M.PHIL. COMMERCE

SEM	SUB CODE	COURSE	SUBJECT TITLE	HRS / WEEK	CREDIT	CIA Mark	ESE MARK	TOTAL MARK
I	20MPCO1CC1	Core - I	RESEARCH METHODOLOGY	4*	4	25	75	100
	20MPCO1CC2	Core - II	FUNCTIONAL AREAS OF MANAGEMENT	4*	4	25	75	100
	20MPCO1CC3	Core - III	TEACHING & LEARNING SKILLS	4*	4	25	75	100
	20MPCO1CC4	Core - IV (Elective)	PAPER ON TOPIC OF RESEARCH (The syllabus will be prepared by the Guide and Examination will be conducted by the COE)	4*	4	25	75	100
		*One Hour Library for Each Course						
	TOTAL			16*	16	100	300	400
II	20MPCO2PD		Dissertation ##	-	8	-	-	200
	GRAND TOTAL			-	24	-	-	600

Evaluation of the Dissertation and Viva Voce shall be made jointly by the Research Supervisor and the External Examiner.

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC1	Core – I	RESEARCH METHODOLOGY	4	4	100	25	75

Course Outcomes

On completion of this course, the scholars will get ability to

CO1 apply various research methods in the field of commerce, economics and society and also design and develop the research methodologies in solving the problems exist in business

CO2 inculcate skills in the application of appropriate sampling techniques for collecting the data for their research work and to draft questionnaire for collecting, analysing and managing the information to find out the solution to the real world business related research problems

CO3 develop intellectual creativity in the application of statistical tools like ANOVA, Regression, Correlation etc., for analysing data and demonstrate their skills in interpreting the data, which will enable them to get employment in modern areas of business management with social concern

CO4 apply statistical techniques like Chi-Square test, T – test, Z – Test, F – Test etc., for testing the hypotheses to fulfil the research objectives and test them with advanced research softwares like SPSS, AMOS, etc.,

CO5 exhibit their skills in preparing and presenting the research report along with their innovative suggestions and draw a meaningful conclusion for research problems which will result in the improvement of the business operation.

UNIT I

Research **:** Definition – Objectives – Types: Pure, applied – Methods: Case Study, Survey – Research Problem Identification and Selection – Review of Literature – Importance - Sources – Research Design – Meaning, Steps and Significance - Ethics in Research.

UNIT II

Sampling : Meaning – Steps - Criteria – Methods – Sampling Error – Data Collection – Secondary Data – Sources - Primary Data – Techniques – Observation – Interview – Essentials - Types - Limitations – Focused Groups - Questionnaire & Schedule – Designing – Reliability & Validity.

UNIT III

Pre-Testing – Pilot Study - Data Processing: Meaning, Steps — Analysis of Data – Interpretation - Tools of Analysis – Correlation – Partial and Multiple – Regression – Partial and Multiple – ANOVA – One Way and Two Way. (Problem & Theory)

UNIT IV

Hypothesis – Concept, Steps, Sources – Testing of Hypotheses – Chi-square Test, 't' Test, 'z' Test and 'f' Test – Limitations – Scaling Techniques. (Problem & Theory)

UNIT V Report Writing – Meaning – Contents - Format – Essentials – Steps in Report Preparation Types of Report – Target Group.

(Theory 60 % and Problem 40 %)

References
1. Methodology of Research In Social Sciences - Dr. O.R. Krishnaswamy & Dr. M.Ranganatham - Himalaya Publishing House – 2018.
2. Research Methodology: C.R. Kothari & Gaurav Garg – New Age International Publications, New Delhi - 2018
3. Research Methodology – P.Ravilochanan – Margham Publications, Chennai - 2019

Semester	Code	Title of the Paper					Hours	Credits
I	20MPCO1CC1	RESEARCH METHODOLOGY					4	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓			✓	✓	✓	✓		✓

Online References
1. http://edutechwiki.unige.ch/en/Research_methodology_resources
2. https://www.examrace.com/NTA-UGC-NET/NTA-UGC-NET-Study-Material/Library-Science/Research-Methodology/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes :

CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO3		✓	✓	✓			✓			✓
CO4	✓	✓	✓	✓	✓	✓		✓	✓	
CO5	✓			✓	✓	✓	✓	✓	✓	✓
							Number of Matches= 37, Relationship : High			

Prepared by: **Checked by:**
Dr. E. Mubarak Ali **Dr. M.Habeebur Rahman**

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC2	Core – II	FUNCTIONAL AREAS OF MANAGEMENT	4	4	100	25	75

Course Outcomes

On completion of this course, the scholars will get ability to

CO1 Understand the functions of financial manager and develop intellectual creativity in financial planning, working capital management and capital structure decisions.

