANISATIONAL BEHAVIOUR (Employability, Entrepreneurship and Skill Development)	CC	6	4	3	25	75	100
	23PHR1CP1	CORE PRACTICAL I: MANAGERIAL COMMUNICATION (Employability, Entrepreneurship and Skill Development)	CC	6	4	3	40	60	100
	23PHR1E01/ 23PHR1E02	ELECTIVE: ENTREPRENEURSHIP (Employability, Entrepreneurship and Skill Development)/ MANAGERIAL ECONOMICS (Employability and Entrepreneurship)	DSE	6	3	3	25	75	100
	MANDATORY REQUIREMENT: OUTBOUND TRAINING								

IH– Instructional Hours, CP– Credit Points, CIA– Continuous Internal Assessment,
ESE– End Semester Examination


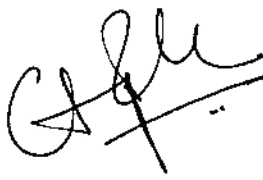




MEMBERS OF THE BOARD OF STUDIES

 Dr. K. Malar Mathi	 Dr. C. Suriyaprakash	 Dr. T. Sathya Priya
 Mrs. Percy. A	 Ms. Divya Manikandan	 Ms. Pricilla Mary. J

SEM	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	EXAM HOURS	MARKS		TOTAL
							CIA	ESE	
II	23PHR2C04	CORE: STRATEGIC HUMAN RESOURCE MANAGEMENT (Employability, Entrepreneurship)	CC	5	4	3	25	75	100
	23PHR2CP2	CORE PRACTICAL II: COMPUTER APPLICATION (Employability, Entrepreneurship and Skill Development)	CC	5	5	3	40	60	100
	23PHR2PVV	CORE: INDUSTRY INSTITUTE INTERFACE (Employability, Entrepreneurship and Skill Development)	CC	5	6	3	50	50	100
	23PHR2C05	CORE: LABOUR LEGISLATION – I (Employability, Entrepreneurship)	CC	5	4	3	25	75	100
	23PHR2C06	CORE: RESEARCH METHODS (Employability, Entrepreneurship and Skill Development)	CC	5	4	3	25	75	100
	23PHR2E01/ 23PHR2E02	ELECTIVE: MARKETING MANAGEMENT (Employability, Entrepreneurship and Skill Development) / INTERNATIONAL HUMAN RESOURCE MANAGEMENT (Employability & Skill Development)	DSE	5	3	3	25	75	100

IH– Instructional Hours, CP– Credit Points, CIA– Continuous Internal Assessment,
ESE– End Semester Examination






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SEM		TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	EXAM HOURS	MARKS		TOTAL
							CIA	ESE	
III	23PHR3C07	CORE: LABOUR LEGISLATION – II (Employability & Skill Development)	CC	6	4	3	25	75	100
	23PHR3C08	CORE: HUMAN RESOURCE MANAGEMENT- II (Employability & Skill Development)	CC	6	4	3	25	75	100
	23PHR3CP3	CORE PRACTICAL III: HUMAN RESOURCE ANALYTICS (Employability, Entrepreneurship & Skill Development)	CC	6	5	3	40	60	100
	23PHR3C09	CORE: DESIGN THINKING (Employability & Entrepreneurship)	CC	6	4	3	25	75	100
	23PHR3E01/ 23PHR3E02	ELECTIVE: ACCOUNTING FOR MANAGERS (Employability, Entrepreneurship & Skill Development) / PERFORMANCE MANAGEMENT (Employability & Skill Development)	DSE	6	3	3	25	75	100
	MANDATORY REQUIREMENT: CERTIFICATE IN HOLISTIC WELLNESS								

IH–Instructional Hours, CP– Credit Points, CIA– Continuous Internal Assessment,
ESE– End Semester Examination

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SEM	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	EXAM HOURS	MARKS		TOTAL
							CIA	ESE	
IV	23PHR4C10	CORE: TALENT MANAGEMENT (Employability, Entrepreneurship & Skill Development)	CC	5	4	3	25	75	100
	23PHR4C11	CORE: MANAGING INTERPERSONAL EFFECTIVENESS (Employability & Skill Development)	CC	5	4	3	25	75	100
	23PHR4C12	CORE: ORGANIZATION DEVELOPMENT& CHANGE MANAGEMENT (Employability, Entrepreneurship & Skill Development)	CC	5	4	3	25	75	100
	23PHR4C13	CORE: CORPORATE ETHICAL PRACTICES (Employability, Entrepreneurship & Skill Development)	CC	5	4	3	25	75	100
	23PHR4PVV	CORE: PROJECT WORK (Employability, Entrepreneurship & Skill Development)	DSE	5	6	3	50	50	100
	23PHR4E01/ 23PHR4E02	ELECTIVE: CORPORATE WELL BEING AT WORK (Employability & Skill Development) / SUSTAINABLE	CC	5	3	3	25	75	100

		BUSINESS PRACTICES (Employability, Entrepreneurship & Skill Development)							
	20PDIS404	DIGITAL SECURITY		2	2	-	-	50	50
		MOOC COURSES / SWAYAM		-	2	-	-	-	-
		TOTAL		120 +2	90 +2 +2				2200+50

IH– Instructional Hours, CP– Credit Points, CIA– Continuous Internal Assessment,
ESE– End Semester Examination

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COURSE	TOTAL MARKS	TOTAL CREDIT POINTS
---------------	------------------------	--------------------------------

CORE: THEORY AND PRACTICAL	1800	78
ELECTIVE	400	12
DIGITAL SECURITY	50	2
MOOC COURSES / SWAYAM	-	2
TOTAL	2200+50	90+2+2

ABBREVIATIONS	COURSES
CC	CORE
DSE	DISCIPLINE SPECIFIC ELECTIVE

VALUE ADDED COURSE - COLLABORATIVE

NATURE OF COURSE	TITLE OF THE COURSE	INSTRUCTIONAL HOURS	INSTITUTION OFFERING THE COURSE
CERTIFICATE COURSE	OUTBOUND TRAINING	30	---
	HOLISTIC WELLNESS	30	---

SEMESTER: I

COURSE CODE: 23PHR1C01

TITLE OF THE COURSE: CORE : PRINCIPLES OF MANAGEMENT
(Employability, Entrepreneurship)

COURSE OBJECTIVES

- To introduce basic concepts of Management Principles
- To impart the planning skills in an organisation
- To gain knowledge on various forms of business enterprises

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Conceptual understanding of Management Principles	K2
CO2	Relate the concepts of planning and organizing	K3
CO3	Understanding the methods of delegation and decision-making	K2
CO4	Demonstrate the concept of staffing, control and coordination	K3
CO5	Analyse the various forms of business	K3

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to Concept of Management (K2)**18 hours**

Concept of Management, Characteristics/Nature, Objectives, Functions of Management, Principles of Management of Henry Fayol and Scientific Management of Frederick Winslow Taylor, Levels of Management, Schools of management, MBO, MBE

Unit II: Planning & Organising (K3)**18 hours**

Planning - Definition, Characteristics, Planning Process, Types of Planning, Organising - Meaning, Functions of organizing, Importance of organizing, Organisation Structure, Types of Organisation: Line Organisation, Functional Organisation, Line & Staff Organisation.

Unit III: Span of Control, Delegation & Decision-making (K2)**18 hours**

Span of Control – Factors, Authority and Responsibility, Unity and Chain of Command, Delegation of Authority- Importance, Principles, Types and Steps ; Centralization vs Decentralisation, Decision Making: Meaning, Types, Styles, Mintzberg decision-making process – Factors involved in Decision making.

(Self-Study – Centralisation vs. Decentralization)

Unit IV: Staffing, Controlling & Coordination (K3)**20 hours**

Staffing: Concept, Objective of staffing, Manpower planning - Directing: Concept, Elements of directing, Supervision - Functions of supervision, Essential characteristics of supervisor.

Controlling: Concept, Factors of controlling, Steps in control process, characteristics of ideal control system and Coordinating: Definition, Need, Mechanisms, Techniques of co-ordination.

Unit V: Forms of Business Organisations (K3)**16 hours**

Sole Proprietor – Meaning and Features, Partnership Firm – Meaning and Features, Joint Stock Companies – Meaning and Features, Cooperative Societies – Meaning and Features and Types, Multinational Companies – Meaning and Features, IT & ITES - Meaning, Features, CSR, Corporate Ethics.

(Beyond Curriculum- E-Commerce – Meaning, Features)

TEXTBOOKS

1. Harold Koontz, Heinz Weihrich, A. Ramachandran Aryasri, *Principles of Management*, 2nd Edition, McGraw Hill Publication, (2017)

2. R. K. Sharma, Shashi Gupta, *Business Organisation and Management*- Kalyani publications, New Delhi, (2021)

REFERENCE BOOKS

1. Durai, P, *Principles of Management, Text and Cases*, New Delhi: Pearson Education, (2015)

2. Koontz, *Essentials of Management*, New Delhi: Tata McGraw-Hill Education, (2010)

Blended Learning

Unit	Topic	Link
Unit – I	Principles of Management	YouTube: https://www.youtube.com/watch?v=tUrjAn24ZiA

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	3	1	1	3	3	1	3	1	2	2	1	3
CO2	1	1	3	3	1	3	3	3	2	1	2	1	3	3
CO3	3	2	3	3	2	3	3	1	3	2	2	2	3	2
CO4	3	2	3	3	2	3	3	1	3	2	2	2	3	2
CO5	2	3	3	1	1	3	3	1	2	2	3	2	3	1







(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis- (Unit V)	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24					
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER: I
COURSE CODE: 23PHR1C02
TITLE OF THE COURSE: CORE: HUMAN RESOURCE MANAGEMENT - I
(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVES

- To introduce the concept of Human Resource Management
- To impart knowledge on recruitment and selection process
- To equip the students with necessary HR skills that are required by HR professionals
- To enable the students to know the disciplinary and grievance redressal procedure

COURSE OUTCOMES:

At the end of the course, the students will be able to

CO1	Understand the concept of human resource management	K2
CO2	Interpret the various steps in human resource planning	K2
CO3	Interpret the various steps in recruitment	K3
CO4	Appraise the maintenance and retention mechanism of HRM	K3
CO5	Examine the various employee discipline and grievance redressal mechanism	K4

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to HRM (K2)

18 hours

Evolution of HRM: - Functions, Objectives, Organisation of HR Department- Personnel policies and principles: steps for formulating policies and principles- Skills required for HR Professionals: HR Competency Model, The Harvard Model of HRM.

