

Post Graduate Diploma in Human Resource Development

From 2020 batch onwards

Sem.	Course Code	Course Title	Course Type	Hrs /Wk.	Passed in Academic Council
I	PDH1001	PRINCIPLES OF MANAGEMENT	TH	6	AZ2017
I	PDH1002	HUMAN RESOURCE MANAGEMENT	TH	6	AZ2017
I	PDH1003	ORGANISATIONAL BEHAVIOUR	TH	6	BB2019
I	PDH1004	RESEARCH METHODOLOGY	TH	6	BB2019
I	PDH1005	EMPLOYEE DEVELOPMENT PROGRAMME	TH	6	2020
I		TOTAL		30	

PDH1001 PRINCIPLES OF MANAGEMENT

(THEORY)

LEARNING OUTCOME

6

hrs./wk.

On successful completion of the course, the student will be able to

- plan and organize activities
- analyse various schools of thought on management
- demonstrate managerial skills

COURSE CONTENT

UNIT – I: INTRODUCTION TO MANAGEMENT

20

hrs.

Management: Management functions – Management levels – Managerial Roles – Management and Administration – Environment under which management is practiced

Schools of thought on management: F W Taylor's Scientific Management – Henry Fayol's Principles of Management – George Elton Mayo's Hawthorns Studies – Management Science Approach – MC Gregor Theory X and Theory Y – Peter F Drucker's Management by Objectives – Management by Exception – Perspectives of Eastern and Western schools of thought

UNIT – II: PLANNING **18**

hrs.

Planning function: Element of planning – Planning Process – Importance of Planning – Forms of Planning – Benefits of Planning – Weakness of Planning – Principles of Planning
Strategic management: Strategic Planning and Implementation – Strategic Management Process – Decision Making and Problem Solving

UNIT – III: ORGANISING **18**

hrs.

Principles of Organising – Steps in Organising – Types of Organisation structure – Centralisation and Decentralisation of Authority – Delegation of Authority – Span of Management

UNIT – IV: STAFFING AND DIRECTING **16**

hrs.

Staffing: Manpower Planning – Recruitment and Selection – Separation
Directing: Motivation – Process, Strategies to increase motivation, Leadership – Types, Factors influencing a Leader, Communication – Process – Types

UNIT – V: COORDINATING AND CONTROLLING **18**

hrs.

Coordination: Need and Importance – Types – Techniques and Problems in Coordination.
Controlling: Need and Characteristics – Areas of Controlling – Types and Problems of Controlling – Techniques of controlling – Budgeting.

TEXT BOOK

Gupta, C. B. *Business Management*. New Delhi: Sultan Chand and sons, 2017. Print.

REFERENCE BOOK(S)

Prasad, L. M. *Principles and Practice of Management*. New Delhi: S. Chand Publishers, 2015. Print.

Bhattacharyya, Dipak Kumar. *Principles of Management*. New Delhi: Dorling Kindersley [India] Pvt. Ltd., Pearson, 2012. Print.

Koontz, Harold. *Essentials of Management*. New Delhi: Tata McGraw Hill Publishing House Ltd, 2010. Print.

Reddy, P.N. and P. C. Tripathi. *Principles of Management*. 5thed. New Delhi: Tata McGraw Hill Publishing House Ltd., 2012. Print.

PDH1002 HUMAN RESOURCE MANAGEMENT

(Theory)

LEARNING OUTCOME

6 hrs./wk.

On successful completion of the course, the student will be able to

- classify the functions of Human resource management
- describe the selection devices that work best with various kinds of jobs nationally and internationally
- illustrate contemporary issues in HRM

COURSE CONTENT

UNIT – I: HUMAN RESOURCE MANAGEMENT -ORGANIZATIONAL CONTEXT

20

hrs.

- A. Human Resource Management** – Need – Nature – Objectives – Characteristics – Qualities– Functions – Ethical issues – Limitations of a Human Resource Manager – Human Resource Management System – Difference between Personnel Management and Human Resource Management – International HRM – Global Recruitment – Global Selection Process – Expatriates Compensation and Benefits – Recent Trends in Human Resource
- B. Contemporary issues in HRM** – HR Balance Scorecard – HR Matrix – Business Process Outsourcing – Dual Career Groups – Learning Organization – Right Sizing – Work Life Balance – Whistle Blowing Policy – Human Capital Management – HR Accounting – Flexi time and HR Analytics – EHRM

UNIT – II: HUMAN RESOURCE PLANNING AND SELECTION PROCESS

18

hrs.

