

P.G. Diploma In Human Resource Management (PGDHRM)

PAPER- I

HUMAN RESOURCE MANAGEMENT

SECSTION -I

UNIT - I

Introduction to HRM: Meaning and Definition, Characteristics and Functions of Human Resource Management, Human Resource Planning: Meaning, Definition, Characteristics and Process of HRP

SECSTION -II

UNIT- II

Behavioural Science: Meaning, Definition and Origin, Role of Behavioural Science in Management, Frustration, Job Satisfaction: Meaning and Measurement process, Human Relations: Meaning and Objectives

UNIT- III

Group and Group Behaviour: Meaning, Definition and Characteristics, Need and Importance of Group formation, Group dynamics: Meaning and Characteristics

SECSTION -III

UNIT - IV

Personnel Management: Meaning & Definition, Work of Personnel Management Department, Need and Future of HRM, International Human Resource Management, Wage and Salary Administration, Employee Motivation

SECSTION -IV

UNIT - V

Job Evaluation: Meaning, Definition, Objectives and Process, Principles of Job Evaluation,
Performance Evaluation: Meaning, Definition and Process, Job Evaluation, Merit Rating Plans,
Employee Morale, Absenteeism, Productivity and Industrial Peace, Employee Morale,
Absenteeism, Discipline and Disciplinary action

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PAPER- II

PRINCIPLES OF MANAGEMENT

SECSTION -I

Unit-I

Management: Meaning, Concept, Definition and Characteristics, Fayol's Principles of Management, Contribution of Taylor in Management

Unit-II

Planning: Meaning, Definition, Concept and Importance, Steps in Planning Process, Effective Planning and Limitations of Planning, Decision Making: Meaning, Importance and Nature, Types and process of Decision making

SECSTION -II

Unit-III

Organizing: Meaning, Definition and Importance, Organizational Structure: Meaning and Types, Factors affecting Organizational Structure, Organizational Charts, Centralization Vs Decentralization

SECSTION -III

Unit-IV

Directing: Meaning, Nature, Principles and Process, Motivation and Morale, Leadership: Meaning, Definition and Importance, Leadership Styles, Roles of Supervisor, Process of Supervising

SECSTION -IV

Unit-V

Controlling: Meaning, Concept, Objectives and Importance, Concept of Managerial Control and Process of Controlling, Elementary Study of Management Control in selected areas of Production and Financial Management

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PAPER- III

INDUSTRIAL RELATIONS AND LABOUR WELFARE

SECSTION -I

UNIT- I

Personnel Management: Meaning, Definition, Objectives and Characteristics, Functions and Principles of Personnel Management, Personnel Policies, Needs, Importance and Advantages of Personnel Management.

SECSTION -II

UNIT- II

Job Evaluation: Meaning, Concept, Objectives and Procedures, Performance Appraisal: Meaning, Concept, Objectives, Procedure and Limitations.

SECSTION -III

UNIT - III

Absenteeism: Introduction and Meaning, Causes and Measures, Labour Turnover: Introduction and Meaning, Causes and Measures, Discipline and Disciplinary Action: Introduction and Meaning, Causes and Procedures.

SECSTION -IV

UNIT - IV

Fringe Benefits: Introduction, Special Features and Types., Rewards: Monetary and Non-Monetary, Precautions in using Reward

UNIT - V

Labour Welfare: Introduction, Meaning and Classification, Personnel Records: Meaning and Objectives, Reports and Personnel Audit

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PAPER- IV

MARKETING MANAGEMENT AND MANAGERIAL ECONOMICS

SECSTION -I

Unit-I

Marketing: Meaning and Definition, Old and New Concepts of Marketing, Nature and Area of Marketing, Marketing Management: Definition and Meaning, Development and Limitation of Marketing Management, Marketing Management in India

SECSTION -II

Unit-II

Structure of Marketing Organization, Need of effective Organizational Structure, Responsibilities of Marketing Manager, Role of Consumer in Marketing, Buying motives, Consumer Behaviour, Factors affecting Consumer Behaviour

SECSTION -III

Unit-III

Marketing Research: Meaning, Definition and Objectives, Types of Marketing Research, Advantages of Marketing Research, Process and Limitation of Marketing Research

SECSTION -IV

Unit-IV

Elements of Marketing Mix: Product, Price, Place and Promotion, Product Planning, Product Distribution Channel, Pricing and Promoting Products., Sales Promotion: Meaning, Objectives and Types

Unit-V

Managerial Economics: Meaning, Definition, Nature and Application, Business Firms: Objectives and Characteristics, Business Decisions, Decision Making Environment

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PAPER- V

BUSINESS AND GOVERNMENT

SECSTION -I

Unit-I

Business: Meaning, Definition and Characteristics, Economic and Social Goals of Business, The Law and Doctrine of Social Responsibility, Social Cost of Business Enterprise and Ethical Standard of Business.

SECSTION -II

Unit-II

Role of Government in Various Stages of Economic Growth, State Intervention, Protection, Regulation and Control, Monopolies and Concentration of Economic Power and Restrictive Trade Policies, Licensing Policies, Industrial Policies of Government.

SECSTION -III

Unit-III

Role and Working of National Industrial Development Corporation, National Productivity Council, Training of Industrial Personnel, Economic Planning in India

SECSTION -IV

Unit- IV

Comparative Study of Performance of Industrial undertakings in Public and Private Sectors
The Price Output and Profit Policies, Specific Study of Public Enterprises, Bhilai Steel Plant and Bharat Heavy Electricals Limited

Unit-V

Law Relating to Factories, Shops and Establishments, Wages, Trade Unions and Industrial Disputes