

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session:2024-2028
1	CourseCode	BBSE -05	
2	CourseTitle	Elective A – Human Resource Management: People Management and Corporate Etiquettes	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Ability to examine the difference between People Management with Human Resource Management. ➤ Ability to explain the need for and importance of People Management. ➤ Ability to list modern methods of performance and task assessment. ➤ Ability to analyses the factors influencing the work life balance of a working individual. ➤ Demonstrating the various types of essential etiquettes in a corporate environment. ➤ Construct effective presentations, group discussions and the professional pre requisites. ➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively 	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. Getting Work Done and Building Peer Networks: Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;		15
II	Motivation: Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation Managing Self : Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace.		15

III	Business And Corporate Etiquette: Business Etiquette – Meaning & characteristics – Essentials of Business Etiquette – Generally accepted Etiquette practice – Dimensions of Business Etiquettes: Telephone, Meeting, Interview (Before, After and During Interview), Workplace, Business party, letter, e-mail. Social Media Etiquettes. Presentation Skills: Importance, Basic Courtesies – Small talk, Greetings, Handshakes. PPT presentation – Essentials of good presentation – Spokes Person – Group Discussion: Introduction, Types, Do's and Don'ts, Elevator pitch, Body Language, Verbal communication, Resume preparation and Grooming.	15
IV	Corporate Culture: Corporate Culture & its components – values – Addressing Ethical issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. Corporate Expectations: Professionalism – Importance of Professional Behaviour – Dress Code. Meeting: Protocol – Agenda – Chairing. General Disability Etiquette - Attitude and Conflict Management, Indian Business Etiquette.	15
Keywords <i>People Management, Performance Management, Corporate Culture, Corporate Etiquette.</i>		

PART-C: Learning Resources

Text Books, Reference Books and Others

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07- 115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in. Conduct a survey of work life balance of working individuals the Workplace (International edition). New York: McGraw-Hill.
4. Lillian H. Chaney & Jeanette S. Martin. The Essential Guide to Business Etiquette. Praeger Publishers. Raghu Palat. Indian Business Etiquette. Jaico Publishing House.
5. Sarvesh Gulati. Corporate Grooming and Etiquette. Rupa Publications India Pvt. Ltd.

Online Resources–

<https://emilypost.com/online-course-business-etiquette-essentials&ved>

<https://www.udemy.com/topic/business-etiquette/&ved>

<https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
---	--	--

End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Mark; Q2. Short answer type – 5 x 4 = 20 Marks, Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks
---------------------------------	---

Name and Signature of Convenor & Members:

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -06	
2	CourseTitle	Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ To know the concept of Corporate Governance. ➤ To learn the concept of Corporate Social Responsibility. ➤ To know about the challenges faced by MNCs in implementation of CSR. ➤ To compare the CSR with Corporate Sustainability. 	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Corporate Governance: Meaning,Significance,FunctionsandObjectives.EvolutionandDevelopment of Corporate Governance in India. Pillars and Components. Conceptual framework of CorporateGovernance, Recent Development in Corporate Governance.		15
II	Corporate Governance Reforms: Major Corporate Scandals in India and Abroad, Common Governance Problems NoticedinvariousCorporateFailures,Codes&StandardsonCorporate Governance, Standards in different Jurisdictions,Stakeholder Engagement Organizational Theories: Organizational Theories(including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies, Case Study.		15
III	Corporate Social Responsibility (CSR): ConceptofCSR,CorporatePhilanthropy,EarlyrootsofCorporateSocialResponsibility. Does Corporate Social Responsibility improve FinancialPerformance?Sustainabilityandastakeholderperspective,StrategicPlanningandCorporateSocialResponsibility		15
IV	Relationship of CSR with Corporate Sustainability: CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee;CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.		15
Keywords	Corporate Governance, Organisational Theories, Corporate Social Responsibility.		
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
1. Monks, R., Minow, N.: Corporate Governance; 4 th edition, Wiley-Blackwel publishing, 2008 2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and CSR. Gower Publishing, Ltd.			