- A. Manpower planning**– Need – Process of HRP at different levels – Job Design – Job analysis – Job description and Job specification – **Recruitment** – Process – Factors affecting recruitment process – Policies – Sources and Methods / Techniques – **Selection** –Steps in Selection Procedure and policies – Re-employment
- B. Placement** – Induction – Objectives – Procedure and Techniques – Employee Separation

UNIT – III: COMPENSATION AND INCENTIVES PAY / SALARY AND ADVANCES **18**

hrs.

Wage and Salary Administration – Concept – Functions – Wage Determination Process – Factors influencing Wage and Salary – Types of Wages – Rewards and Incentives – Types of rewards – Incentives and Requisites for effective Incentive plans – Fringe Benefits – Allowances – Non-Monetary Incentives – Employee Stock Options – Shares

UNIT – IV: CORPORATE WELLNESS MANAGEMENT **16**

hrs.

Employee welfare – Statutory and non-statutory welfare facilities – Employee Assistance Programme (EAP) – Objectives, Areas of concern in EAP – Corporate Social Responsibility – Principles – Practices of CSR in Indian context

UNIT – V: EMPLOYEE MORALE AND DISCIPLINE **18**

hrs.

Employee morale and Discipline – Individual and Group Morale – Factors affecting Morale – types and effect of Morale – Morale and Productivity – improving Morale – Discipline – causes of indiscipline and approaches to Manage Discipline – Managing Grievance – Managing Stress

TEXT BOOK

Rao, Subba P. *Personnel and Human Resource Management*. New Delhi: Himalaya Publishing House, 2013. Print.

REFERENCE BOOK(S)

Gupta, Shashi K., and Rosy Joshi. *Human Resource Management*. Kolkatta: Kalyani Publishers, 2016. Print.

Mamoria, C. B. *Personnel Management*. New Delhi: Himalaya Publishing House, 2016. Print.

Dhole, Vijay B. *Human Resource Management*. New Delhi: Himalaya Publishing House, 2009. Print.

Kanchan, Bhatia. *Compensation Management*. Mumbai: Himalaya Publishing House, 2015. Print.

PDH1003 ORGANIZATIONAL BEHAVIOUR
(THEORY)

LEARNING OUTCOMES:

6 hrs/

wk.

On successful completion of the course, the student will be able to

- illustrate the challenges and opportunities in the field of OB
- describe the impact of behaviour on work, productivity, human performance, employment turnover, worker satisfaction and human management
- explain the need for culture and discuss the role for sustaining strong culture

COURSE CONTENT:

UNIT I: ORGANIZATIONAL BEHAVIOUR

14 hrs.

Organisational Behaviour: Models – Nature – Scope – Challenges and opportunities – Contributing disciplines to the OB field.

UNIT II: STUDY OF INDIVIDUAL BEHAVIOUR

24 hrs.

Perception: Foundations of individual behaviour– Factors influencing Perception – Perceptual Process – Perceptual Errors / Distortions – Social Perception. **Personality:** Types – Traits – Personality Assessment – Holland theory of Personality. **Values and Attitudes:** Types of Values – Attitudes and Workforce Diversity. **Emotions:** Dimensions – Emotional intelligence – Emotional stability and instability. **Motivation:** Theories – Abraham Maslow's Theory, Herzberg's Two factor, David McClelland's ERG theory, Reinforcement theory, Equity theory.

UNIT III: GROUP DYNAMICS

18 hrs.

Group vs. Teams – Formal and Informal Groups – Formation and development of Group – Group Behaviour Models – Group task performance – Group Decision Making – Teams – Purpose and Types.

UNIT IV: CONFLICT MANAGEMENT

6 hrs.

Conflict Source – Process – Functional and Dysfunctional Conflict – Conflict Resolution Styles – Bases of power – Managing Politics.

UNIT V: ORGANIZATIONAL CULTURE AND CLIMATE

18 hrs.

Organisational Culture: Functions – Creating and Sustaining Culture – Organizational Socialization – Need for Corporate Ethics. **Organisational Climate:** Organisational Culture Vs. Climate – Dimensions and determinants.