(Self-Study: Skills Required for HR Professional)

Unit II: Human Resource Planning (K2)

18 hours

Definition, Objectives, Need and Importance, Barriers- Job Analysis and Design: Meaning, Process, Job Design- Meaning, Factors affecting Job Design, Techniques of Job Design: Work Simplification, Job Rotation, Job Enrichment, Job Enlargement

Unit III: Recruitment Process (K3)

20 hours

Recruitment: Meaning, factors, sources, process and methods, Selection: Meaning and Definition, Need, Selection Process- Placement- Induction - Training: Concept, Need, Importance, Steps in Training Programme.

Unit IV: Maintenance and Retention (K3)**16 hours**

Performance Appraisal: Meaning, Importance, Process, Methods of PA, Limitation, Employee Empowerment: Meaning, Approaches, Needs and Forms- Worker's Participation in Management: Meaning, Characteristics, Objectives

(Beyond Curriculum: Form of WPM)

Unit V: Employee Discipline and Grievance Redressal Mechanism (K4) 18 hours

Discipline: Meaning, Features, Objectives, Types, Causes- Disciplinary Action: Guidelines, Procedure, Penalties and Punishments, Employee Grievance: Meaning, Causes, Procedures, Essentials of a Sound Grievance Procedures- Collective Bargaining: Meaning, Objective, Importance, Strategies and Conditions for Effective Collective Bargaining

TEXTBOOKS

1.K. Aswathappa, *Human Resource Management – Text and Cases 7th Edition*, TATA McGraw Hill Education Private Limited, (2013)

2. Dr. S. S. Khanka, *Human Resource Management – Text and Cases*, Chand Publication, (2003)

REFERENCE BOOKS

1. P. G. Aquin, *Human Resource Management- Principles and Practice*, Vikas Publication House Pvt. Ltd, (2009)

2. N.G Nair & Latha Nair, *Human Resource Management (12th Edition)* S. Chand & Company Ltd., New Delhi, (2017)

3. Gary Dessler, *Human Resource Management (15th Edition)*, Pearson Education India, Chennai, (2017)

4. Dr. C D Balaji, *Human Resource Management (1st Edition)*, Margham Publication, Chennai, (2017)

Blended Learning

Unit	Topic	Link
Unit – I	Human Resource Management	YouTube: https://www.youtube.com/watch?v=bI9RZjF-538

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	2	3	1	3	1	3	1	1	2	3	2
CO2	3	2	1	2	1	2	3	2	3	2	1	2	2	2
CO3	3	3	3	3	3	3	3	1	2	2	2	1	2	3
CO4	3	3	3	3	3	3	3	1	3	2	3	2	2	3
CO5	3	3	3	3	3	3	1	1	3	1	3	2	1	3


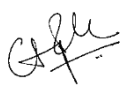
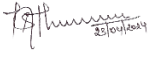


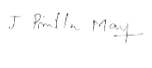
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis- (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

			Coimbatore Institute of Technology			
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SEMESTER: I

COURSE CODE: 23PHR1C03

TITLE OF THE COURSE: CORE: ORGANISATIONAL BEHAVIOUR

(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVES

- To understand the foundations of organizational behaviour
- To elucidate the individual differences like personality, perception, learning, attitude, value and motivation.
- To explain leadership styles, traits and theories
- To understand the concept and application of TA

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the concepts of Organisational Behaviour	K2
CO2	Examine concepts related to Individual Behaviour and its application	K3
CO3	Examine Motivational theories, concepts and its application	K3
CO4	Examine Leadership theories, concepts and its application	K3
CO5	Analyze Transactional Analysis concept and its application	K4

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to OB (K2)

16 hours

Introduction to Organizational Behaviour: Historical Development of OB- Hawthorne Experiment, Contributing disciplines to the field of OB, challenges and opportunities for OB, foundations of Individual Behavior. Theory – Social Theory

Unit II: Foundation of Individual Behaviour (K3)

20 hours

Individual Difference - Personality – concept and determinants of personality –Theories of Personality, Type Theory, Trait Theory, Psycho Analytic Theory, Social Learning Theory, Self-Theory, Personality – Job fit. Perception: Meaning Process – Factors influencing perception, Learning: Meaning, Determinants of Learning; Attitudes and Values.

Unit III: Motivation (K3)

18 hours

Motivation: Early Theories of Motivation – Hierarchy of needs theory, Theory X and Theory Y, Two-factor theory, McClelland's theory of needs, Expectancy theory and Contemporary theories of motivation, Equity theory- Techniques of Motivation

Unit IV: Leadership (K3)

18 hours

Leadership – Meaning, Importance, Leadership Role in Management, Leaders vs. Managers, Leadership Styles, Theories: Relationship Theory, Behavioural Theory, Participative Theory, Situational Theory, Contingency Theory

(Self-Study – Leadership role in Management, Leader vs. Manager)

Unit V: Transactional Analysis (K4)

18 hours

Meaning, Importance, Need, Ego States, Analysis of Transactions, Johari Window, Life Position, Scripts and Games- Analysis, Analysis of Life Positions and Stroking, Concept of Script–Life Script, Script Analysis–Legitimate and illegitimate roles, Games Analysis – Types of games, Methods of preventing games,

(Beyond Curriculum- Benefits and Utility of TA)

TEXTBOOK

Stephen P. Robins, Timothy A. Judge and Neharika Vohra (2013), Organizational Behavior, 15th Edition, Pearson Education, Inc. publishing as Prentice Hall

REFERENCE BOOKS

1. K. Aswathappa, *Organizational Behavior* 10th Edition, Himalaya Publishing House, (2012)
2. Luthans, F, *Organizational Behavior*, 12th Edition, Tata McGraw Hill, Education, (2011)

3. McShane, S.L., Von Glinow, M.A., and Sharma, R.R, *Organizational Behavior*, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., (2011)

4. Blanchard, K.H., Hersey, P. and Johnson, D.E, *Management of Organizational Behavior; Leading Human Resources*, 9th Edition, PHI Learning, (2008)

5. Newstrom, J.W, *Organizational Behavior, 12th Edition*, Tata McGraw-Hill Education Pvt. Ltd., (2010)

Blended Learning

Unit	Topic	Link
Unit – I	Hawthorne Experiment	YouTube: https://www.youtube.com/watch?v=fei2WVqEyKM

MAPPING OF CO's WITH PO's AND PSO's

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CO3	3	3	3	2	3	3	3	2	3	1	2	3	2	3
CO4	3	3	3	3	3	3	3	2	3	1	2	3	1	3
CO5	3	3	3	3	3	3	3	1	3	2	1	2	1	3

(Correlation: 3-High, 2-Medium, 1-Low)







ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Role Play - (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
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Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:
	Principal

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SEMESTER: I
COURSE CODE: 23PHR1CP1
TITLE OF THE COURSE: CORE PRACTICAL I:
MANAGERIAL COMMUNICATION
(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVE

- To understand the importance of communication
- To learn to communicate effectively using LSRW approach
- To understand and apply learning techniques

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Employ the various forms of communication	K2
CO2	Appraise listening, speaking skills and video creation	K3
CO3	Evaluate reading skills	K4
CO4	Practice writing skills	K3
CO5	Drafting HR Specialized reports	K3

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to Communication (K2)

16 hours

Communication Process, Barriers to communication, types, elements - Written Communication: Tools, Layout, Principles - Non-Verbal Communication: Paralanguage, Eye Contact, Facial expression, Kinesics, Body language, Deception, and Detecting deception.

Unit II: Listening Skills & Speaking Skills (K3)

20 hours

Listening Skills: Listening to videos (TED Talks), Discussing based on Videos

Speaking Skills: Meaning, Importance, requirement for good speaking skills, public speaking tips- Activities: Just-a-Minute, Speech and Feedback, Scenario Conversion, Group Discussion, Video Creation

Unit III: Reading Skills (K4) 16 hours

Reading and Comprehension- Who Moved My Cheese? – by Dr. Spencer Johnson

Unit IV: Writing Skills (K3) 18 hours

HR Letters, Circular, Memo, Training, Appointment letter, Redressal, Increment

Unit V: Learning Skills (K4) 20 hours

Meaning, 4Cs of Learning: Critical Thinking, Creative Thinking, Communication Skills, Collaboration- Steps to improve learning skills- Types of learners: Visual learners, Auditory learners, Kinesthetic, Reading/ Writing

TEXTBOOKS

1. E. H. McGrath *Basic Managerial Skills for All* – 9th Edition, S. J, PHI Learning Private Limited, ISBN-978-81-203-4314-6, (2011)
2. Dr Spencer Johnson, *Who Moved My Cheese?* ISBN 0-0918-1697-1, (2016)

REFERENCE BOOKS

1. Penrose, Rasberry, Myers, *Business Communication for Managers*, CENGAGE Learning,
2. Joep P. Cornelissen, *Corporate Communications: Theory and Practice*, SAGE Publications, 2004

Blended Learning

Unit	Topic	Link
Unit – I	Introduction to Managerial Communication	YouTube: Introduction to Managerial Communication new - YouTube

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
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CO3	3	2	3	1	3	2	3	2	2	3	1	3	2	2
CO4	3	2	3	1	3	2	3	2	2	3	1	3	2	2
CO5	3	3	3	3	3	3	3	2	3	3	1	2	2	3







(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Short Film (Unit V)	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER: I
COURSE CODE: 23PHR1E01
TITLE OF THE COURSE: ELECTIVE: ENTREPRENEURSHIP
(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVES

- To provide a basic frame-work to start a small / medium scale business / Industrial Unit.
- To prepare of business
- To gain knowledge on financial institutions and financial services available for entrepreneurs

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the concepts of entrepreneurship	K2
CO2	Illustrate evolution and forms of business entrepreneurs	K3
CO3	Develop business plans	K4
CO4	Explain various sources of finance and institutional support	K2
CO5	Generalize remedies for industrial sickness, understand the role of rural and women entrepreneurs	K2

Credits: 3

Instructional Hours: 90 Hours

Unit I: Introduction (K2)

16 hours

Entrepreneur - meaning - importance - Qualities, nature, types, traits, culture. Similarities and differences between entrepreneur and intrapreneur- Entrepreneurship and economic development - its importance - Role of entrepreneurship - entrepreneurial environment

Unit II: Evolution and Forms of Business (K3)

18 hours

Evolution of entrepreneurs - entrepreneurial promotion: Training and development- mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organisations in promoting entrepreneurs - Forms of business for entrepreneurs.

