



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राधा-सूचानी, बागला, जिला सांबा - 181143 जम्मू, जम्मू एवं कश्मीर
Rahya- Suchani (Bagla), District Samba - 181143, Jammu (J&K)

No. 4-5/CUJ/Reg/HRM/2020/112

12th March, 2020

NOTIFICATION No. 24/2020

Sub: Course Scheme and Syllabus Notification of 4th semester of MBA (Human Resource Management) w.e.f. Academic Session 2019 - 20 – Reg.

Ref: 4-5/CUJ/Reg/HRM/2013564 dated 06.11.2017

It is hereby notified for the information of all concerned that, on the recommendation of the Head, Department of Human Resource Management & Organisational Behaviour and Dean, School of Business Studies, the Vice Chancellor in anticipation of Academic Council has approved the Course Scheme and Syllabus of 4th semester of MBA (Human Resource Management) w.e.f. Academic Session 2019-20. The approved Course scheme and Syllabus is as follows:

Semester – IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core Courses						
PGHRM4C006T	Entrepreneurship Development	4	25	25	50	100
PGHRM4C007T	Labour Laws and Legal Aspects of HR	4	25	25	50	100
PGHRM4C007V	Viva Voce	2	-	-	-	50
Elective Courses* (Any Four)						
Elective Courses – Human Resource Management						
PGHRM4E021T	Strategic Human Resource Management	4	25	25	50	100
PGHRM4E022T	Training and Development	4	25	25	50	100
PGHRM4E023T	Personal Growth and Self Management	4	25	25	50	100
PGHRM4E024T	Cross Cultural Management	4	25	25	50	100
PGHRM4E025T	Team Building & Leadership	4	25	25	50	100
Elective Courses – Marketing Management						
PGHRM4E026T	E-Marketing	4	25	25	50	100
PGHRM4E027T	Advertising Management	4	25	25	50	100
PGHRM4E028T	Brand Management	4	25	25	50	100
PGHRM4E029T	Business to Business Marketing	4	25	25	50	100
PGHRM4E030T	Rural Marketing	4	25	25	50	100
Elective Courses – Finance						
PGHRM4E031T	Project Appraisal and Financing	4	25	25	50	100
PGHRM4E032T	International Finance	4	25	25	50	100
PGHRM4E033T	Strategic Financial Management	4	25	25	50	100
PGHRM4E034T	Investment Management	4	25	25	50	100
Interdisciplinary Course (Any One)						
To be opted from IDCs offered by other Departments		4	25	25	50	100
Total		30	-	-	-	750
MOOCs Course (Any One)						
To be Opted as per availability on SWAYAM		-	-	-	-	-

Interdisciplinary Courses Offered by the Department of HRM&OB to other Departments (Any One)						
PGHRM4I015T	Soft Skills and Personality Development	4	25	25	50	100
PGHRM4I016P	Project on Digital Marketing	4	-	-	-	100

*Each student shall study 07 theory papers including 01 IDC courses of other Departments according to the scheme given above. Each paper carries 100 marks except end semester viva voce which carries 50 marks each.

Handwritten signature



- Two core papers in each semester (3rd / 4th) out of which one core paper shall be from Major area of specialization
- Any four papers from the list of elective courses out of which two shall be from HR electives and other two as per area he/she opts for minor specialization
- Minimum One Interdisciplinary courses to be Offered by the Department to other Departments and one course of other Departments to be opted by student(s) as per his/her interest
- In addition to this all the candidates are required to appear for end semester comprehensive Viva Voce of 50 marks as per schedule notified by the Department
- One MooCs Course to be Opted in each semester as per availability on SWAYAM platform and approved by faculty in-charge or as per University policy

Deputy Registrar
(Admin - HR)
12/3/2020

Encl: Syllabus of 4th semester of MBA (Human Resource Management)

To:

- Dean, School of Business Studies
- Head, Department of HRM & OB
- Coordinator, Department of HRM & OB

Copy to:

Controller of Examinations

Max. Marks	EST	MSE	GIA	Credit	Course Title
100	50	50	50	4	Entrepreneurship Development
100	50	50	50	4	Labour Laws and Legal Aspects of HR
100	50	50	50	4	Viva Voce
100	50	50	50	4	Elective Courses* (Any Four)
100	50	50	50	4	Elective Courses - Human Resource Management
100	50	50	50	4	Strategic Human Resource Management
100	50	50	50	4	Training and Development
100	50	50	50	4	Personal Growth and Self-Management
100	50	50	50	4	Cross Cultural Management
100	50	50	50	4	Team Building & Leadership
100	50	50	50	4	Marketing Management
100	50	50	50	4	Advertising Management
100	50	50	50	4	Brand Management
100	50	50	50	4	Business to Business Marketing
100	50	50	50	4	Rural Marketing
100	50	50	50	4	Elective Courses - Finance
100	50	50	50	4	Project Appraisal and Financing
100	50	50	50	4	International Finance
100	50	50	50	4	Strategic Financial Management
100	50	50	50	4	Investment Management
100	50	50	50	4	Interdisciplinary Course (Any One)
100	50	50	50	4	Interdisciplinary Course (Any One)
100	50	50	50	4	MOOCs Course (Any One)
100	50	50	50	4	Interdisciplinary Courses Offered by the Department of HRM&OB to other Departments (Any One)
100	50	50	50	4	Soft Skills and Personality Development
100	50	50	50	4	Project on Digital Marketing
150				30	Total