TEXT BOOK:

Robbins, S.P. *Organizational Behaviour*. New Delhi: Prentice Hall, 2016. Print.

REFERENCE BOOK(S):

Ashwatappa, K. *Organizational Behaviour*. Mumbai: Himalaya Publishing House, 2012. Print.

Khanka, S.S. *Organisational Behaviour*. New Delhi: S. Chand, 2013. Print.

Luthans, Fred. *Organizational Behaviour*. 12th ed. New Delhi: Tata McGraw Hill Publishing, 2011. Print.

Prasad L. M. *Organisational Behaviour*. 5th ed. New Delhi: Sultan Chand & Sons, 2014. Print.

Janakiram, B. *Training and Development. Indian Text*, New Delhi: Dream Tech Press, 2007. Print.

PDH1004 RESEARCH METHODOLOGY

(THEORY)

COURSE OUTCOMES:

6

hrs./wk.

On successful completion of the course, the student will be able to

- illustrate the process in research
- choose appropriate sampling technique for research
- develop questionnaire to collect data and process the data
- recommend appropriate statistical tool for analysing the data
- construct a research report

COURSE CONTENT

UNIT I: INTRODUCTION TO RESEARCH

18hrs.

Research Process – Importance – Limitations – Ethics of Research – Research Method – Types – Selection and Formulation of Research Problem – Hypothesis – Use – Types – Formulation – Research design – Format of a Research Proposal.

UNIT II: SAMPLING AND COLLECTION OF DATA

18 hrs.

Sampling: Need – Principles – Types – Probability and Non probability – Merits and Demerits – Errors. **Collection of Data:** Sources of Data – Tools of data collection – Observation – Questionnaire – Schedule – Interview – Scaling Techniques – Content Analysis

UNIT III: PROCESSING AND PRESENTATION OF DATA

18 hrs.

Processing of Data – Editing, Coding and Classification of Data – Tabulation of Data – Diagrammatic Presentation Bar – Pie and Pictograms – Graphical presentation – Univariate

Analysis – Arithmetic Mean, Median, Mode – Methods of Dispersion – Range, Mean Deviation and Standard Deviation.

UNIT IV: ANALYSIS OF DATA

20

hrs.

Bivariate Analysis – Correlation – Karl Pearson – Charles Spearman – Regression – Multivariate Analysis – Hypothesis testing – t-test, F Test and Chi Square tests– Structural Equation Modelling Concept – Garrett Ranking – Importance of Statistical Software in Analysing Data – Use of Spread Sheet for analysing the Data.

UNIT V: REPORT WRITING

16

hrs.

Qualities of a Research Report – Mechanics of Report typing – Format of a Research Report – Preliminaries – Main Text – Reference – Footnotes – Bibliography – Appendix.

TEXT BOOK(S):

Kothari C.R. *Research Methodology, Methods and Techniques*. New Delhi: New Age International, 2018. Print.

REFERENCE BOOK(S):

Krishnaswamy O.R. Ranganatham M. *Methodology of Research in Social Science*. New Delhi: Himalaya Publishing House, 2015. Print.

Paneerselvan R. *Research Methodology*. 2nd Ed. New Delhi: PHI Learning Private Limited, 2014. Print.

Shajahan S. *Research Methods for Management*. 4th ed. New Delhi: Jaico. 2010. Print.

**PDH1005 EMPLOYEE DEVELOPMENT PROGRAMME
(THEORY)**

LEARNING OUTCOME

6

hrs./wk.

On successful completion of the course, the student will be able to

- explain the importance of EAP in today's work environment
- design an employee engagement programme

- identify the workplace problem and propose appropriate therapy for counseling

COURSE CONTENT

UNIT I: INTRODUCTION TO EMPLOYEE ASSISTANCE PROGRAMME (EAP) 16

hrs.

Definition, Meaning, History of EAP – Rationale and Structures for EAP – Understanding Occupational Psychology – Scope – Need for Employee Assistance Programme– Recent trends in EAP.

UNIT II: EMPLOYEE ENGAGEMENT 18

hrs.

Introduction to Employee Engagement – Scope – Importance – Types – Contributing factors for employee engagement – Impact of strategic employee engagement programmes– Designing employee engagement programmes– Outcomes of Structured employee engagement – Challenges in Employee engagement programmes–Organisational engagement, –Trends and its Relevance in today’s work environment.