UNIT III: Business Plans (K4)

20 hours

Project management: Sources of business idea –Business Plan Preparation: Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation

UNIT IV: Sources of Finance & Institutional Support (K2)

18 hours

Venture Capital: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial Guidance Bureau - Approaching Institutions for Assistance

UNIT V: Remedies for Industrial Sickness and Rural & Women Entrepreneurs (K2)

18 hours

Steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship.

TEXT BOOKS

- 1) Rajeev Roy, 2nd edition, *Entrepreneurship*, Oxford University Press – Chennai, (2011)
- 2) P. Narayana Reddy, *Entrepreneurship Text and Cases*, Cengage Learning India, (2010)

- 3) Kanishka Bedi, *Management and Entrepreneurship*, OUP India, (2009)
- 4) Shivaganesh Bhargava, *Entrepreneurial Management*, Sage Publications Chennai, (2008)

REFERENCE BOOKS

- 1) Jayshree Suresh, *Entrepreneurial Development*, Margam Publications, Chennai, (2012)
- 2) Kuralko and Hodgetts, *Entrepreneurship in The New Millenium*, Cengage Learning India Pvt. Ltd, (2008)
- 3) Robert D Hisrich and others, *Entrepreneurship*, Tata McGraw Hill, (2013)

Blended Learning

Unit	Topic	Link
Unit – I	Qualities of Entrepreneurs	YouTube: https://www.youtube.com/watch?v=sQeREfZY-8

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
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CO3	3	1	3	3	2	3	3	1	2	3	3	3	2	3
CO4	2	1	3	2	1	3	3	1	2	1	3	2	1	2
CO5	3	2	3	3	2	3	3	1	3	2	3	2	2	3

(Correlation: 3-High, 2-Medium, 1-Low)


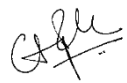
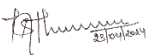



ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER: I
COURSE CODE: 23PHR1E02
TITLE OF THE COURSE: ELECTIVE: MANAGERIAL ECONOMICS
(Employability and Entrepreneurship)

COURSE OBJECTIVES

- To understand the concept of Managerial Economics
- To learn the various aspects of business activities
- To understand the role of HR Economic Development

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand consumer preferences	K2
CO2	Analyse firm behaviour	K3
CO3	Analyse market behaviour	K3
CO4	Discuss concept of Macroeconomics	K2
CO5	Generalize Indian economic condition	K2

Credits: 3

Instructional Hours: 90 Hours

Unit I: Consumer Preferences (K2)

18 hours

Consumer Preferences – Consumer preference and utility function, utility maximization, indirect utility, compensated (Hicksian) and ordinary (Marshallian) demand functions. Consumer Demand – Normal versus inferior goods, consumers surplus Behaviour under Uncertainty – Expected utility.

Unit II: Firm Behaviour (K3)

18 hours

The theory of Firm Behaviour – Production function, isoquants, elasticity of substitution, returns to scale, profit maximization, factor demand and output supply functions, profit function. Cost Minimization – Conditional factor demands, average and marginal costs, short-run versus long – run costs.

Unit III: Market Behaviour (K3)

18 hours

Market Equilibrium – short-run equilibrium, entry and exit, long-run equilibrium- Monopoly – Basic model, welfare and output, price discrimination (first degree, second degree, third degree), monopoly regulation. Oligopoly – Basic elements of game theory, quantity, or price leadership model; collusion

Unit IV: Introduction to Macroeconomics (K2)

18 hours

Macroeconomics; micro foundations, aggregation problem, macro-economic problems- Micro foundations of Keynesian Models – Microeconomic foundations of consumption function, investment function and liquidity preferences. Macroeconomic Models for India

Unit V: Indian Economic Development (K2)

18 hours

Indian Economic Development – Understanding the Indian Economy – Growth of GDP and Per Capita Income – Planning for the economy; Monetary Policy –Inflation- Financial Sector Reforms – Role of Central Bank – Credit Policy – Industrial Policy – Industrial Controls and Licensing – Productivity and Growth – Industrial Credit – Industrial Sickness – Foreign Investment – Industrial Reforms -Impact of WTO.

(Self-Study – Indian Economic Environment)

TEXT BOOK

Dr. S. Sankaran, *Managerial Economics*, Margham Publications, (2013)

REFERENCE BOOKS

1. Hemlata Manglan, *Managerial Economics*, Neelkanth Publishers, (2019)
2. **Michael Baye & Jeff Prince**, *Managerial Economics and Business Strategy*, McGraw Hill Education, (2017)
3. H. L. Ahuja, *Managerial Economics*, S Chand Publishing, (2017)

Blended Learning

Unit	Topic	Link
Unit – II	Price Discrimination	YouTube: https://www.youtube.com/watch?v=gcq9KFpEuLc

MAPPING OF CO's WITH PO's AND PSO's

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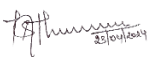


(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
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6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						J. R. S. S. M. S.
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Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student
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SEMESTER – II

SEMESTER II

COURSE CODE: 23PHR2C04

TITLE OF THE COURSE: CORE: STRATEGIC HUMAN RESOURCE MANAGEMENT
(Employability & Entrepreneurship)

COURSE OBJECTIVES

- To understand the importance of strategic management
- To learn about the role of HR in strategic planning
- To understand the concept and application of various HR strategies

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the concept of strategic management	K2
CO2	Understand the concept of strategic human resource management	K2
CO3	Analyse SHRM models and its impacts	K3
CO4	Discuss the role of top management	K2
CO5	Generalize disciplines contributing to SHRM	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: The Concept of Strategy (K2)

15 Hours

Strategy: Meaning, Concept: Competitive Advantage, Distinctive Capability, Strategic Fit and Need-Fundamental of Strategy: Strategic Intend, Resource based Strategy, Strategic Capability, Strategic Management- Formulation of Strategy: Approaches, Steps

Unit II: Strategic Human Resource Management (K2)

15 Hours

SHRM Definition, Meaning, Aim- Resource Based Approach- Features: High Performance Management, High Commitment Management, High Involvement Management- Limitation to SHRM

Unit III: HR Strategy (K3)

15 Hours

General SHRM Strategies- Specific SHRM Strategies- Bath People and Performance Model (or) AMO (Ability, Motivation, Opportunity) Model - Case Study

Unit IV: Roles in SHRM (K2)

15 Hours

Strategic Role of Top Management- Role of HR Director, HR Specialist- Specific Strategic Role: Business Partner, Innovator, Change Agent, Implementer

(Self-Study: HR Analyst)

Unit V: Dimensions of SHRM (K2)

15 Hours

Organisational Effectiveness - Organisational Development: Characteristics, Assumptions, Values, Features, Activities, Uses - Organizational Transformation: Types, Transformational Leadership, Transformational Programme, Transformational Capabilities, Organisational Climate & Culture

(Beyond Curriculum: Knowledge Management)

TEXT BOOK

Michael Armstrong, *Strategic Human Resource Management – A Guide to Action Plan* (3rd Edition), , Kogan Page (Publisher), (2013)

REFERENCE BOOKS

1. V. S. P. Rao and V. Hari Krishnan, *Strategic Management – Text and Cases*, Excel Books, (2012)
2. Das, *Strategic Human Resource Management*, Cengage Learning, (2011)
3. Truss, K., Mankin, D. and Kelliher, K. *Strategic Human Resource Management*, Oxford University Press, (2012)

Blended Learning

Unit	Topic	Link
Unit –VI	Roles of top management	https://www.youtube.com/watch?v=ov_XvKCF71s

MAPPING OF CO's WITH PO's AND PSO's

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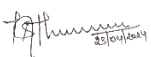


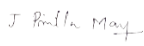
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
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5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

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SEMESTER II COURSE CODE: 23PHR2CP2

TITLE OF THE COURSE: CORE PRACTICAL II: COMPUTER APPLICATION
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVE

- To get hands on training on the usage of office communication using computers
- To learn to use Excel for data analysis and interpretation
- To apply the art of corporate presentation

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Practice to create word documents using MS-Office	K3
CO2	Prepare power point slide	K3
CO3	Apply basic formula using MS-Excel	K3
CO4	Practice various application of Google	K2
CO5	Apply AI for report and presentation	K3

Credits: 5

Instructional Hours: 75 Hours

Unit I: Word Document (K3)

15 Hours

File Handling, File Creation Retrieval, Saving & Printing, Edit Commands. Formatting- Paragraphs, Documents, Headers, Footers. Working with Tables- Inserting Graphics & Text Boxes, Advanced Functions- Mail Merge.

