

# UNIVERSITY OF MADRAS

## B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code               | Subject Name                                                                                                                                                                                                                                                                                         | Category | L | T | P | O | Credits | Inst. Hours  | Marks               |          |       |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|---------------------|----------|-------|
|                            |                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              | CIA                 | External | Total |
| <b>350C5A</b>              | <b>HUMAN RESOURCE MANAGEMENT</b>                                                                                                                                                                                                                                                                     | Core     | Y | - | - | - | 4       | 5            | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              |                     |          |       |
| CLO1                       | Explain the concepts, functions and process of HRM                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                     |          |       |
| CLO2                       | Examine the selection and placement process                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                     |          |       |
| CLO3                       | Evaluate the training and performance                                                                                                                                                                                                                                                                |          |   |   |   |   |         |              |                     |          |       |
| CLO4                       | Understand the importance of employee engagement and compensation                                                                                                                                                                                                                                    |          |   |   |   |   |         |              |                     |          |       |
| CLO5                       | Understand the recent trends in HR                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                     |          |       |
| UNIT                       | Details                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         | No. of Hours | Learning Objectives |          |       |
| I                          | Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world |          |   |   |   |   |         | 15           | CLO1                |          |       |
| II                         | Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,                                                                                                             |          |   |   |   |   |         | 15           | CLO2                |          |       |
| III                        | Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.                                                              |          |   |   |   |   |         | 15           | CLO3                |          |       |
| IV                         | Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement-Employee Compensation- components- incentives-benefits- welfare and social security measures                                                                                                             |          |   |   |   |   |         | 15           | CLO4                |          |       |
| V                          | Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM                                                                                                |          |   |   |   |   |         | 15           | CLO5                |          |       |
|                            |                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         | <b>75</b>    |                     |          |       |

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| Course Outcomes  |                                                                                                                                                                                                                                                                           |                            |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Course Outcomes  | On Completion of the course the students will                                                                                                                                                                                                                             | Program Outcomes           |
| CO1              | Explain the concepts, functions and process of HRM                                                                                                                                                                                                                        | PO1,PO2,PO4,PO6            |
| CO2              | Examine the selection and placement process                                                                                                                                                                                                                               | PO1,PO2,PO4,PO6, PO7,PO8   |
| CO3              | Evaluate the training and performance appraisal                                                                                                                                                                                                                           | PO2,PO 3, PO5,PO6,PO8      |
| CO4              | Understand the employee engagement and compensation                                                                                                                                                                                                                       | PO1<br>PO2,PO3,PO4,PO5,PO6 |
| CO5              | Understand the recent trends in HR                                                                                                                                                                                                                                        | PO2,PO3,PO6,PO7, PO8       |
| Reading List     |                                                                                                                                                                                                                                                                           |                            |
| 1.               | Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018                                                                                                                                                                           |                            |
| 2.               | Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 <sup>st</sup> Edition, 2017                                                                                                                                    |                            |
| 3                | Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 <sup>st</sup> Edition, 2018                                                                                                                                            |                            |
| 4                | Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015                                                                                                                               |                            |
| 5                | Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013                                                                                                                                                                        |                            |
| References Books |                                                                                                                                                                                                                                                                           |                            |
| 1.               | V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 <sup>rd</sup> Edition, 2010                                                                                                                                                                           |                            |
| 2.               | K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 <sup>th</sup> Edition                                                                                                                                                            |                            |
| 3.               | Garry Deseler, Human Resource Management, Pearson, 15 <sup>th</sup> Edition, 2017                                                                                                                                                                                         |                            |
| 4.               | L M Prasad , Human Resource Management , Sultan Chand and Sons 3 <sup>rd</sup> Edition , 2014                                                                                                                                                                             |                            |
| 5.               | Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010                                                                                                                                                                                         |                            |
| Web Resources    |                                                                                                                                                                                                                                                                           |                            |
| 1                | <a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>                                                                                               |                            |
| 2                | <a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a> |                            |
| 3                | <a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a>                                                                                                 |                            |
| 4                | <a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a>                                               |                            |
| 5                | <a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>                                                                             |                            |

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| Methods of Evaluation              |                                                                                                                 |           |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------|
| <b>Internal Evaluation</b>         | Continuous Internal Assessment Test                                                                             | 25 Marks  |
|                                    | Assignments                                                                                                     |           |
|                                    | Seminars                                                                                                        |           |
|                                    | Attendance and Class Participation                                                                              |           |
| <b>External Evaluation</b>         | End Semester Examination                                                                                        | 75 Marks  |
|                                    | Total                                                                                                           | 100 Marks |
| Methods of Assessment              |                                                                                                                 |           |
| <b>Recall (K1)</b>                 | Simple definitions, MCQ, Recall steps, Concept definitions                                                      |           |
| <b>Understand/ Comprehend (K2)</b> | MCQ, True/False, Short essays, Concept explanations, Short summary or overview                                  |           |
| <b>Application (K3)</b>            | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain                          |           |
| <b>Analyze (K4)</b>                | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge |           |
| <b>Evaluate (K5)</b>               | Longer essay/ Evaluation essay, Critique or justify with pros and cons                                          |           |
| <b>Create (K6)</b>                 | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations                        |           |

### Mapping with program outcomes

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> | S    | S    | M    | M    | M    | S    | M    | M    |
| <b>CO 2</b> | S    | S    | M    | M    | M    | S    | M    | M    |
| <b>CO 3</b> | S    | S    | M    | M    | M    | S    | M    | S    |
| <b>CO 4</b> | S    | S    | M    | M    | S    | S    | M    | M    |
| <b>CO 5</b> | S    | S    | M    | M    | M    | S    | M    | M    |

**S-Strong      M-Medium      L-Low**

### **CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's**

|                                                          | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|----------------------------------------------------------|-------|-------|-------|-------|-------|
| <b>CO 1</b>                                              | 3     | 3     | 3     | 3     | 3     |
| <b>CO 2</b>                                              | 3     | 3     | 3     | 3     | 3     |
| <b>CO 3</b>                                              | 3     | 3     | 2     | 3     | 3     |
| <b>CO 4</b>                                              | 3     | 3     | 3     | 3     | 3     |
| <b>CO 5</b>                                              | 3     | 3     | 3     | 3     | 3     |
| <b>Weightage</b>                                         | 15    | 15    | 14    | 15    | 15    |
| <b>Weighted percentage of Course Contribution to Pos</b> | 3.0   | 3.0   | 2.8   | 3.0   | 3.0   |