UNIT III: EMPLOYEE WELLBEING 18

hrs.

Employee Wellbeing – Importance – Seven Dimensions of Well Being – Factors Influencing Employee Well Being – Challenges in Designing Wellness Programmes. Measuring Well Being – Improving Well Being – Building Healthy Workplace – Building Resilience – Happiness Evangelism – Recent Trends in Employee Well Being Activities at Workplace.

UNIT IV: WORK PLACE PROBLEMS 18

hrs.

Problem situations in work place– Causes, Types – Deviant Behaviour – Chronic Absenteeism – Indiscipline – Sexual Harassment of Women Employees – Remedial Steps.
Mental Health Problems – Nature – Types – Frustration and Stress – Interpersonal and Intra personal abuses – Disorders – Anxiety, Mood, Addictive and Psychotic.

UNIT V: EMPLOYEE COUNSELLING AND EAP 20

hrs.

Counseling – Principles – Need and Objectives – Types of Counseling – Directive and Non directive – Counseling Theories – Psycho analytical, Adlerian, Humanistic Theories– Psycho Therapeutic Interventions – Rational Emotive Behaviour Therapy, Cognitive Behaviour Therapy, Reality Therapy and Family /Marital Therapy –Behaviour Modification Techniques. EAP and Counselling Process – EAP for Absenteeism, Alcoholism, Disability and Mental Health – EAP and Legal Services.

TEXT BOOK(S):

Gladding, Samuel T. *Counseling A Comprehensive Profession*. 7th ed. New Delhi: Dorling Kindersley Pvt Ltd, 2013. Print.

Men Linjuan Rita, Shannon A Bowen. *Excellence in Internal Communication Management*. New York: Business Expert Press, 2016. Print.

REFERENCE BOOK(S):

Carroll, Michael. *Workplace Counselling - A Systemic Approach to Employee Care*. London: Sage Publications, 1996. Print.

Mannion, Lawrence P. *Employee Assistance Programs: What Works and What Doesn't*. Santa Barbara: Praeger Publishers Inc, 2004. Print.

e-BOOK(S):

Shotlander, Jennifer. *An Introduction to Employee Assistance Programs*. Kindle ed. NetCE.2016.

Department of Business Administration (PGHRD)

Class : Human Resource Development

II Semester

Academic Year: 2020-2021

Part	Course Code	Batch No.	Course Title	Course type	Offer to	Offer by	Hour per week	Cr.	Academic Council Book No.
III	PDH2001	--	INDUSTRIAL RELATIONS AND LABOUR LAW	TH	SDBBA	BBA	TH-6	--	BE2020
III	PDH2002	--	HUMAN RESOURCE DEVELOPMENT	TH	SDBBA	BBA	TH-6	--	BE2020
III	PDH2003	--	ORGANIZATIONAL DEVELOPMENT	TH	SDBBA	BBA	TH-6	--	BE2020
III	PDH2004	--	CORPORATE COMMUNICATION	TH	SDBBA	BBA	TH-6	--	BE2020
III	PDH2005	--	PROJECT	PR	SDBBA	BBA	TH-6	--	BE2020

PDH2001 INDUSTRIAL RELATIONS AND LABOUR LAW

(THEORY)

LEARNING OUTCOME

6 hrs.

/wk.

On successful completion of the course, the student will be able to

- explain the laws pertaining to labour relations and management
- illustrate preventive and settlement measures to industrial conflict
- rationalise the problems in non-compliance with the laws

COURSE CONTENT

UNIT – I: LABOUR LEGISLATION

18

hrs.

Constitution of India – Fundamental Rights – Fundamental Duties – Directive Principles of State Policy – State Liability; Labour Law – Evolution – Purpose – Need – Principles of Labour Legislation. Contemporary issues – Contract Labour, Inter-State Migrant Workmen and Employee Outsourcing.

UNIT – II: FUNDAMENTALS OF INDUSTRIAL RELATIONS

20

hrs.

Industrial Relations – Approaches to Industrial Relations – The System Model, The Pluralist Approach, The Structural Contradictions Perspective – ILO functions – Trade Unions – Movement of Trade Union in India – History, Growth, Trade union structure, function, types, size, affiliation, Membership, finance and Leadership – Trade Union – Recognition, Registration and Implications.

