

VEER NARMAD SOUTH GUJARAT UNIVERSITY

EFFECTIVE FROM ACADAMIC YEAR -2007-2008

SEMESTER – I

Subjects:

- 101.Fundamentals of Psychology
- 102.Industrial Sociology
- 103.Applied Economics
- 104.Personnel Management
- 105.Principles of Administration
- 106.Applied Statistics
- Non Credit Course: Computer Training

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M.H.R.D. Semester – I

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Paper – 101 Fundamentals of Psychology

Course Objectives:

The course provides an outline on basic concepts of psychology. It is designed to help students to understand patterns of human behavior in various circumstances. It also provides the students with the inputs related to the topics like learning, motivation, intelligence, personalities etc.

Course Content:

1. **Psychology:** Introduction, Definition, Nature of Psychology, Psychology and other sciences, subfields of Psychology, Methods of Psychology.
2. **Learning:** Nature, Definition, Basic Factors in Learning, Learning theories, Reinforcement, Types of Reinforcement.
3. **Sensory Process:** Characteristics of senses, Receiving process
4. **Perception:** Definition, Perceptual process and perception selectivity.
5. **Thinking:** Meaning, Definition, Nature of Thinking, Thinking- problem solving and creative thinking, factors in problem solving.
6. **Personality:** Introduction, Meaning, Definition, Personality theories, Determinant of Personality.
7. **Social Influence on Human Behavior:** Socialization culture, social structure, Positions, Roles status, Social class system and social groups.

REFERNCES

1. Mahmud Jugar,2004 Introduction to Psychology- APH Publishing Corporation, New Delhi
2. Kalat James ,1990 W: Introduction to Psychology-Wads Worth Publishing Co., California
3. Robert Barren,2002 Psychology- Prentice Hall of India Pvt. Ltd., New Delhi
4. Jarnald John,1996 Work Psychology- McMillan India Ltd., New Delhi
5. Ghorpade M.B,1999 Essentials of Psychologies- Himalaya Publishing House, Mumbai

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Paper – 102 Industrial Sociology

Course Objectives:

The course provides an opportunity to the student to understand the social dimension of the industry. This course is designed to make the students understand the process of group formation, human relations approach and the dynamics of Industrial Society.

Course Content:

1. **Industrial Sociology:** Definition, Nature and Scope of Industrial Sociology, Importance of Industrial sociology, Importance of Industrial Sociology in India, Current trends in Industrial Sociology.
2. **Social Survey:** Meaning, Aims of Social Survey, Stages of Social Survey, Types of Social Survey.
3. **Industrialization and Its impact:** (a) On the Caste system, (b) on the system of marriage and (c) on family system.
4. **Alienation and Anomie:** Meaning, Causes of alienation and Solutions to the problem, Marx's theory of Alienations, Anomie- Meaning, types of anomies.
5. **Employee Morale:** Meaning, Definition, Measurement of Morale, Factors affects morale, Attempts to improve morale.
6. **Survey Work:** Survey work is to be conducted on some specific selected topic of social relevance.

REFERENCES

1. Paul Hersey, Kenneth H Blanchard, Dewey E Johnson 2006 Management of organizational Behavior, 8th edition. Pearson Printice Hall New Delhi
2. Gisbert Pauscual 1972: Fundamentals of Industrial Sociology- Tata Mcgraw- Hill Publishing House, New Delhi.
3. Sharma, Pandey 2001: Industrial Sociology- Surjeet Publications, New Delhi.
4. Dayal Raghbir 1996: Industrial Sociology and Labour Welfare- Mittal Publications, New Delhi.

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Paper – 103 Applied Economics

Course Objectives:

To provide students with a better understanding of microeconomics and how the parts of the economy function.

To learn about economic principles and the interaction of the individual units in our economy (individuals, households, businesses, and government).

To discuss and develop on awareness of current economic issues and problems.

Course Content:

Basic concepts and Mathematics

Introduction: Markets and Prices

The Basics of Demand and Supply

Choice Under Uncertainty

Production

Cost of Production

Analysis of Competitive Markets

Market Structure and Competitive Strategy

Game Theory and Competitive Strategy

Markets for Inputs

Information, Market Failure and the Role of Government

Markets with Asymmetric Information

REFERENCES

1. Pindyck R S and D L Rubinfeld (2001), Microeconomics, fifth Edition, Pearson.
2. Hirschey (2003), Managerial Economics, Thomson South Western.
3. Peterson, Lewis and Jain (2006), Managerial Economics, Pearson.
4. Mankiw G (2002), Principles of Economics, 3rd Edition, Thomson South Western.
5. Salvatore D (2003), Microeconomics, 4th Edition, Oxford University Press.
6. Salvatore D (2002), Managerial Economics, 4th Edition, Thomson South Western.

http://economics.about.com/od/microeconomics/a/micro_text.htm

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Paper – 104 Personnel Management

Objectives: The subject will allow students with little or no prior knowledge of a working Personnel Management function to understand the methods and techniques of the discipline and to allow the students to move into a greater analysis of the specialize functions.