<p>3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi</p> <p>4. CS Rajesh Lohia, Corporate Social Responsibility (CSR) Activities & Projects Under The Companies Act, 2013</p> <p>5. A. C. Fernando, E. K. Satheesh, et al., Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson</p>		
<p>Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-</p>		
<p>PART-D: Assessment and Evaluation</p>		
<p>Suggested Continuous Evaluation Methods:</p> <p>Maximum Marks: 100 Marks</p> <p>Continuous Internal Assessment (CIA): 30 Marks</p> <p>End Semester Exam (ESE): 70 Marks</p>		
<p>Continuous Internal Assessment (CIA): (By Course Teacher)</p>	<p>Internal Test/Quiz-(2): 20 & 20</p> <p>Assignment/Seminar- 10</p> <p>Total Marks- 30</p>	<p>Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks.</p>
<p>End Semester Exam (ESE):</p>	<p>Two section – A & B</p> <p>Section A: Q1. Objective – 10x1=10 Mark; Q2. Short answer type – 5x4=20 Marks</p> <p>Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10=40 Marks</p>	

Name and Signature of Convenor & Members: (CBOS)





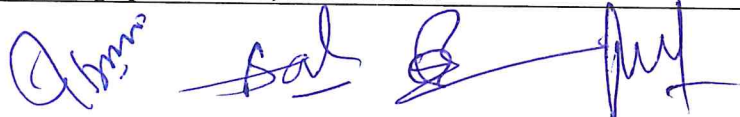




FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective A – Human Resource Management: Talent Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Students will be able to understand and articulate advanced concepts of Talent Management within organization. ➤ Apply talent positioning within the subsidiaries and business units. ➤ Evaluate the potential and appropriateness of talent development Strategies, policies and methods with reference to relevant contextual factors. ➤ Assess the role and influence the politics of knowledge management policy and practice in a range of contexts. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Talent Management: Introduction, Overview, History, Meaning and importance of talent management; Scope and Need of Talent Management, Key Processes of Talent Management, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.		15
II	Strategies of Talent Management: Talent Management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.		15
III	Talent Planning: Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning, Current Industry Practices for Talent Planning. Coaching and Mentoring as Career Development Tools.		15
IV	Knowledge Management: Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations. Types of Knowledge: Tacit and Explicit; Managing Knowledge workers. Talent vs. Knowledge People, Knowledge Management strategies: Aligning individual needs with organisation, Reward systems for Knowledge Management, Knowledge Audit, Benchmarking, Balance Score card, Gap Analysis.		15
Keywords	Talent Management, Talent Planning, Knowledge Management.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15 th Edition. 2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition. 3. Kavanagh MJ. T Mohan , Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.			



4. Badgi S M (2012), *Practical Guide to Human Resource Management Systems*, PHI publication.
 5. Lance A. Berger, Dorothy Berger: *Talent management handbook*, McGraw Hill New York.
 6. T.V Rao: *Hurconomics for Talent Management: Making the HRD Missionary Business driven*, Pearson Education
 7. Cappeli Peter: *Talent on Demand –Managing Talent in an age of uncertainty*, Harvard Business press.

Online Resources–

<https://www.udemy.com/topic/talent-management/&ved>

https://onlinecourses.nptel.ac.in/noc24_mg60/preview&ved

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	

End Semester Exam (ESE):	Two section – A & B	
	Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks	
	Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

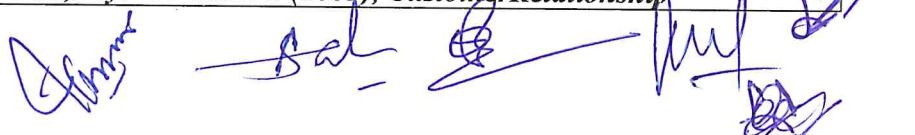




FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
DEPARTMENT OF COMMERCE & Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -08	
2	Course Title	Elective A – Human Resource Management: Customer Relationship Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Customer Relationship Management, helps business successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. ➤ To equip the students with a sound foundation of CRM concepts and best practices in Industry 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Fundamentals of Customer Relationship Management: Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management; Types, stages and issues in CRM.		15
II	Dimensions of Customer Relationship Management Customer Satisfaction: Meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.		15
III	Information Technology in Customer Relationship Management: Technological Developments in CRM; Information Technology Implementation in CRM; Features, advantages and functional components of CRM. Important CRM Software. Customer Relationship Management through Information Technology Tools.		15
IV	Emerging Dimensions and Dynamics in Customer Relationship Management: Customer Recall, Retention and Experience Management; Service Failure and Service Recovery Management; Application of Customer Relationship Management in Different Sectors; Role of Social Media.		15
Keywords		Customer Relationship Management, Information Technology.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education 2. Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback; Prentice Hall India 3. Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India 4. N Mullick; (2016), Customer Relationship Management Paperback, : Oxford University Press 5. William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship 			



<i>Management; Wiley Publication</i>		
<i>6. Jill Dyché, (2001), Customer Relationship Management; Pearson Publication</i>		
Online Resources–		
https://www.kopykitab.com/		
https://www.hitbullseye.com/grad-		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convener & Members: (CBOS)

Amms

Sal 