UNIT – III: LAW OF INDUSTRIAL RELATIONS

18

hrs.

Industrial Disputes Act of 1947 – Definition, Authorities Under this Act, Notice of Change, Industrial Disputes, Strikes and Lockouts, Settlement of Disputes, Layoff & Retrenchment, Unfair Labour Practices, Special Provisions.

Industrial Employment Standing Orders Act of 1946 – Submission of draft standing orders, Conditions for certification of standing orders, Certification of standing orders, Appeals, Date of operation of standing orders, Register of standing orders, Posting of standing orders, Duration and modification of standing orders.

Trade Union Act of 1926 – Interpretation – Application – Constitution and Registration – Annual Statement – Respecting Property – Procedure – Accounting – Offences and Punishment –

Procedure – General SCHEDULE I – Maximum Fees, SCHEDULE II – Rules of Trade Unions Registered under this Act.

UNIT – IV: LAW OF LABOUR REGULATION

16

hrs.

The Factories Act of 1948 – Definition of Factory – Manufacturing process – Worker – Adult – Adolescent – Child Competent Person – Hazardous process – Calendar year – Young Person. Occupier – Duties – Inspector. Health, Safety and Welfare measures, Employment of Young People and Women.

Shops & Establishment Act (State Law)- Definitions – References to time of day – Exemptions – Opening and Closing Hours of Shop – Prohibitions – Spread Over – Holidays – Holidays with Wages – Powers and Duties of Inspectors – Penalties

UNIT – V: LAW OF SOCIAL SECURITY

18

hrs.

Payment of Wages Act, Payment of Bonus Act, 1923 – Definition – Dependent. **Workman's Compensation Act** – Employer – Disablement Workman – Wages, Occupation Disease. Rules relating to Payment of Workmen's Compensation Notional Extension – Defenses available to employer. **Payment of Gratuity Act 1972** - Definition – Approved by Government – Benefit

Employee State Insurance Act 1948 – Definition – Approved by Government – Benefit Period – Conferment – Contribution – Dependent – Employment Injury, ESI Corporation – Rules relating to Contribution. Benefits and Adjudication of Disputes (Section 74 – 83)

Employee Provident Fund and Miscellaneous Provision Act 1952 – Definition, Authorized Officer, Wage and Contribution of Employer and Employee, Employees Provident Fund Scheme, Administration of Schemes – Duties of Inspector

Sexual Harassment Against Women at Workplace Act, 2013 – Definition, Guidelines – Internal Compliance Committee and its Role – Compensation

TEXT BOOK(S):

Kapoor, D. N. *Elements of Mercantile Law*. 2013 ed. New Delhi: Sultan Chand & Sons, 2013. Print.

Rao, P. Subba. *Personnel & Human Resource management*. New Delhi: Himalaya Publishing House, 2013. Print.

REFERENCE BOOK(S):

- Misra, N. S. *Labour and Industrial Laws*. 28th ed. Allahabad: Central Publication, 2016 Print.
- Vincent, A. Arputhom. *Labour and Industrial Laws*. Karungal: Southern Publishers, 2002 Print.
- Labour Laws*. New Delhi: Taxman Allied Services, Pvt. Ltd., 2017. Print.
- Mamoria, B. C. *Personnel Management*. New Delhi: Himalaya Publishing House, 2016. Print.

PDH2002 HUMAN RESOURCE DEVELOPMENT (THEORY)

LEARNING OUTCOMES

On successful completion of the course, the student will be able to 6
hrs./wk.

- identify the qualities of a Human Resource Development manager
- differentiate between Human Resource Management and Human Resource Development
- explain the various techniques managers can use in evaluating employee performance.

COURSE CONTENT:

UNIT I: INTRODUCTION TO HRD 20
hrs.

Concept of work – goals of Human Resource Development – Human Resource Development department and its task – Human Resource Development for organisational effectiveness – Human Resource Development manager and their role – Human Resource wastage – Understanding and Management of Unemployment, Underemployment, Employability – use of Human Resource Information System and Systems Applications and Products in Data Processing (SAP) for Human Resource Development – quality indicators for Human Resource Manager.

UNIT II: PERFORMANCE APPRAISAL. 18
hrs.

Performance appraisal System – need for performance appraisal – process of performance, different types of performance appraisal – uses and benefits of performance appraisal – essential characteristics of an effective appraisal system – trends in performance appraisal, appraisal through computers.