- **Introduction:**
Definition, Objectives and Significance of Personnel management, Evolution of Personnel Management, Nature, Scope and Functions of Personnel management, Role of Personnel Management In Industry, Challenges of personnel management
- **Manpower Planning:**
Meaning and Definition of Manpower Planning, Objectives and Importance, Process of Manpower Planning
- **Recruitment and Selection:**
Concept of Recruitment, Sources of recruitment, Method or Technique of Recruitment, Recruitment Practices in India, Selection and Selection Procedure.
- **Training and Development:**
Concept of Training and Development, Objectives and Importance of Training, Identification of Training Needs, Designing and Conducting training, Types of Training Methods, Evaluation of Training.
- **Performance Appraisal:**
Concept of Performance appraisal, Importance of Performance appraisal, Process and methods of Performance appraisal, Limitations of performance appraisal.
- **Promotion, Transfer and Separation:**
Concept of promotion, Types of Promotion, Promotion Policy, Types of Transfer and Separation.
- **Grievance and grievance handling Procedure:**
What is Grievance? Causes of grievances, Grievance Redressal Machinery, grievance Procedure.
- **6Wage and Salary Administration:**
Factors affecting Wages, Wage Policies, Components of wages, fringe benefits, Retirement benefits, Wage fixing machinery.
- **Discipline:**
Meaning, Objectives, Significance, Types of Discipline, Code of Discipline, Disciplinary action.

REFERENCES:

- 1.Tripathi P.C; (1999)Personnel Management and Industrial Relations, Sultan Chand.
- 2.Kumar N; (2001) Personnel Management and Industrial Relations, Anmol.
- 3.Davar Rustom; (1996) Personnel management and Industrial relations, Vikas.
- 4.Monappa Arun; (1995) Personnel Management, TMH.
- 5.Dwivedi R.S; (1997), Managing Human Resources Personeel Management in Indian Enterprises Galgotia.
- 6.Mirza Saiyadin; (1994) Personnel Management, TMH.
- 7.Aggarwal L.N; (1998)Personnel management, Excel.
- 8.Memoria C.B; (2000) Personnel Management, Himalaya.
- 9.Rao V.S.P; (2002) Human Resource Management, Excel.
- 10 Aswathappa K. (2006) Human Resource Management, TMH.

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Paper – 105 Principles of Administration

Objectives: The objectives are to acquaint the students with the theory of administration as far as it has been built up on body of knowledge and to develop in him an integrated approach to Administrative problems.

- **Nature and scope of Administration:** Definition and meaning of Administration and Management, Difference between Administration and management, Administration is an Art and Science or both.
- **Administrative Functions:** Planning, organizing, Directing, Controlling.
- **Significant Administrative Ideas** – Max Weber, Fredric Taylor, Henry Fayol, Elton Mayo, Douglas McGregor (Classical and Neo Classical Theories)
- **Role of Managers, His work, skills and effectiveness:** Top management, its structure, strategies, role in Administrations.

REFERENCES:

1. Prasad Ravindra; (1998) Administrative Thinkers, Sterling.
2. Prasad L.M; (2002) Principles of Management, Sultan Chand.
3. Sheralkar S.A; (1997) Management, Himalaya.
4. Rustomji M.K; Art of Management, McMillan India.
5. Tripathi P.C; (1998) Essential of Management, Himalaya.
6. Terry George; (1929) Principles of Management, Taraporwala.
7. Avasthi & Maheshwari; (1996) Public Administration in India, Himalaya.

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Paper – 106 Applied Statistics

Module aims & objectives

Aims: to provide the basic statistical tools of management and business decisions, comprising: descriptive statistics; probability distributions; estimation; hypothesis testing; correlation and regression.

Objectives: On completion of this component of the module, you should be able to : a) Appreciate the value of a quantitative approach to solving a wide range of business problems; b) Recognise the limitations of quantitative approach; c) Understand and apply basic statistical concepts within business situations; d) Benefit from modules of your degree programme that require possession of quantitative skills and knowledge.

Use of statistics in Social Science Research

The nature of Social Science Research

The stages of Social Science Research

Using series of numbers to do research

The functions of Statistics

Limitations of Statistics

Organizing the Data

Frequency distribution of Nominal Data

Proportions and Percentages

Ratios and Rates

Simple Frequency Distribution of ordinal and interval data

Percentile Ranks

Cross Tabulations

Graphic Presentations

Measures of Central Tendency and dispersion

Obtaining the Mean, Mode, Median and its illustrations

Comparing the Mean, Mode, Median

Measures of variability

The Range, Mean Deviation, the variance and Standard Deviation

Comparing the Measures of Variability and their applications

Correlation and Regression

Correlation

Strength of Correlation

Direction of Correlation

Curvilinear Correlation

The Correlation coefficient

Pearson's Correlation Coefficient
The performance of Scatter plots
Partial Correlation
Regression
The Regression Model
Interpreting Regression Line
Regression and Pearson's Correlation
Multiple regression, R^2 , R bar square
Model specification, Dummy variable analysis

Time Series Analysis
Basic Concept and Components of Time Series Analysis
Analysis of Time Series Data

Index Numbers
Importance of Index numbers, Types of Indices
Simple Index
Laspeyres's and Pasche Index
Issues in construction of Index

Topics 2,3,4 and 5 are to be taught by using statistical packages like Minitab, SPSS & E-views.

REFERENCES:

- Aczel Amir D and Sounderpandian J (2006), Complete Business Statistics, 6th Edition, Tata MacGraw Hill.
Doane D P and Seward Lori E (2007), Applied Statistics in Business and Economics, Tata McGraw Hill.
Levin Jack and Fox (2006), Elementary Statistics in Social Research, 10th edition, Pearson,
Levine David M; Kehbiel, Timothy C and Berenson M L (2003), Business Statistics: A first Course, Third Edition , Pearson.

Lectures and Practical

Lectures – 3 Hours per Week

Practical in Computer Laboratory – 2 Hours per Week in 2 Batches (Each Batch consisting of 30 students)

Assessment

Total Assessment : 150 Marks

Internal Assessment: 50 Marks

On the basis of written assignments/ presentation and written test (Seen / Unseen).

External Examination: 100 Marks

Written project and Viva Voce examination, of which written project will be of 70 marks and viva voce examination of 30 marks.

MHRD

Semester - I

*** Non Credit Course: Computer Training**