

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MARKETING

S.Y. B.Com.

(2006)

MANAGEMENT PAPER - 1

1. **Human Resource Management.:** Meaning of Dynamic Human Resource (15%)
Changing Concept of Management, Concept of Human Resource management, Evaluation of Personnel management in India, Definition and scope of Human Resource Management, Code of Ethics, Problem in The path of Human Resource Management, Functions of Human Resource Management
2. **Scientific Selection:** Meaning of scientific Selection, Scientific Selection Procedure (5%)
Job Analysis, Job Design, Job Description, Job Specification
3. **H.R.D.: Training Needs and Objectives:** Identification or Locating the Training (10%)
Nature of Typical Problems in Organization, Corrective forms of Training, Methods of Determining needs, Objectives of Training, Training Organizational Principles (General), H.R.D Training Principles, Non Supervisory and Supervisory Training Programs
4. **Promotions Transfers and Performance Appraisal:** Employee Promotions, Purpose (10%)
Of Promotion, Systematic Promotion Procedures and Policy, Demotion and down Grading, **Transfers**, Purpose of Transfer, Types of Transfers, Transfer Policy and Program, **Employee Performance Appraisal:** Purpose of Appraisal, Personal Rating, Principles and Policies, Types of Appraisal Plans, Review and Check.
5. **Employee Morale:** Meaning, Effects of Good Morale and poor Morale, Measurement (10%)
Morale (Objectives of Morale, Attitude Survey, Methodology, Improving Employee Morale)
6. **Wages And Salary Administration:** Objectives and Principles, Essentials of Sound (5%)
Wage Structure, Factors Affecting Wages, Methods Of Wage Payment, Wage Policy in India, Executive Compensation
7. **Case Study Based on any of the above Topics:** (15%)

BOOKS FOR SUGGESTED READING

1. **Human Resource Management By C.B.Gupta (Sultanchand and Sons)**
2. **Modern Business Organisation And Management By S.A.Sherlekar and V.S. Sherlekar (By Himalaya Publications)**
3. **Principles and Practice of Management By L.M.Prasad (Sultan chand & Sons)**
4. **Human Resource Management And Industrial Relations By P.Subba Rao (Himalaya Publications)**
5. **Dynamic Personnel Administration By M.N.Rudrabasavaraj**