Unit II: Power Point Presentation (K3)

15 Hours

Opening, viewing, creating, and printing slides, applying auto layouts, Adding custom animation using slide transitions, Graphically representing data- Charts & Graphs, Creating Professional Slide for Presentation.

Unit III: Working with Spread Sheet (K3)

15 Hours

Applications Using Worksheets & Work Books- Data Entry-Formatting, Editing, Graphs using Spread Sheets - Table creation, create **Conditional Formatting, ANOVA, Regression, Correlation (INDUSTRY 4.0)**

Unit IV: Internet & Mail (K2)

15 Hours

Understanding how to use search engines, bookmarking and Going to a specific website, Copy and paste Internet content into word file, Compose an email, Content writing (basic).

Unit V: Usage of AI (K3)

15 Hours

Usage of AI for report creation (INDUSTRY 5.0), Presentation, Paraphrasing

TEXTBOOK

Michael Price, *Microsoft 365 in Easy Steps*, In Easy Steps Limited, (2021)

REFERENCE BOOKS

1. Ritu Arora, *Advance Excel 2016 Training Guide*, BPB Publications, (2018)

Blended Learning

Unit	Topic	Link
Unit – V	Internet	YouTube: https://www.youtube.com/watch?v=x3c1ih2NJEg

MAPPING OF CO's WITH PO's AND PSO's



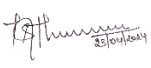


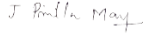
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(Correlation: 3-High, 2-Medium, 1-Low)**ASSESSMENT TOOLS**

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1.	End Semester Examination	Once in a Semester
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3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Record Work	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024			
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SEMESTER II
COURSE CODE: 23PHR2C05
TITLE OF THE COURSE: CORE: LABOUR LEGISLATION – I
(Employability, Entrepreneurship)

COURSE OBJECTIVES

- To make the students understand the basic concepts of Labour legislations.
- To prepare them for competent environment to handle various situations
- To make them understand the local and global context.

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understanding the Concept of Labour Laws	K2
CO2	Discuss the laws relating to working conditions	K2
CO3	Explain laws relating to social security	K2
CO4	Interpret laws relating to specific industries	K2
CO5	Discuss the laws relating to wages	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Fundamentals of Labour Legislature (K2)

15 Hours

Concept of Labour Legislation, Need, Principles, Constitution for Legislation- Directive Principles of State Policy (DPSP) (Art 38,39,39A41,42,43,43A47,48)- Fundamental rights vis-à-vis labour laws (article 14, 16,

19(1), (c) of the constitution), Article 21 of the constitution, Article 23 & 24 Rights against exploitation- International Labour Organization (ILO) and its aim and objectives

Unit II: Laws related to Working Conditions (K2) 15 Hours

The Factories Act, 1948- Health and Safety Welfare, Employment of Women and Children: Hours of Work, holidays and leave with wages- Laws relating to working conditions.

Unit III: Laws related to Social Security (K2) 15 Hours

The Employees' State Insurance Act, 1948, The Employees' Provident Funds and Miscellaneous Act, 1952, The Payment of Gratuity Act, 1972

Unit IV: Laws Related to Specific Industries (K2) 15 Hours

The Tamil Nadu Shops and Establishment Act 1947, The Contract (Regulation and Abolition) Labour Act, 1970, Building and other Construction Act, 1996, The TN Catering Establishment Act, 1955, *(Beyond Curriculum: The Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979)*

Unit V: Laws related to Wages (K2) 15 Hours

The Payment of Wages Act 1936, Minimum Wages Act 1948– Equal Remuneration Act 1946, Payment of Bonus.

(Self – Study: Payment of Bonus)

TEXTBOOK

1. Taxman, *Labour Laws*, Taxman Publication, 2017

REFERENCE BOOKS

1. Kapoor N.D, *Handbook of Industrial Law*, Sultan Chand & Sons, New Delhi, (2011)
2. Vaidyanathan, *The Tamil Nadu Shops and Establishment Act 1947 and rules*, Madras Books Agencies, (2001)
3. *The Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979*, Madras Law Book Agency.

Blended Learning

Unit	Topic	Link
Unit – IV	The Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979	YouTube: https://www.youtube.com/watch?v=bppw5vjRZhA

MAPPING OF CO's WITH PO's AND PSO's

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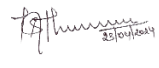



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ASSESSMENT TOOLS

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7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/10/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER II
COURSE CODE: 23PHR2C06
TITLE OF THE COURSE: CORE: RESEARCH METHODS
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To acquaint the students with concepts and techniques used in Research and to enable them to apply this knowledge in business decision-making.
- To give in-depth knowledge in emerging statistical tools in Research.

COURSE OUTCOMES:

- **At the end of the course the students will be able to**

CO1	Understand basic concepts of Research	K2
CO2	Construct questionnaire and collect of data	K3
CO3	Apply statistical tools and construct hypothesis	K3
CO4	Interpret data using statistical tools	K3
CO5	Infer and summarize the data analysed	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Introduction (K2)

15 Hours

Research Meaning, Scope and Objectives – Types of Research and Research Design - Exploratory, Descriptive, Experimental, Case Study Research - Problem Definition, - Operationalising the Research Problem.

(Self-Study: Relevance of Research for Decision Making in Various Functional Areas of Management.)

Unit II: Data Collection (K3)

15 Hours

Methods of Data Collection - Questionnaire Design, Interview, Scheduling – Scaling Techniques – Nominal, Ordinal, Ratio, Interval -Sampling Techniques and Sample Size Determination for Survey Research Formulation of Hypothesis – Hypothesis Testing

Unit III: Data Analysis- Part 1 (K3)

15 Hours

Data analysis- Editing and Coding of Data- Univariate, Bivariate - Chi-Square Test – Correlation and Regression Analysis – Single and Two Factor Analysis of Variance-Application and Statistical Tests – Parametric and Non-Parametric and Interpretation of Test Results.

Unit IV: Data Analysis - Part 2 (K3)

15 Hours

Multivariate Analysis - Elementary Concepts of Factor Analysis, Multiple Regression Analysis, Discriminant Analysis and Cluster Analysis

Unit V: Presentation & Report Writing (K2)

15 Hours

Presentation of Research Results: Tabulation – Need, Nature and Guidelines –Ungrouped and Grouped Frequency Tables, Charts and Diagram Organizing a Research Report: Use of Executive Summary, Appendix and Bibliography

(Beyond Curriculum- Plagiarism Check)

(80 % Theory and 20% Problems from Unit – III only)

TEXT BOOK

Kothari, C. R, *Research Methodology: Methods and Techniques*, 2nd Revised Edition, New Age International, (2004)

REFERENCE BOOKS

1. Black, K, *Business Statistics for Contemporary Decision Making*, 5th Edition, Wiley India Pvt. Ltd., (2009)
2. Bryman, A and Bell, E., *Business Research Methods*, Oxford University Press, 3rd Edition, (2011).
3. Cooper, D.R., Schindler, P. and Sharma, J.K., *Business Research Methods*, 11th Edition, Tata-McGraw Hill, (2012)
4. Hair, J, Black, B, and Babin, B., *Multivariate Data Analysis*, 6th Edition, Pearson, (2007)
5. Johnson, R.A, and Wichern, D.W., *Applied Multivariate Statistical Analysis*, 6th Edition, PHI Learning Pvt. Ltd., (2012)

Blended Learning

Unit	Topic	Link
Unit – II	Report writing	YouTube: https://www.youtube.com/watch?v=860LtRxP3rw

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	1	2	3	3	1	2	3	3	1	3	2	2
CO2	3	3	1	2	3	3	1	2	3	3	1	3	2	2
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CO4	3	3	1	2	3	3	1	2	3	3	1	3	2	2
CO5	3	3	1	2	3	3	1	2	3	3	1	3	2	2

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

	Dean- Faculty of Research Bharathiar University	Professor & Area Chair - OB & HR Jansons School of Business	Assistant Professor Department of Management Studies Coimbatore Institute of Technology	PSIOG Digital	Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	
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SEMESTER II
COURSE CODE: 23PHR2E01
TITLE OF THE COURSE: ELECTIVE: MARKETING MANAGEMENT

COURSE OBJECTIVES

- To understand the concept of marketing
- To learn various marketing mix
- To gain knowledge on contemporary issues in marketing

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understanding the concept of marketing	K2
CO2	Discuss the planning process in marketing	K2
CO3	Describe product and pricing strategies	K2
CO4	Discuss promotion and physical distribution aspects of marketing	K2
CO5	Generalize contemporary issues in marketing	K2

Credits: 3

Instructional Hours: 75 Hours

Unit I: Introduction (K2)

15 Hours

Introduction to Marketing: Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment.

Unit II: Marketing Planning (K2)

15 Hours

Identification of market, Market Segmentation, MIS, MR, Consumer Behaviour and Demand Forecasting

Unit III: Product Pricing Strategy (K2)

15 Hours

Product Pricing Strategy: Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.

Unit IV: Promotion and Physical Distribution Management (K2)

15 Hours

Promotion and Placement Management: Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.

Unit V: Contemporary Issues (K2)

15 Hours

Contemporary topics in Marketing: in Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing.