UNIT III: CAREER PLANNING AND DEVELOPMENT 18

hrs.

Career development cycle – career opportunities – Plateauing of employees – model for planned self-development – assessment and development Centre: use of assessment centre by small organisations – issues in career development – Promotion – problems with promotion, promotion policy – transfer – purpose, types, problems, transfer policy – demotion policy – External mobility – types, effects of external mobility – retention management.

UNIT IV: COMPETENCY DEVELOPMENT

18

hrs.

Competency approach to Human Resource Management – characteristics, levels, types of competency, competency and performance – strategies for competency model building – competency mapping and process – competency implementation.

UNIT V: HUMAN RESOURCE DEVELOPMENT IMPLEMENTATION AND PRACTICES IN INDIAN INDUSTRIES

16 hrs.

Organisational outcome of Human Resource Development systems – Human Resource Development priorities in large organisations – managing change in a voluntary agency – Human Resource Development in government systems and educational systems.

TEXT BOOK:

Bhattacharya, D K. *Human Resource Development*. 1st Ed. Mumbai: Himalaya Publishing House Pvt. Ltd, 2015. Print.

REFERENCE BOOK(S):

Kandula, Srinivas, R. *Strategic Human Resource Development*. First edition. Delhi: Prentice Hall India Learning Private Limited, 2001. Print

Rao Subba, P, Rao V.S.P. *Personnel/Human Resource Management: Text, Cases and Games*. New Delhi: Konak publishers, 2011. Print.

Yuvraj, S. *Human Resource Development*. 5th Edition. Delhi: Vrinda Publication (P), 2012. Print.
Sanghi Seema. *The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations*. 2nd Edition. New Delhi: Sage Publications, 2008. Print.

Sheith, A.M. *Human Resource Development and Management*. 3rd Ed. New Delhi: S. Chand Publishing, 2003. Print.

[Suriya, M, Balakrishnan, S & Uma Devi, L N, Ganesh, V, Vjay Arumugam R.](#) *Human Resource Development*. New Delhi: APH Pub, 2012. Print.

Werner [Jon M.](#) [Randy L. DeSimone.](#) *Human Resource Development.* 5th Ed. USA: South Western College Publisher, 2008. Print.

PDH2003 ORGANISATIONAL DEVELOPMENT (THEORY)

LEARNING OUTCOMES: **6 hrs./**

wk.

On successful completion of the course, the student will be able to

- describe the reasons and resistance to change
- design a training program as an OD intervention
- explain the factors influencing organisational effectiveness

COURSE CONTENT:

UNIT I: ORGANISATIONAL CHANGE **20**

hrs.

Organisational Change – Nature, Types, Reasons, Process and Principles of Change, Resistance to Change – Reasons and Overcoming Resistance to Change – Kurt Lewins Three Step Model – Change Agent – Types and Role.

UNIT II: ORGANISATIONAL DEVELOPMENT **18**

hrs.

Characteristics – Objectives – OD Process – OD Intervention Techniques – Factors Influencing choice of an OD Intervention – Quality Circle – Quality of Work Life – Participation of Top Management in OD.

UNIT III: TRAINING INTRODUCTION **18**

hrs.

Learning – Principles of Learning – Learning Theories: Social Learning, Operant and Classical Conditioning, Reinforcement Theory. **Training** – Need, Objectives, Opportunities and Challenges, Responsibility of Training – Training Schedule and Calendar – Training Methods – On the Job, Off the Job and Online Training – Training Outsourcing – Training Budget Allocation.

UNIT IV: DESIGNING TRAINING PROGRAM **18**

hrs.

Training: Identification of Training Needs – Organisational Constraints, Developing objectives, Facilitation of learning, Facilitation of transfer – Training Methods – On the job, Off the job, Outbound, Online and e- Training -- Training Evaluation – Need, Kirk Patrick Model for Training Evaluation and Training Effectiveness. **Areas of Organizational Training:** Diversity Training, Team Training, Training and Equality, Safety Training; Sensitivity Training.

UNIT V: ORGANISATIONAL EFFECTIVENESS

16

hrs.

Factors influencing Organisational Effectiveness – Approaches to Organisational Effectiveness – Goal Approach, Behavioural Approach and System Approach

TEXT BOOK(S):

Nick Blanchard, Pand James Thacker, W. *Effective Training Systems, Strategies and Practices*. New Delhi: Pearson Prentice Hall, 2011. Print.

