

B.B.A Semester – III

HUMAN RESOURCE MANAGEMENT

Objectives:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

UNIT I

Introduction: History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & Importance of HRM, Personnel Management vs. HRM.

Case study: Conceptualize and get sacked

UNIT II

Acquisition of Human Resources: Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning.

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job Specification.

Recruitment: Introduction to recruitment, Factors governing Recruitment, Process & Sources of recruitment

Selection: Meaning of Selection, Steps in selection process, Selection Tests & Interviews

Placement, Induction & Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion Policy

Case Study: A tale of Twists and Turns

UNIT III

Training: Concept and importance of training; types of training; methods of training; designing of a training programme; evaluation of training effectiveness

Executive Development: Concept, process and techniques.

Career planning and development: Concept, objectives and process.

Case Study: Vishal Fast Foods Private Ltd.

UNIT IV

Job evaluation: Concept & Essentials of Job Evaluation, Methods of Job evaluation.

Performance Appraisal: Concept, importance, process of performance Appraisal, methods of Performance Appraisal, Job evaluation Vs. Performance Appraisal.

Compensation: Introduction to Compensation Management, Objectives & Components of Compensation.

Case Study: Should Job Evaluation plan be specific or General

Unit V

International Dimensions of Human Resource Management: Introduction to International Human Resource Management, understanding role of cultural in International Management Practice; HRM Practices as a cultural variable. International HRM on Productivity, Quality of Work Life and Bottom Line

Text Books:

Chhabra, T. N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.

Dr. Gupta, C. B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.

Reference Books:

Flippo, Edwin B., Personnel Management, Tata McGraw Hill.

Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.

Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata

McGraw Hill Publishing Company, New Delhi, 2003

Dessler, Gary; Human Resource Management; Prentice Hall.

D'Cenzo, David A & Stephen P. Robbin, Personnel Human Resource Management, Prentice Hall of India.

Beardwell, Ian & Len Holden, Human Resource Management, Macmillan, Delhi.