TEXT BOOK

Philip Kotler, Keller, *Marketing Management*, Pearson Publications, (2022)

REFERENCE BOOKS

1. Pillai R.S.N, *Marketing Management*, S. Chand & Co Ltd., (2008)
2. Tapan. K. Panda, *Marketing Management Text & Cases*, Taxmann, (2022)

Blended Learning

Unit	Topic	Link
Unit – V	Green Marketing	YouTube: https://www.youtube.com/watch?v=n_kf7bpOk00 https://www.youtube.com/watch?v=zBxpMMuZ6mE

MAPPING OF CO's WITH PO's AND PSO's

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CO5	2	2	1	2	2	2	1	2	2	2	1	2	2	2

(Correlation: 3-High, 2-Medium, 1-Low)







ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 25/10/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER II

COURSE CODE: 23PHR2E02

TITLE OF THE COURSE: ELECTIVE:

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(Employability & Skill Development)

COURSE OBJECTIVES

- To introduce the study and practice of International Human Resource Management (IHRM)
- To gain knowledge on the international HRM Practices
- To familiarise with acquisition and merger

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the concept of International HRM	K2
CO2	Understand the contemporary issues of IHRM	K2
CO3	Analyse IHRM cross culture management	K3
CO4	Discuss the HR issues relating to international human capital	K2
CO5	Discuss international institutions supporting IHRM	K2

Credits: 3

Instructional Hours: 75 Hours

Unit I: Introduction to International business and IHRM (K2)

15 Hours

Introduction to International business, Importance, Nature and scope, Modes of entry into International business, MNC's and their involvement in International business, International business environment, Meaning and Definition of International Human Resource Management (IHRM) - Difference between Domestic Human Resource Management and International Human Resource Management - Issue of nationality.

Unit II: Contemporary Issues in IHRM. (K2)

15 Hours

Key issues in IHRM, challenges to IHRM, The concern of organized labor / Trade Unions and International Firm. Approaches to labor relations, Collective Bargaining, Grievance, Discipline and Industrial conflict- HR Outsourcing: What, why, why not, developing a contract and management of HRO.

Unit III: IHRM, National culture and Cross-cultural and Diversity Management (K3)

15 Hours

Meaning, elements, and dimensions of national culture, cross-cultural issues – Diversity Management - dimensions of diversity, reasons for increasing diversity, challenges and barriers to managing diversity at the work place.

Unit IV: Expatriation, Repatriation and Mergers and Acquisition – HR Issues (K2)

15 Hours

Management of expatriates, Reasons for the use of expatriates, (recruitment, training and development) and repatriation- HR Issues in Acquisitions & Mergers and Joint Ventures: HR issues in international alliances.

Unit V: Globalization and International Business (K2)

15 Hours

Business Environment - Globalism & Globalization, Concept, Meaning and Definition, Drivers of Globalization- International Regulation to Trade- WTO, GATT, IMF and World Bank- Managing in the Global Market place - Trends in Globalization Process.

TEXT BOOKS

1. K. Aswathapp, *International Human Resource Management* published by McGraw Hill Education, (2017)
2. P. Subba Rao, *International Human Resource Management* published by Himalaya Publishing House, (2015)

REFERENCE BOOKS

1. Dr. S. C. Gupta, *International Human Resource Management* published by Laxmi Publications, (2014)
2. Vance, *Managing a Global Workforce Challenges and Opportunities in International Human Resource Management*, published by Prentice Hall India Learning Private Limited, (2013)
3. Anne-Wil Harzing & Ashly Pinnington, *International Human Resource Management*, published by Sage Publications India Private Limited, (2017)
4. Peter Dowling, Marion Festing & Allen D. Engle Sr., *International Human Resource Management*, published by Cengage Learning EMEA, (2013)
5. Rita McGee & Ann Rennie, *International Human Resource Management*, Published by Cipd/Bookland, (2013)

Blended Learning

Unit	Topic	Link
Unit – V	World Trade Organisation	YouTube: https://www.youtube.com/watch?v=GXH-k72-C08

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(Correlation: 3-High, 2-Medium, 1-Low)


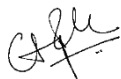



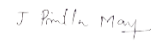
ASSESSMENT TOOLS

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6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/10/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER – III

SEMESTER III
COURSE CODE: 23PHR3C07
TITLE OF THE COURSE: CORE: LABOUR LEGISLATION – II
(Employability & Skill Development)

COURSE OBJECTIVES

- To learn about the prevailing law pertaining to corporate environment and Trade unions Accounting for
- To provide knowledge on settlement mechanism, compensation and bonus calculation

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understanding Labour Laws relating to the employment of women and children	K2
CO2	Discuss the laws relating to welfare funds	K2
CO3	Explain laws relating to industrial relations	K2
CO4	Interpret POSH Act	K2
CO5	Discuss the laws of occupation, safety and health and working condition code, 2020	K2

Credits: 4

Instructional Hours: 90 Hours

Unit I: Law Relating to Employment of Women and Children (K2) 18 Hours

Maternity Benefit Act 1961-The Child Labour (Prohibition and Regulation) Act 1986- The Tamil Nadu Payment of Subsistence Allowance Act, 1981

Unit II: Law relating to Welfare Fund (K2) 18 Hours

Tamil Nadu Labour Welfare Fund Act, 1972 - The Tamil Nadu Industrial Establishments (National and Festival Holidays) Act, 1958

Unit III: Laws relating to Industrial Relations (K2) 18 Hours

The Trade Union Act, 1926; The Industrial Employment (Standing Orders) Act, 1946; The Industrial Disputes Act, 1947

Unit IV: Protection of Women from Sexual Harassment Act, 2013 (POSH ACT) (K2)

18 Hours

Key Provisions of the POSH Act - Applicability and Scope- What Amounts to Sexual Harassment, Employee, Workplace, Complaints Committee, Complaint Mechanism, Conciliation, Redressal Process / Inquiry, Interim Reliefs, Punishment and Compensation, Frivolous Complaints, Confidentiality, Consequences of Non-Compliance

(Beyond Curriculum - The Vishaka Judgement)

Unit V: Miscellaneous Act (K2) 18 Hours

The Apprentice Act 1961, The Mines Act 1952, The Workmen's Compensation Act 1923

(Self- Study: The Apprentice Act 1961)

TEXTBOOK

REFERENCE BOOKS

1. Kapoor N.D. *Hand book of Industrial Law*, Sultan Chand & Sons, New Delhi, 2011
2. Vaidyanathan, *The Tamil Nadu Shops and Establishment Act 1947 and rules*, Madras Books Agencies, 2001.
3. The Sexual Harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013, Commercial Law Publishers (India) Pvt. Ltd., Delhi
4. The Tamil Nadu Industrial Establishments (National and Festival Holidays) Act, 1958, Madras Law Book Agency
5. The Tamil Nadu Payment of Subsistence Allowance Act, 1981, Madras Law Book Agency.

Blended Learning

Unit	Topic	Link
Unit – V	The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	YouTube: https://www.youtube.com/watch?v=fA6PblYFztk

MAPPING OF CO's WITH PO's AND PSO's

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(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

	Dean- Faculty of Research Bharathiar University	Professor & Area Chair - OB & HR Jansons School of Business	Department of Management Studies Coimbatore Institute of Technology	PSIOG Digital	Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	
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SEMESTER III

COURSE CODE: 23PHR3C08

TITLE OF THE COURSE: CORE: HUMAN RESOURCE MANAGEMENT - II

(Employability & Skill Development)

COURSE OBJECTIVES

- To learn the concept of Human Resource Development
- To understand the importance of HRM
- To apply the HRM Concept in Corporate Environment

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the importance of HRD	K2
CO2	Analyse various training and development methods	K2
CO3	Discuss the concept of career management	K2
CO4	Summarize the level of work commitment	K2
CO5	Contemporary Human Resource Practices	K2

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to HRD (K2)

18 Hours

Meaning- Definition- Need- Importance- HRM vs. HRD- Functions- Human Capital: Elements, Importance, *(Self- Study - Human Capital Index)*

Unit II: Training and Development (K2)

18 Hours

Introduction: Concept, Need, Importance, Steps, Types, Training Techniques, Evaluation of Training- Executive Development Programme- Concept, Importance, Process, Methods, Evaluation- Internal Mobility- Promotion, Transfer

Unit III: Career Management (K2)

18 Hours

Meaning & Definition- Need, Key terms- Career Stages- Process- Role of Employer and Employee in Career Management- Career Development Initiatives- Succession planning, Importance, Difference in HRP and Succession Planning.

Unit IV: Work Commitment and Employee Engagement (K2)

18 Hours

Meaning, Definition, Need, Positive vs. Negative Work Commitment- Levels of Work Commitment- Barriers - Organizational Commitment- Measuring Work Commitment- Introduction to Organization Citizenship Behaviour (OCB), Employee Engagement- Meaning, Definition and Strategies to improve Employee Engagement

Unit V: Contemporary Human Resource Practices (K2)

18 Hours

Recent trends in Human Resource Management, Remote working, Gig Economy- Benefits and Challenges, Ethics in HRM.