**Syllabus of Master of Business Administration (Human Resource Management)
for the academic year 2019-20, 2020-21**

Course No. **PGHRM41006T**
Course Title: **Entrepreneurship Development**
Duration of Examination: **3 Hrs.**

Contact Hrs/Week: **4 Hrs**
Credit: **04**
Maximum Marks: **100**

Course Objective

- To create understanding of the concept and process of entrepreneurship
- To develop a practical understanding of formulating a business proposal
- To understand various functional plans for starting new business

Unit I

Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.

Unit II

Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

Unit III

Functional Plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan-cash budget, working capital, Performance income statement Performance cash flow, performance balance sheet, break even analysis.

Unit IV

Need for funds, technology and facilities, Acquisition, Allocation and Administration of Funds, Sources of Finance: Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs

Unit V

Legal Issues: Intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising. Project Identification (Feasibility study), Project Formulation, Preparation of Formal Project Report, Project Appraisal, Social Cost Benefit Analysis.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ Baumbach C.M. & Mancuso, J.R., Entrepreneurship and Venture Management,
- ❖ Taraporevala, Bombay, 1981.
- ❖ Khanka S.S., Entrepreneurial Development, S. Chand & Company, New Delhi, 2001.
- ❖ Desai, V., Management of a Small Scale Industry, 3rd ed., Himalaya, Bombay, 1986.
- ❖ Taub, R.P. & Taub D.L., Entrepreneurship in India's Small Scale Industries, Manohar, New Delhi, 1989.
- ❖ Tewari, V.K., Philip J. & Pandey, A.N., Small Industry Success and Failure Concept, New Delhi, 1981.

**Syllabus of Master of Business Administration (Human Resource Management)
for the academic year 2019-20, 2020-21**

Course No. **PGHRM4C007T**
Course Title: **Labour Laws and Legal Aspects of HR**
Duration of Examination: **3 Hrs**

Contact Hrs/Week: **4 Hrs**
Credit: **04**
Maximum Marks: **100**

Course Objective

The purpose of this course would be to develop an understanding of the labour laws. The specific objectives are as follows:

- To enhance the understanding of the students vis-à-vis application of labour laws related to employment, labour welfare, wages and bonus, specific situations and social security
- To expose the students with the administration of labour laws in India and to equip them with the necessary tools to apply the law to a given set of facts

Unit I: Introduction

Introduction to labour legislation: Need for studying labour legislation, Principles of labour legislation, brief history of labour legislation in India, Labour Welfare: concept, agencies of labour welfare in India, types of labour welfare services

Unit II : Laws Related to Labour Employment

Industrial Disputes Act 1947: objective, basic provisions of authorities under this act, Rules governing layoff, strikes, lockouts under ID act 1947, Major provisions of Employment Exchange Act, 1959, Contract Labour Act, 1970

Unit III Laws related to Compensation

Major provisions of Payment of Wages Act, 1936; Major provisions of Payment of Minimum Wages Act, 1948; The Payment of Bonus Act, 1965

Unit IV: Laws related to specific situations

The Bonded system Act, 1976, The Sales Promotion Employee Act, 1976, The Child Labour (Prohibition and Regulation) Act, 1986, **Laws Related to Maternity and Leave Rules:** Maternity Benefits Act, Paternity, Leave-Types, Rules

Unit V Social Security Laws and ILO

Social Security: concept and constituents: social insurance, social assistance and public services; Social security in organised sector in India: Employees State Insurance Act, 1948: objective, scope, coverage, benefits, role of ESI Corporation and ESI Hospitals, Maternity benefit Act, 1961: objective, coverage, benefits, penalties; Social security in the unorganized sector in India: Major provisions of the Unorganised Workers' Social Security Act, 2008, International labour organization (ILO): Scope, objectives, membership structure of ILO.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include cases based on apex court decisions that relate to labour laws
- ❖ Teaching- Learning Process will involve input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested reading:

- ❖ Misra, S. N. Labour And Industrial Laws, Central Law Publications, 27th Edition, 2013
- ❖ Padhi, P. K.; Labour And Industrial Laws; PHI, New Delhi, 4th ed. 2007
- ❖ Srivastava, S. C. Industrial Relations and Labour Laws, Vikas Publishing House Pvt. Ltd, 6th Edition, 2012
- ❖ Sarma, A.M., Aspects of Labour Welfare and Social Security, Himalaya Publishing House. 2008
- ❖ Sinha P. R. N, Industrial Relations, Trade Union and Labour Legislation, Pearson Education. 4th impression 2009
- ❖ Sarma, A.M., Industrial Relations – A conceptual and legal frame work, Himalaya Publication, 2010
- ❖ Saharay, H.K. Industrial and Labour laws of India, Prentice Hall of India Pvt Ltd, 1987