CO2 prepare market mix elements for a product, execute specific research problems in marketing and present a market research report in oral and written form.

CO3 Familiarize with the functions of Human Resource Manager, demonstrate the recent development in HR practices, HR planning and analyzing the performance of employees by using scientific methods.

CO4 develop services marketing mix in the field of financial services; insurance Marketing, Health Insurance etc. and also recognise the employment opportunities in service sectors.

CO5 Apply learning skills in recent developments in the banking sector and recommend solutions to problems in banking services in the social, economic and environmental contexts.

Unit – I   **12 Hours**
Financial Management : Financial Management – Objectives – Functions of a Financial Manager – Financial Planning – Sources of Short-term and Long-term Finance - Capital Structure – Cost of Capital – Leverages – Working Capital Management – Estimation of Working Capital

Unit – II   **12 Hours**

Marketing Management :Evolution of Modern Marketing Concept – Approaches to the study of Marketing – Marketing Mix – Recent trends in Marketing – Mass Marketing – Niche Marketing – Demarketing – Remarketing – Meta Marketing – Services Marketing - International Marketing – Consumer Behaviour – Market Segmentation - Product Planning Development – Pricing Strategies – Promotional Strategies – Channel of Distribution

Unit – III   **12 Hours**

Human Resource Management :Human Resource Management – Nature and Scope – Functions of HRM – Role of HR manager in 21st Century – Impact of Recent Development on Job Design and Job analysis – Human Resource Planning – Corporate Strategies for Recruitment Programme – Selection Procedures – Employee Training and Development – Methods of Performance Appraisal – Causes of Absenteeism – Counselling

Unit IV   **12 Hours**

Services Marketing: Financial Services – Marketing Mix of financial Services – Insurance Marketing – The formulation of Marketing Mix for Insurance Companies – Health Service – Tourism Service – Marketing Mix for Tourism Service - Professional or Consultancy Services – Marketing Mix for Consultancy Providers – Telecommunication Services – The formulation of Marketing Mix for Telecommunication Services

Unit V   **12 Hours**

Banking: Definition of a Bank –Classification of Banking – Types of Banks – Indian Banking System – Central Bank – Functions – Commercial Banks – Functions – Electronic Banking – Challenges of E-Banking Revolution – Internet Banking – Mobile Banking – Telephone Banking – SMS Banking – ATM – Debit Card – Credit Card – Smart Card – Cash Deposit Machine – Electronic Fund Management – Electronic Clearing System (ECS) – Real Time Gross Settlement (RTGS) – National Electronic Funds Transfer (NEFT) – Indian Financial System Code (IFSC) – Cheque Truncation System (CTS)

References
1. Dr. S.N. Maheswari, Financial Management, Sultan & Chand Sons, New Delhi, 2019.
2. S.A. Sherlakar, Marketing Management, Himalaya Publishing House, 2018.
3. Dr. R.L. Varshnery & S.L. Gupta, Marketing Management, Sultan & Chand Sons, New Delhi, 2018.
4. C.B. Gupta, Human Resource Management, Sultan & Chand Sons, New Delhi, 2017.
5. S.M. Jha, Services Marketing, Himalaya Publishing House, 2008.
6 . Banking Theory Law & Practice, J. Priyadharshini, Charulatha Publications, Chennai, 2017.