(Beyond Curriculum- Digitalization in HRM- Introduction, Techniques and Benefits)

TEXT BOOK

K. Aswathappa, 6th Edition, *Human Resource Management – Text and Cases*, TATA McGraw Hill Education Private Limited, (2012)

REFERENCE BOOKS

1. P. G. Aquinas, *Human Resource Management- Principles and Practice*, Vikas Publication House Pvt. Ltd., (2009)
2. P. C. Tripathi, *Human Resource Development*, Sultan Chand and Sons, (2013)
3. Jon M. Werner, Randy L. DeSimone, *Human Resource Development*, Cengage Learning India Private Limited, (2016)

Blended Learning

Unit	Topic	Link
Unit – II	Training and Development	YouTube: https://www.youtube.com/watch?v=YcLOpgwXZP4

MAPPING OF CO's WITH PO's AND PSO's

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CO5	3	3	3	3	3	1	3	1	1	1	1	3	2	2



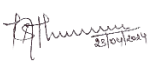



(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
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7.	Case Analysis (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER III

COURSE CODE: 23PHR3CP3

TITLE OF THE COURSE: CORE PRACTICALS III:

HUMAN RESOURCE ANALYTICS

(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To apply appropriate statistical analysis to HR questions and problems to improve decision making with understanding of limitation
- To think critically about data and metrics for HR problem-solving and decision-making
- To understand the logic underlying statistical significance
- To use statistical software to manipulate and organize data for analysis
- To effectively interpret and communicate results from statistical analysis into actionable decisions

COURSE OUTCOMES:

At the end of the course, the students will be able to

CO1	Understand the basic foundation of HR analytics	K2
CO2	Compute and analyse Big Data	K3
CO3	Discuss the concept and models in HR analytics	K2
CO4	Apply HR analytic tools and infer data	K3
CO5	Understand the application of R Programming	K2

Credits: 5

Instructional Hours: 90 Hours

Unit – 1 (K2)**18 Hours**

Introduction to Business Analytics- meaning, need, importance; Types of Business Analytics; HR Analytics- meaning, need, importance, concepts in HR – Descriptive analysis, Predictive analysis, Prescriptive analysis

Unit – II (K3)**18 Hours**

Preparation of Google Forms- Organizing, Analysing, **Interpreting Big Data (INDUSTRY 4.0)**- Creating Dashboard

Unit – III (K2)**18 Hours**

HR Performance Metrics (solving simple sums using spreadsheet)

Unit – IV (K3)**18 Hours**

General Workforce Metrics (solving simple sums using spreadsheet)- Recruitment Metrics (solving simple sums using spreadsheet)

Unit – V (K2)**18 Hours****Fundamentals of R (INDUSTRY 4.0)****** (Mini Project)****TEXT BOOK**

Moore, McCabe, Duckworth, and Alwan, *The Practice of Business Statistics: Using Data for Decisions, Second Edition*, New York, (2008)

REFERENCE BOOKS

1. Cascio. W& Boudreau, J, FT Press, 2nd Edition, *Investing in People: Financial Impact of Human Resource Initiatives*, (2011)
2. Utts, Jessica M, *Seeing through Statistics*, Second Edition, Pacific Grove, CA: Duxbury, (1999)
3. Dr. Michael Walsh, *HR Analytics Essentials You Always Wanted To Know (Self-Learning Management Series)*, Vibrant Publishers, (2021)
4. Praveen Kumar C, *Fundamentals of HR Analytics*, Iterative International Publisher, (2021)
5. Tony Miller, *HR Analytics and Innovations in Workforce Planning*, Business Expert Press, (2016)

Blended Learning

Unit	Topic	Link
Unit – IV	Google Forms	YouTube: https://www.youtube.com/watch?v=sP3ITgz2HkI

MAPPING OF CO's WITH PO's AND PSO's

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(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
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6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Record Work	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

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SEMESTER III
COURSE CODE: 23PHR3C09
TITLE OF THE COURSE: CORE: DESIGN THINKING
(Employability & Entrepreneurship)

COURSE OBJECTIVES

- To learn about the importance of Empathy
- To analyse different types of thinking
- To study and analyse the environment and find solutions

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Discuss the need for design thinking	K2
CO2	Understand the fundamental concept of design thinking	K3
CO3	Analyse process of design thinking	K3
CO4	Apply design thinking in various situations	K2
CO5	Illustrate the tools applied in design thinking	K2

Credits: 4

Instructional Hours: 90 Hours

Unit I: Introduction to Design Thinking (K2)

18 Hours

Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mindset

Unit II: Fundamental Concepts (K3)

18 Hours

Fundamental Concepts, Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation, Design Thinking Resources

Unit III: Design Thinking Process (K3)

18 Hours

Design Thinking Processes, Numerous Approaches, Double Diamond Process staged. School Process, Designing for Growth Process, Role of Project Management

(Self- Study: Role of Project Management)

Unit IV: Application of Design Thinking (K2)

18 Hours

Design Thinking in Practice, Process Stages of Designing for Growth - What Is, What If, What Wows, What Works.

Unit V: Tools and Methods for Design Thinking (K2)

18 Hours

Design Thinking Tools and Methods, Purposeful Use of Tools and Alignment with Process, **Visualization, Journey Mapping, Value Chain Analysis (INDUSTRY 4.0)**, Mind Mapping, Brainstorming, Concept Development- Design Thinking Application,

(Beyond Curriculum: Design Thinking Applied to Product Development)

TEXT BOOK

Tim Brown, *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, Harper Collins Publishers, (2009)

REFERENCE BOOKS

1. Michael G. Licjs, Scott Swan, Abbie Griffin, *Design Thinking*, Wiley Publication, (2015)
2. Thomas Lockwood, *Design Thinking- Integrating Innovation, Customer Experience, and Brand Value*, Allworth Press, (2010)

Blended Learning

Unit	Topic	Link
Unit – II	Role of Project Management	YouTube: https://www.youtube.com/watch?v=BOU1YP5NZVA

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(Correlation: 3-High, 2-Medium, 1-Low)

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4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Work Sheets	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
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CO1	Understand and compute financial accounts	K2
CO2	Compute cost and budget for decision making	K2
CO3	Understanding the concepts of banking and insurance	K2
CO4	Discuss investment and taxation	K2
CO5	Compute financial HR metrics	K2

Credits: 3

Instructional Hours: 90 Hours

Unit 1: Basic Financial Concepts (K2)

18 Hours

Basic financial terms; Financial Accounting – Importance and Scope, Accounting Principles, Accounting Cycle – Financial report – Analyzing and preparation of reports from financial statement.

Unit 2: Cost and Management Accounting (K2)

18 Hours

Cost Accounting – Meaning, Importance, Methods, Techniques; Classification of Costs and Cost Sheet- Labour Cost- Remunerations and incentives- Labour Variance

Management Accounting – Concept, Need, Importance and Scope; Budgetary Control-Meaning, Need, Objectives, Essentials of Budgeting, Types of Budgets- Fixed and Flexible budget

Unit 3: Banking and Insurance (K2)

18 Hours

Banking terms- deposits, clearing, credit, debit, passbook, tenure, maturity; Primary functions of banking- accepting deposits & lending loans; Negotiable Instruments- Crossing of Cheques, Demand draft; Debit card, credit card, RTGS, NEFT, UPI Payment

Insurance: Common Terms- insurer, insured, risk, premium, sum assured, sum insured, claim, insurance policy, maturity- types of insurance policy

Unit 4: Investments & Taxation (K2)

18 Hours

Investment: Common terms- stock, shares, equity, dividend, mutual fund, time value of money

Taxation: meaning and importance, types of tax, direct and indirect tax, PAN. TDS returns, Rights and obligations of tax payer

Unit 5: Financial HR Metric (K2)

18 Hours

Meaning, Needs, **Metric- Cost per hire, revenue per employee, training cost per employee (INDUSTRY 4.0)**

TEXT BOOK

Reddy & Hari Prasad, *Cost & Management Accounting*, Margham Publications, (2006)

REFERENCE BOOKS

1. M.N.Arora, *Cost and Management Accounting*, Himalaya Publishing House, (2016)
2. P C Tulsian & Bharat Tulsian, *Financial Accounting* 2nd Edition, S. Chand Publishing, (2016)
3. Narayanaswamy.R, *Financial Accounting: A Managerial Perspective* 1st Edition, PHI Learning Pvt.Ltd., (2022)

Blended Learning

Unit	Topic	Link
Unit – III	TDS Returns	YouTube: https://youtu.be/-co4iDRKlso?si=p2bEja3sM4e9HySJ

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	3	3	1	2	2	1	3	2	1	2	2	2
CO2	3	1	3	3	1	2	2	1	3	2	1	2	2	2
CO3	3	1	3	3	1	2	3	1	3	2	3	2	2	2
CO4	3	1	3	3	1	2	3	1	3	2	3	2	2	2
CO5	3	1	3	3	1	2	3	1	3	2	3	2	2	2






(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

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1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Study	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						J. S. S. May
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Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student
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SEMESTER III

COURSE CODE: 23PHR3E02

TITLE OF THE COURSE: ELECTIVE: PERFORMANCE MANAGEMENT
(Employability & Skill Development)

COURSE OBJECTIVES

- To gain working knowledge of performance management systems.
- To learn appropriate terminologies and practices regarding performance management

COURSE OUTCOMES:

- At the end of the course the students will be able to**

CO1	Understand the fundamentals of performance management	K2
CO2	Discuss performance management system	K2
CO3	Examine performance appraisal for strategic management	K2
CO4	Generalize the employee development programmes	K2
CO5	Summarize the concept of reward management	K2

Credits: 3

Instructional Hours: 90 Hours

Unit I: Introduction to Performance Management (K2)

18 Hours

Definition of Performance Management, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. Need for Performance Management System-Importance of Performance Management, Linkage of Performance Management to Other HR Processes.

