



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code:MBG 205	Course Title: Human Resource Management	
Semester: III	Course Type: core	Credits:3
Home Programme(s):BBA-BA		Batch/AcademicYear:2019-2022
Course Leader: Prof. YVVSSS Vara Prasad		

Course description and learning objectives

Success in today's competitive business environment is increasingly a function of effective management of its resources, particularly human resources, which are the most valuable assets of an organisation. The efficiency and quality of service of an organisation depends on its employee's enthusiasm and satisfaction with their jobs, which are directly related to their sense of being treated fairly. To become a successful manager it is imperative to understand human sensitivities and factors that motivate individuals. Human Resource Management course provides the basic tools required as an HR professional in an organisation.

On successful completion of this course, students will be able to:

- Comprehend in depth the theoretical framework and the basic principles of HRM.
- Comprehend in depth functions of HRM (Job analysis, man power planning, and recruitment, selection, on boarding, training & development, appraisal, compensation).
- Apply the principles and techniques of HRM gained through this course to the discussion of major personnel challenges and the solution of typical case problems.

Learning objectives:

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Understand the fundamentals, evolution, function & challenges of HRM	A1,A2,A4
CO2	Explore the role of HRM in procurement, development of human resources	A2, A3,A4
CO3	Analyze the basic factors in designing the compensation and collective bargaining	A1,A2, A3,A4
CO4	Evaluate safety and health, and establish effective separation practices.	A2, A3,A4

Course outline and indicative content

Unit I (number of sessions) (CO1, CO2, L1 & L2)

Introduction: Nature, scope and significance of HRM - Evolution of HRM – Recent trends in HRM – Functions of HRM – Challenges of HR managers

Unit II (number of sessions)(CO2, L2& L3)

Procurement: Human Resource Planning – HR Forecasting methods - Job analysis and Job design – Recruitment - Selection – Induction

Unit III (number of sessions)(CO2, CO3, L12, L3 & L4)

Development: Identification of training needs - designing the training program – Methods of training – Difference between Training & Development

Unit IV (number of sessions)(CO3, CO4, L13 & L4)

Compensation and Integration: Introduction - Basic factors in determining pay rates – Basic, Supplementary and Executive Remuneration – types of employee benefits and services - Quality of work life – Collective Bargaining.

Unit V (number of sessions)(CO3, CO4, L3, L4 & L5)

Separation and Maintaining: Communication and Counseling - Safety and Health – Internal mobility - Retirement and Retirement benefits.

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1: Mid exam	Individual	Written	20
A2: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/Report	10
A3: Coursera	Individual	Presentations / Q&A/Viva	10
A4: End exam	Individual	Written (short/long)	60

Learning and teaching activities

Lectures will be supported by group discussion related to the lecture content. This will include case studies, role plays involving hypothetical problems in organizations. Time will also be spent understanding real life work challenges of organizations through field work.

Teaching and learning resources

Soft copies of teaching notes and cases will be made available through G-Learn. Required handouts will be distributed in the class. Required text books, journals and magazines will be prescribed

Prescribed Text Book

George W Bohlander, Scott A Snell, “Principles of human Resource Management”, Cengage Learning, 2017. 16th edition.

References

- Edwin B Flippo, "Personnel Management", Tata McGraw Hill Publishing , New Delhi, 1984
- Gary Dessler & Biju Varkkey, "Human Resource Management", Pearson, New Delhi, 2015 14th edition.
- John H. Bernardin, "Human Resource Management - An Experiential Approach", Tata McGraw Hill, New Delhi, 2013
- Mirza, Saiyadain, "Human Resource Management", Tata McGraw Hill, New Delhi, 2013

Journals

- Harvard Business Review, Harvard Business School Publication USA
- Vikalpa, Indian Institute of Management, Ahmedabad

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	CO1	CO1, CO2				
Conceptual Knowledge		CO2				

Procedural Knowledge			CO3	CO3		
Meta Cognitive Knowledge				CO4	CO4	

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping							
	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	3	0	0	0	0	0	3
CO2	3	2	2	0	2	0	9
CO3	0	2	2	3	2	3	12
CO4	0	0	2	3	0	3	8
Target Level Max.	6	4	6	6	4	6	32

BBA (BA) - Programme Outcomes

1. Ability to understand the business problems with their knowledge in different functional areas of management.
2. Integrate with structured, semi – structured and unstructured data.
3. Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4. Ability to apply analytics techniques to analyze and interpret the data.
5. Incorporate the descriptive, predictive and prescriptive analytics.
6. Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.