Online References

1. https://www.businessmanagementideas.com/notes/management-notes/notes-on-functional-areas-of-management/4661

2. https://subjectquery.com/functional-areas-of-management/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes :

Semester	Code	Title of the Paper	Hours	Credits
I	20MPCO1CC2	**FUNCTIONAL AREAS OF MANAGEMENT**	4	4
Course Outcomes	Programme Outcomes (POs)		Programme Specific Outcomes (PSOs)	

(COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓	✓	✓		✓
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓		✓	✓		✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓
Number of Matches= 34, Relationship : Moderate									

Prepared by
Dr. M. Marimuthu

Checked by
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC3	Core – III	TEACHING AND LEARNING SKILLS	4	4	100	25	75

Course Outcomes
On completion of this course, the scholars will be enabled to
   CO1   acquire the knowledge and apply the computer skills in the area of ICT

   CO2   attain ability to communicate effectively with a range of audiences

   CO3   Recognize the need for and engage in continuing professional development of teaching and learning

   CO4   Pursue the online courses in MOOC, SWAYAM, NMEICT, NPTEL, etc.,

   CO5   experiment the application of current techniques for technology enabled teaching.

UNIT I:
Computer Application Skills: Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.
UNIT II:
Communications Skills: Communication: Meaning - Elements - Types - Barriers – LSRW Skills – Methods of developing fluency in oral and written communication – Style, Diction and Vocabulary –

Classroom Communication and Dynamics - Interaction Methods - Bales' and Flanders' system of Interaction Analysis.

UNIT III:

Pedagogy: Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation - Versatility of Lecture technique – Demonstration: Characteristics, Principles, Planning, Implementation and Evaluation – Teaching-learning Techniques: Team Teaching, Group Discussion, Seminar, Workshop, Symposium and Panel Discussion.

UNIT IV:

E- Learning: e-learning – concept and types - e-learning tools – concept of technology integration in Teaching and Learning Processes - Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National academic depository, National Digital Library; e-Sodh Sindhu; virtual labs; e-Yantra, Talk to a teacher, MOODLE, Mobile Apps, etc.

UNIT V :

Skills of Teaching and Technology based assessment Teaching skills: Definition, Meaning and Nature - Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills- Technology for Assessment: Concept of assessment and paradigm shift in assessment; role of technology in assessment. Tools for Self & Peer Assessment (recording devices; e-rubrics, etc.); online assessment (open source software; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics.

References

1. Bela Rani Sharma (2007), Curriculum Reforms & Teaching Methods, Sarup & sons, NewDelhi
2. Brandon Hall , E-learning, A research note by Namahn, found in: ww.namahn.com/resources/ .../note-e-learning.pdf, Retrieved on 05/08/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002.
5. Jereb, E., &Šmitek, B. (2006). Applying multimedia instruction in elearning. Innovations in ducation& Teaching International, 43(1), 15-27.
6. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
7. Learning Management system: https://en.wikipedia.org/wiki/Learning_management_system , Retrieved on 05/01/2016
8. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana. 8
9. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New york.
10. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi.
11. Ram Babu,AabdDandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad.
12. Singh,V.K & Sudarshan K.N. (1996), Computer Education, Discovery Publishing Co, New York.
13. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
14. Vanaja,M and Rajasekar,S (2006), Computer Education, Neelkamal Publications, hyderabad.

Online References

1. http://www.bdu.ac.in/cde/docs/ebooks/B-Ed/I/LEARNING%20AND%20TEACHING.pdf
2. https://asiasociety.org/education/teaching-and-learning-21st-century-skills

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper	Hours	Credits
I	20MPCO1CC3	**TEACHING AND LEARNING SKILLS**	4	4

Course	Programme Outcomes (POs)	Programme Specific Outcomes (PSOs)

Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 46, Relationship : Very High											

Prepared By

Dr. A. KHALEELUR RAHMAN

Checked By

Dr. K. VIJAYAKUMAR

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC4	**Core – IV**	**MARKETING MANAGEMENT**	4	4	100	25	75

Course Outcomes
On completion of this course, the scholars will be enabled to
  CO 1 Analyse the different classification of market with relevance to its functions and the significance of formulating strategies for marketing mid
  CO 2 Understand the needs of the consumer and their behaviour under different situations and create plans for making a product successful in the market
  CO 3 Recognize the need for brand the ways to create a brand image which will be substantiated by advertising and other methods of publicity
  CO 4 Evaluate the contributions made by different intermediaries in the channels of distribution and to create a proper channel with relevance to the product and service
  CO 5 Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic

UNIT – I

Definition and Meaning of Marketing – Classification of Markets – Marketing and Selling –

Modern Concept of Marketing – Marketing Functions – Marketing Mix

UNIT - II

Buying Motives – Buyer Behaviour – Planning and Development of a New Product – Product Mix – Market Segmentation – Product Life Cycle (PLC) – Product Diversification – Elimination and Modification – Product Failure – Pricing – Factors affecting Pricing Decision – Pricing Methods and Pricing Strategies

UNIT – III

Branding – Packaging – Brand Loyalty – Promotion – Importance and Methods of Promotion – Promotional Mixed Strategies – Sales Promotion – Consumer Promotion – Dealer Promotion – Sales Force Promotion – Advertising – Publicity – Personal Selling

UNIT – IV

Meaning of Channels of Distribution – Types of Channels of Distribution – Wholesaler and Retailer – Functions of Wholesaler and Retailer

UNIT – V   CASE STUDY

References:

1. Marketing Management – Philip Kotler & Kelvin Lane Keller – Pearson India Education Services Pvt. Ltd – 2016

2. Marketing Management – S.A. Sherlekar – Himalaya Publishing House - 2015

3. Marketing Management – C.B. Gupta & N. Rajan Nair – Sultan Chand & Sons - 2018

4. Modern Marketing – R.S.N. Pillai & Bagavathi –Sultan Chand & Sons - 2012

5. Marketing Management – C.B. Mamoria, Satish Mamoria, Rk Suri, - Kitab Mahal Distributors - 2009

Online References:

1. http://www.findarticles.eom/p/articles/mi_ml038/is_nl_v40/ai_19369689

2. http://www.business-standard.com/india/news/325566

3. http://crmsolutions.searchcrm.com/kw:Improve+Customer+Satisfaction/content

4. http://www.ehow.com/info12086003factors-affecting-consumer-perception.html

5. http://www.iese.edu/research/pdfs/di-0690-e.pdf

Semester	Code	Title of the Paper	Hours	Credits
I	20MPCO1CC4	**MARKETING MANAGEMENT**	4	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓			✓	✓	✓	
CO4				✓	✓	✓			✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 39, Relationship : High										

Prepared by
Dr. M. Habeebur Rahman

Checked by
Dr. K.Vijayakumar

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC4	Core – IV	FINANCIAL MANAGEMENT	4	4	100	25	75

Course Outcomes

On completion of this course, the scholars will be enabled to

CO 1 Understand the need of finance and the role of a financial manager which will help them to identify the different source to bring the required finance to the organisation

CO 2 Evaluate the different strategies of capital structure and to make decision regarding the optimum capital structure for an organisation

CO 3 Criticise the financial performance of an organisation by measuring the same by employing Ratio analysis and other common tools of comparison

CO 4 Measure the need for capital investment and make decisions regarding the capital budgeting in order to find the optimum choice by using different capital budgeting techniques

CO 5 Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic

UNIT – I

Financial Management – Meaning and Definition – Objectives and Scope – Functions of Financial Manager – Financial Planning – Sources of Finance – Methods of Financial Management – Functions of Modern Financial Management

UNIT - II

Capital Structure - Theories of Capital Structure – Leverages – Operating and Financial Leverages - Dividend Policy – Theories – Relationship with value of Forms – MM Approach, Walter Model & Gordon's Model

UNIT – III

Ratio Analysis – Advantages and Limitations – Classification – Comparative and Common Size Financial Statements – Fund Flow and Cash Flow Statement

UNIT – IV

Capital Budgeting – Objectives – Types – Payback Period – Discounted Cash Flow – Net Present Value – Present Value Index – Accounting Rate of Return

UNIT – V   CASE STUDY

References:

1. Financial Management Principles & Practices – Dr. S.N. Maheswari – Sultan Chand & Sons - 2013

2. Financial Management – I.M. Pandey – Vikash Publishing House Pvt. Ltd., - 2015

3. Management Accounting – R.S.N. Pillai & Bagavathi – Sultan Chand & Sons - 2010

4. Financial Management – B.S. Raman – United Publishers, Mangalore - 2016

Online References:

1. https://www.boundless.com/finance/textbooks/boundless-finance-textbook/introduction-to-the-field-and-goals-of-financial-management-1/introducing-finance-22/reasons-to-study-finance-148-8366/
2. http://en.wikipedia.org/wiki/Financial_management
3. http://www.tutor2u.net/business/accounts/finance_management_intro.htm
4. www.mahindraandmahindrafinanceltd.com
5. http://finance.mapsofworld.com/stock-market/

Semester	Code		Title of the Paper		Hours		Credits	
I	20MPCO1CC4		FINANCIAL MANAGEMENT		4		4	

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓

CO2	✓	✓	✓		✓	✓	✓	✓		✓
CO3	✓		✓	✓	✓			✓	✓	✓
CO4	✓	✓	✓	✓		✓	✓		✓	✓
CO5		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 40, Relationship : High										

Prepared by
Dr. M. Marimuthu

Checked by
Dr. M. Habeebur Rahman

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20MPCO1CC4	Core – IV	HUMAN RESOURCE MANAGEMENT	4	4	100	25	75

Course Outcomes

On completion of this course, the scholars will be enabled to

CO 1 acquire the knowledge of the functions and role of a HR manager and apply the same for formulating strategies relating to all the aspects of HR management

CO 2 attain ability to communicate with the human resource in an organisation in relevance to the recruitment and other important areas of human resource management

CO 3 Recognize the need for employee motivation and the factors responsible for the level of motivation which will help the scholar to employ the skills acquired in their own organisation or any other organisation they are engaged with

CO 4 Draw conclusions regarding the job evaluation in order to measure the relative importance of every job and the significance of the employee in the particular job

CO 5 Employ the research oriented skills acquired to identify research gap which will enable them to formulate research problem with a view to conduct research in the chosen topic

UNIT – I

Human Resource Management – Need and Significance – Evolution of HRM – Objectives and Functions of HRM – Role of HR Manager – Human Resource Planning – Need and Importance – Process – Steps to make HRP effective

UNIT - II

Recruitment – Meaning and Definition – Sources – Process of Recruitment – Selection – Importance – Steps involved in the process of selection – Training – Objectives and Methods

UNIT – III

Motivation – Meaning and Definition – Importance – Theories of Motivation – Leadership – Meaning and Definition – Qualities of a Good Leader – Leadership Styles

UNIT – IV

Job Evaluation – Objectives – Evaluation Process – Methods of Job Evaluation – Performance Appraisal – Importance – Process – Methods of Performance Appraisal – Career Planning and Development – Features and Benefits

UNIT – V   CASE STUDY

References:

1. Human Resource Management: Text and Cases, K. Aswathappa, Tata McGraw Hill - 2013

2. Human Resource Management (Text and Cases), S.S. Khanka, S.Chand Publications - 2019

3. Personnel and Human Resource Management, P. Subba Rao, Himalaya Publishing House – 2010

4. Human Resource Management, C.B. Gupta, Sultan Chand & Sons - 2000

5. Dynamics of Personnel Management, C.B. Mamoria & S.V. Gankar, Himalaya Publishing House - 2011

Online References:

https://www.hrpa.ca/Documents/Public/Thought-Leadership/The-Rise-of-HR-ebook.pdf

https://drive.google.com/file/d/1-aCiBFFQ1hx7Ml1madtFeTkke0fneCTx/view

https://gurukpo.com/Content/MBA/Human_Resource_Management.pdf

Semester	Code		Title of the Paper		Hours	Credits
I	20MPCO1CC4		HUMAN RESOURCE MANAGEMENT		4	4
Course Outcomes (COs)	Programme Outcomes (POs)				Programme Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5

CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO2	✓		✓		✓	✓	✓	✓		✓
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO4		✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches= 40, Relationship : High										

Prepared by
Dr. K.Vijayakumar

Checked by
Dr. M. Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High