Unit II: Reviewing & Managing Performance (K2)

18 Hours

Performance Review Discussion, Using Performance Management Systems, Data for HR Decision and Performance Improvements, Performance Management Systems, Personal Development Plans

Unit III: Performance Management and Strategic Planning (K2)

18 Hours

Definition and Purposes of Strategic Planning, Process of Linking Performance Management to the Strategic Plan, Building Support, Alternative models for Assessing Performance-Balance score card

Unit IV: Performance Management & Employee Development (K2)

18 Hours

Personal Development Plans, Direct Supervisor's Role, Performance Management Skills- Coaching, Coaching Styles, Coaching Process, Performance Review Meetings

Unit V: Management of Rewards (K2)

18 Hours

Traditional and Contingent Pay (CP) Plans, Reasons for Introducing CP, Putting Pay in Context, Pay Structures Reward Management, Components of Reward Management, Linkage of Performance Management to Reward, Ethics in Performance Management

TEXT BOOK

T.V. Rao, *Performance Management and Appraisal Systems*, Response, (2008)

REFERENCE BOOKS

1. Herman Aguinis, *Performance Management*, Pearson Education, (2009)
2. T.V.Rao, *360 Degree Feedback and Assessment and Development Centres*, Excel, (2005)
3. Kandula, *Performance Management*, PHI, (2009)
4. Michael Armstrong, *Performance Management*, Kogan Page, (2007)

Blended Learning

Unit	Topic	Link
Unit – V	Ethics in performance management	YouTube: https://youtu.be/0mUxMpMTT28?si=N6IEJdxMSO1IEI-K

MAPPING OF CO's WITH PO's AND PSO's

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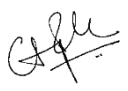



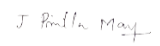
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

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7.	Case Study	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER - IV

SEMESTER IV
COURSE CODE: 23PHR4C10
TITLE OF THE COURSE: CORE: TALENT MANAGEMENT
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To learn the concept and importance of Talent Management
- To understand the techniques for identifying talents
- To learn the application aspect of talent management and retention practices to be undertaken in an organisation

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the fundamentals of talent management	K2
CO2	Describe the talent management planning process	K2
CO3	Explain the talent acquisition process	K2
CO4	Illustrate the talent retention models	K2
CO5	Discuss opportunities and challenges in talent management	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Introduction (K2)

15 Hours

Talent Management: Definition, Meaning of Talent Management, Objectives & Role of Talent- Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Consequences of Failure in Managing Talent

(Self-Study: Benefits of Talent Management)

Unit II: Talent Management Planning (K2)

15 Hours

Understanding the Needs and Mind set of Employee, Steps in Talent Management Process, Knowledge, Values, Beliefs and Skill Implications for Talent Management.

Unit III: Talent Acquisition (K2)

15 Hours

Defining Talent Acquisition, Develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent, Succession Planning, Difference between Talent Acquisition and Recruitment

(Beyond Curriculum- Current Trends in Talent Acquisition)

Unit IV: Talent Retention (K2)

15 Hours

"SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them, Employee Retention Programs, Career Planning & Development, Return on Investment (ROI) on Talent Management, Employee Engagement, Best Practices in Employee Retention.

Unit V: Opportunities and Challenges in Talent Management (K2)

15 Hours

Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management, Talent Management in the Digital Era, Current trends in Talent Management.

TEXT BOOK

Lance A Berger, Dorothy R Berger (2017), *Talent Management Hand Book*, McGraw-Hill, 13th Edition

REFERENCE BOOKS

1. Dessler Gary, *A Framework for Human Resource Management*, Pearson, 7th Edition, (2020)
2. Hasan & Singh, *Talent management in India: Challenges and Opportunities*, Atlantic Publication, (2019)
3. Pattanayak and Biswajeet, *Human Resource Management*, PHI Learning Pvt. Ltd., (2018)

Blended Learning

Unit	Topic	Link
Unit – II	Talent Management Challenges	YouTube: https://youtu.be/mX0yQn9SxBM?si=b4es3E2AbmS0eRug

MAPPING OF CO's WITH PO's AND PSO's

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(Correlation: 3-High, 2-Medium, 1-Low)

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Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
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CO1	Understanding the internal and external beliefs	K2
CO2	Discuss the Communication Process	K2
CO3	Discuss group behaviour and team functions	K2
CO4	Summarize the different models and types of decision making	K2
CO5	Discuss the concept of power and conflicts	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Self-Management (K2)

15 Hours

Self-Discovery: Behaviour, Feelings, Vision, Values, Self-image- Assertiveness: Meaning, Assertiveness in Conversion, Assertiveness in Time Management- Smart Behaviour: Reactions, Responses and Complacent Attitude- Internal and External beliefs

(Self- Study: Managing Stress and Anger)

Unit II: Communication (K2)

15 Hours

Interpersonal Communication: Communication Process, Barriers to communication, types, elements- Written Communication: Tools, Layout, Principles- Non-Verbal Communication: Paralanguage, Eye Contract, Facial expression, Kinesics, Body language, Deception, and Detecting deception.

(Beyond Curriculum- Grape Vine Communication)

Unit III: Group Dynamics (K2)

15 Hours

Group Behaviour: Meaning, Need, Group Formation (Tuckman Model), Group Cohesiveness, Group vs. Team- Functions of Group- Factors influencing Group Effectiveness

Unit IV: Group Decision Making (K2)

15 Hours

Decision Making: Meaning, Need, Importance, Process- Decision Making Models: Rational Model- Individual Influence on Decision Making- Group Decision Making: Advantages & disadvantages, Process, Limitation, Techniques

Unit V: Conflict Management (K2)

15 Hours

Concept of Power: Meaning, Positive vs. negative power, Symbols of Power- Tactics: Meaning, types, Influence of tactics in Organisation- Conflicts: Meaning, Causes, Consequences, Types of intrapersonal conflicts, managing interpersonal and intrapersonal conflicts, strategies and techniques to overcome conflicts, Conflict handling styles

TEXT BOOK

Quick and Khandelwal, *ORGB*, Nelson, Cengage Learning, (2009)

REFERENCE BOOKS

1. E. H. McGrath. S. J, *Basic Managerial Skills for All* – 9th Edition, PHI Learning Private Limited, (2011)
2. Meera Mohiadeen PM, *Managing Interpersonal Effectiveness*, Nahida Publishers, Trichy, (2018)
3. Shyam Boregowda Ramu & Others, *Personal Growth and Interpersonal Effectiveness*, Himalaya Publishing House, (2017)
4. John Hayes, *Interpersonal Skills at Work*, Routledge, New York, (2002)
5. Robbins & Hunsaker, *Training in Interpersonal Skills*, Pearson Education India, (2015)

Blended Learning

Unit	Topic	Link
Unit – II	Non-Verbal Communication: Paralanguage	YouTube: https://youtu.be/T1PJf6DVz50?si=1Im-Z-i0MQTgZ5Lg

MAPPING OF CO's WITH PO's AND PSO's

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CO5	3	3	3	3	3	2	3	3	1	2	1	2	2	2

(Correlation: 3-High, 2-Medium, 1-Low)



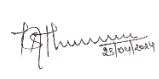


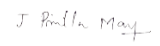
ASSESSMENT TOOLS

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Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
--	------------------

MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024	 A. Percy		 J. Pricilla Mary
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER IV
COURSE CODE: 23PHR4C12
TITLE OF THE COURSE: CORE:
ORGANIZATION DEVELOPMENT AND CHANGE MANAGEMENT
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To emphasise and understand the necessity for change
- To understand the resistance to change and the process of change
- To familiarise the concepts and techniques of OD

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understanding the concept of change	K2
CO2	Describe the techniques to overcome change	K2
CO3	Discuss the approaches to understanding organizations	K2
CO4	Explain the structure and technological interventions of human process	K2
CO5	Summarize the future of organizational development	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Introduction (K2)

15 Hours

Dynamics of change, Nature of change, Change cycle, levels and types and forces of organizational change, Change agents - Change - Stimulating Forces - Change Agents - Planned Change - Unplanned Change – Models of Organisational Change - Lewin's Three Step Model.

Unit II: Resistance to Change and Change Agent (K2)

15 Hours

Resistance to Change - Individual Factors - Organisational Factors – Techniques to Overcome Change-
Change Programs – Effectiveness of Change Programs - Change Process

Unit III: Approaches to Understanding Organisations (K2) 15 Hours

Key Organisational Designs -Procedures - Differentiation & Integration - Basic Design – Dimensions -
Determination of Structure - Forces Reshaping Organisation – Life Cycles in Organisation

(Self- Study- Life Cycle in Organisation)

Unit IV: OD Interventions (K2) 15 Hours

Human Process Interventions - Structure and Technological Interventions - Strategy Interventions - Sensitivity
Training - Survey Feedback - Process Consultation - Team Building - Inter-group Development - Innovations
- Learning Organisations.

(Beyond Curriculum – Team Cohesiveness)

Unit V: Future of Organizational Development (K2) 15 Hours

Leadership and values, Knowledge about Organizational development, Inter-disciplinary nature of
Organizational Development, Diffusion of technique, Mergers, Acquisitions and alliances, High Performance
& community

TEXT BOOK

Kondalka, *Organization Effectiveness and Change Management*, PHI Learning, New Delhi, (2009)

REFERENCE BOOKS

1. French & Bell, *Organisational Development*, McGraw-Hill, (2005)
2. Dipak Bhattacharyya, *Organizational Change and Development*, Oxford University Press, New Delhi, (2011)
3. Cummings & Worley, *Organization Development and Change* 10th Edition, South-Western College Publishing, (2013)
4. French, Bell & Zawacki, *Organization Development and Transformation: Managing Effective Change* 6th Edition, McGraw Hill Education, (2005)

Blended Learning

Unit	Topic	Link
Unit – III	Life Cycles in Organisation	YouTube: https://youtu.be/Qb4wDnOXAcg?si=ILGQON3PkGcCdGQW

MAPPING OF CO's WITH PO's AND PSO's

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(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

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MEMBERS OF THE BOARD OF STUDIES

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Sign with Date	 23/4/24		 23/04/2024	 A. Percy		 J. Pricilla Mary
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	Dean- Faculty of Research Bharathiar University	Professor & Area Chair - OB & HR Jansons School of Business	Assistant Professor Department of Management Studies Coimbatore Institute of Technology	PSIOG Digital	Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	
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SEMESTER IV
COURSE CODE: 23PHR4C13

TITLE OF THE COURSE: CORE: CORPORATE ETHICAL PRACTICES
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To understand the importance of ethical practices
- To learn the Indian context of ethical practices
- To understand the various ethical practices to be implemented in various functions of management

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Discuss the concept of values and ethics	K2
CO2	Understanding the ethical corporate behaviour	K2
CO3	Explain the social responsibility of the business	K2
CO4	Summarise the ethics in functional areas in an organisation	K2
CO5	Extend the views of business ethics in Thirukkural	K2

