

COURSE CONTENTS

1. Human Resource Management:- Meaning, Definition, Nature, Importance, Scope and Concept of HRM. Micro & Macro approaches to HRM.
2. Human Resource Planning:- Concept of HRP, HR Accounting, Assessment of Human Resource Requirement, HR forecasting, Job Analysis, Drafting for Recruitment advertising.
3. HRM Mechanism:- Basic concepts of recruitment, selection, induction, Training & Development; Performance appraisal, Transfer, Promotion, Separation.
4. Emerging HRM Dimensions: - HRM practices in India in Competitive era with latest trends. International HRM- Meaning & concept approaches to international HRM.
5. Challenges of HRM: Work cultural diversity, Impact of Technology, Innovation & R&D on HRM, Talent Management, Global practices and Bench marking of HRM strategies.

Suggested Readings:

1. Arun Monappa & Sayadin- pers. Mgt.-Tat McGraw
2. Dessler-HRM-EEE, Prentice Hall
3. E.B. Flippo-Personnel Management-Tat MCGraw
4. Pates Dowling, Watch & Schuller-International HRM-South Western College Pub. Cinechinati.
5. Pattanaik-HRM-Himalay.
6. Rao P.L. -International Human Resource
7. T.N. Chabra-HRM-Dhanpat Rai & Co.

3.5 BUSINESS COMMUNICATION AND SOFT SKILLS -(Code No. 3822-A)

Objective

The objective of this course is to develop effective business communication skills among the students.

COURSE CONTENTS

1. Business Communication: Meaning, Definition, Features Scope, Process and Importance of Business Communication. Essentials of effective Communication-7 CS of Communications, Types of Communication & Barriers to Communication with suggestions to overcome barriers.
2. Writing & Oratory Skills: Audience Analysis: Writing Communication- merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting.

Oratory Skills: Effective Oral Communication points for Consideration.
Presentation Skills- using audio-visual aids, points for consideration in making