Robbins, S.P. *Organizational Behaviour*. New Delhi: Prentice Hall, 2016. Print.

REFERENCE BOOK(S):

Ashwatappa, K. *Organizational Behaviour*. Mumbai: Himalaya Publishing House, 2012. Print.

Khanka, S.S. *Organisational Behaviour*. New Delhi: S. Chand, 2013. Print.

Luthans, Fred. *Organizational Behaviour*. 12th edition. New Delhi: Tata McGraw Hill Publishing, 2011. Print.

Prasad, L. M. *Organisational Behaviour*. 5th edition. New Delhi: Sultan Chand & Sons, 2014. Print.

Reddy Rathan, B. *Effective Human Resource Training and Development Strategy*. Chennai: Imalaya Publishing House, 2010. Print.

PDH2004 CORPORATE COMMUNICATION

(THEORY)

LEARNING OUTCOMES:

6hrs./wk.

On successful completion of the course, the student will be able to

- describe the importance of communication in business today
- differentiate interpersonal and intra personal communication
- identify problems in ineffective communication
- prepare Reports, Letters and proposal

COURSE CONTENT

UNIT I: CORPORATE COMMUNICATION

20

hrs.

Communication: Importance, types and models of Communication, Communication process, Barriers of communication, Approaches to effective communication, Media of communication – their effectiveness and limitations; Corporate Communication – Essentials of Communication in business; Qualities of an effective communicator.

Verbal and Non Verbal Communication Forms of Oral Communication – Oral presentation, interview – types, interviewee and Interviewer’s Preparation, Interview: Negotiating the job offer, Oral reporting; Listening-problems of poor Listening, Essentials of Effective Listening, Non-Verbal communication – importance and methods – Paralanguage, Body language, Proxemics and Sign Language

UNIT II: INTERPERSONAL AND INTRAPERSONAL COMMUNICATION

20

hrs.

Interpersonal communication: Importance in organisation, group communication through committees, conference and other formal communication with public at large, interviews, seminar, symposia and conferences, Role of communication in Crisis Management, Team building, Managing the Grapevine, Business Etiquettes and Communication

Intrapersonal communication: Self disclosure, barriers to self-Disclosure, Johari window, **Role of emotions and its styles - Building Positive Relations – Dealing with Criticism.**

UNIT III: WRITTEN COMMUNICATION

18

hrs.

Forms of written communication: Letter Writing – Mechanical Structure/Parts of letter, types of Letter and Essentials of effective Letter Writing; News – Letters; Meetings – Notice, Agenda, minutes and Memo; E-mail writing, Proposal writing; Manuscript Preparation – Report writing – Characteristics, Elements, Types, Structure, Develop Job Application – Covering letter, Resume

writing.

UNIT IV: PUBLIC RELATIONS

18

hrs.

Types, Strategies, Current trends and practices of Public Relations – PR Campaign – Planning and Implementation of PR Campaign – Dealing with Dignitaries – Press Conferences, Press Kits – Professional Etiquette and Standards for Public Relation Professionals – Social Media Management – Use of Enterprise Resource Planning

UNIT – V: STRATEGIC COMMUNICATION AND SKILL DEVELOPMENT

14

hrs.

Strategic communication – Need, Congruence Model of Strategic Communication; Strategies to improve - reading skills, speaking skills, listening skills – **presentations skills**

TEXT BOOK:

Bhatia, R C. *Business Communication*. New Delhi: Ane Books, 2012. Print.

Jethwaney, Jaishri. *Corporate Communication*. New Delhi: Oxford University Press, 2010. Print.

REFERENCE BOOK(S):

Cornelissen, Joep. *Corporate Communication*. New Delhi: Sage Publication, 2011. Print.

David, A. Whetten, and Kims Cameron. *Developing management skills*. 8thed. New Delhi: Prentice Hall, 2011. Print.

Chopra, R. K. *Communication Management*. Mumbai: Himalaya Publication, 2009. Print.

Gupta, S. S. *Managerial skills (Explorations in practical knowledge)*. New Delhi: Global India Publications, 2008. Print.

Rajeesh Viswanathan. *Communication Skills*. New Delhi: Himalaya Publishing House, 2010.

Print