Credits: 4

Instructional Hours: 75 Hours

Unit I: Introduction to Corporate Ethics (K2)

15 Hours

Ethics and Business Ethics, Concepts Values and Ethics

(Beyond Curriculum- Values and Ethics)

Unit II: Ethical Corporate Behaviour and Time Management (K2)

15 Hours

Development of Ethical Corporate Behaviour, Ethical Leadership- Attendance, Discipline & Punctuality, Act in time on commitment, Quality/ Productive Time

Unit III: Ethical Decision-Making (K2)

15 Hours

Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance

Unit IV: Ethics in Functional Area (K2)

15 Hours

Ethical Practices in Marketing, Finance, Human Resource, Production, Administration and Information Technology, Environmental Ethics, Corruption, Gender Issues—Gender Ethics

(Self-Study- Gender Issues—Gender Ethics)

Unit V: Business Ethics in Thirukkural (K2)

15 Hours

Business Ethics in verse 113 Thirukkural- Adapting to Changing Environment in verse 474,426 and verse 140- Learning the intricacies of different tasks in verse 462 and 677- Social Responsibility of Business Verse 211

TEXT BOOKS

1. Fernando, AC, *Corporate Governance: Principles, Policies and Practices* (2nd Edition), Pearson Education, (2011)
2. K. Nagarajan, *Management Thoughts in Thirukkural*, ANMOL Publications Pvt. Ltd. New Delhi 110 002, (2011)

REFERENCE BOOKS

1. Manfred Pohl, Nick Tolhurst, *Responsible Business- How to manage a CSR Strategy Successfully* Wiley Publications, (2012)
2. Daniel Albuquerque, *Business Ethics – Principles and Practices*, Oxford University Press, (2010)

Blended Learning

Unit	Topic	Link
Unit – III	Social Responsibility of Business	YouTube: https://youtu.be/U72Bv3fC1zU?si=6Ofv4IgpQv4tchZO

MAPPING OF CO's WITH PO's AND PSO's

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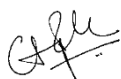
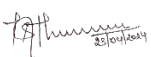


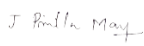
(Correlation: 3-High, 2-Medium, 1-Low)**ASSESSMENT TOOLS**

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Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024			
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

SEMESTER IV

COURSE CODE: 23PHR4E01

TITLE OF THE COURSE: ELECTIVE: CORPORATE WELLBEING AT WORK
(Employability & Skill Development)

COURSE OBJECTIVES

- To learn the theoretical approach to wellbeing in an organisation
- To understand the importance of wellbeing in work engagement
- To analyse the positive and negative effect of wellbeing

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Discuss the context of corporate wellbeing	K2
CO2	Discuss the theoretical approaches to wellbeing	K2
CO3	Explain the drivers of wellbeing at work	K2
CO4	Express the factors affecting wellbeing	K2
CO5	Describe the outcomes of wellbeing and engagement	K2

Credits: 3

Unit I: The Context of Wellbeing (K2)

Instructional Hours: 75 Hours
15 Hours

Context of wellbeing: Historical context of wellbeing, context for wellbeing at work, Happiness and Wellbeing, stress factors at work,

Unit II: Approaches to Wellbeing (K2)

15 Hours

Theoretical approaches to wellbeing, psychological wellbeing and subjective wellbeing, positive affect and negative affect, flourishing, life satisfaction

Unit III: Wellbeing at Work (K2)

15 Hours

Drivers of wellbeing at work – personal resources, organizational system, functioning at work, experience at work, Positive and negative aspects of wellbeing at work; The key issues around wellbeing for employees, managers and organizations.

Unit IV: Factors affecting Wellbeing (K2)

15 Hours

Factors affecting wellbeing –Physical factors, Psychological factors, Demographic factors, Family Environment, Social Environment, Work Environment

Unit V: Measuring and Outcomes of Wellbeing and Engagement (K2)

15 Hours

Measuring wellbeing and work engagement- Model on dimensions of wellness, tripartite model of wellbeing, PERMA model of wellbeing - Measuring Work engagement – work engagement and related concepts

TEXT BOOK

Diener. E, Oishi, S, & Tay. L, *Handbook of Well-Being*, Salt Lake City, UT: DEF Publishers, (2018)

REFERENCE BOOKS

1. McKee, A, *Being Happy at Work Matters*, Harvard Business Review, (2014)
2. NEF, K. J., Mahony, S., & Saamah Abdallah, J. M, *Well-Being at Work: A Review of the Literature*, (2014)
3. Beard, A, *The Happiness Backlash*, Harvard Business Review, (2015)
4. Fisher, C. , *Conceptualizing and Measuring Wellbeing at Work*, (2014)
5. Wellbeing Burr, 3rd Version of the Copenhagen *Psychosocial Questionnaire* (COPSOQ), (2019)

Blended Learning

Unit	Topic	Link
Unit – IV	Factors affecting wellbeing	YouTube: https://youtu.be/1Z-yETgsesQ?si=PAcD_BttVYLKTyWg

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	3	1	2	1	2	2	1	2	2	2
CO2	3	3	3	3	3	1	2	1	2	2	1	2	2	2
CO3	3	3	3	3	3	1	2	1	2	2	1	2	2	2
CO4	3	3	3	3	3	1	2	1	2	2	1	2	2	2
CO5	3	3	3	3	3	1	2	1	2	2	1	2	2	2


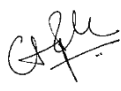



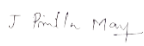
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Work Sheets	Once in a Semester

Course Designed by: Dr. Eveline Vijaya	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student

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SEMESTER IV

COURSE CODE: 23PHR4E02

TITLE OF THE COURSE: ELECTIVE: SUSTAINABLE BUSINESS PRACTICES

(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To understand the importance of Sustainability
- To study the SDG Goals and its application for sustainable growth
- To inculcate the practice of food security and conservation

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Understand the concept of SDG	K1
CO2	Extend the views on sustainable food supply and end to hunger	K1
CO3	Identify the factors making city sustainable	K1
CO4	Discuss the consequences of climate change	K1
CO5	Generalize ideas for attaining SDGs	K1

Credits: 3

Instructional Hours: 75 Hours

Unit I: Introduction to SDG (K1)

15 Hours

Introduction to Sustainable Development, Economic Growth and Progress, Continuing Poverty, Environmental Threats, Business as Usual Versus Sustainable Development, From the MDGs to the SDGs: Agenda 2030

Unit II: Sustainable Food Supply and the End of Hunger (K1)

15 Hours

Malnutrition, Farm Systems, Ecology, and Food Security, Environmental Change threat to the Food System, Food Systems threat to the Environment, Developing Sustainable Global Food Supply

Unit III: Sustainable Cities (K1)

15 Hours

The Patterns of Urbanization Around the World, making a City Sustainable, Smart Infrastructure, Urban Resilience, Planning for Sustainable Development

Unit IV: Curbing Climate Change (K1)

15 Hours

The Basic Science of Climate Change, Consequences, Mitigation, Adaptation, Mitigation Policies- Saving Biodiversity, Biodiversity Under Threat, Oceans and Fisheries, Deforestation, International Dynamics

Unit V: The Proposal for Sustainable Development Goals (K1)

15 Hours

The Sustainable Development Goals, Goal-Based Development, Financing for Sustainable Development, Principles of Good Governance, Feasibility of Sustainable Development

TEXT BOOK

Prof. Trupti Mishra, *Business and Sustainable Development*, SWAYAM Study Material, (2019)

REFERENCE BOOKS

1. Young Scott. T, Kanwalroop Dhanda. Kathy, *Sustainability – Essentials for Business*- SAGE Publications, (2013)

2. Perta Molthan-Hill, *The Business Students Guide to Sustainable Management- Principles and Practice*, Greenleaf Publishing Ltd. U.K, (2015)

Blended Learning

Unit	Topic	Link
Unit – II	Feasibility of Sustainable Development	YouTube: https://youtu.be/vNNo_fSISyI?si=lSgECFRxJcdNEF24

MAPPING OF CO's WITH PO's AND PSO's

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CO2	2	1	2	1	1	1	1	1	1	1	1	1	2	2
CO3	2	1	2	1	1	1	1	1	1	1	1	1	2	2
CO4	2	1	2	1	1	1	1	1	1	1	1	1	2	2
CO5	2	1	2	1	1	1	1	1	1	1	1	1	2	2

(Correlation: 3-High, 2-Medium, 1-Low)



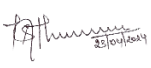



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6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Work Sheets	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Eveline Vijaya
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date	 23/4/24		 23/04/2024	 A. Percy		 J. Pricilla Mary
Name of the BOS Members	Dr. K. Malar Mathi Professor Dean- Faculty of Research Bharathiar University	Dr. C. Suriyaprakash Professor & Area Chair - OB & HR Jansons School of Business	Dr. T. Sathya Priya Assistant Professor Department of Management Studies Coimbatore Institute of Technology	Mrs. Percy. A Talent Acquisition PSIOG Digital	Ms. Divya Manikandan Manager- Human Resource Management ZF Wind Power Coimbatore Pvt. Ltd.	Ms. Pricilla Mary. J Present Student







VALUE ADDED COURSE - COLLABORATIVE CERTIFICATE COURSE HOLISTIC WELLNESS SYLLABUS

Duration : 30Hrs

1. Introduction to Psychology, well- being self
2. Emotions, thoughts, behaviours using integrating micro psychological tools to organization – macro
3. Nutrition and breathing exercises and nature
4. Gratitude and journalizing Sensory exercises
5. Relationships and office dynamics common ones and how to deal
6. Boundaries- self- organisation, time, speech, money
7. Secular values, self-benefits of openness vs. others
8. Communication – TA approaches
9. Work culture
10. Overview of personality, disorders

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