

Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: B.COM(H)

PROGRAMME SPECIFIC OUTCOMES (PSO):

- Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- Enable students to take up higher education such as MBA, MFC, CA, CS, ICWA and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
- Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- To produce Commerce and Management graduates equipped with modern communication skills.
- To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- Updating Information Technology development by equipping the students with newer ICT mechanism.
- Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University
B.COM(H)
Scheme of Evaluation -2015-16

YEAR -III

SEMESTER- VI

S.N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
						CA	TA	Total	ESE		
1	BM307	Basics of Insurance Management	3	1	0	4	15	10	25	75	100
2	BM308	Security Analysis	3	1	0	4	15	10	25	75	100
3	BM309	Introduction to International Business	3	1	0	4	15	10	25	75	100
4	BM310	Fundamentals of Management Information System	3	1	0	4	15	10	25	75	100
ELECTIVE: Chose any one set of two specialisation courses from Finance (E1 &E2), Marketing (E1 &E2) & HR (E1 & E2)											
5	BM311 (Finance-E1)	Introduction to Financial Markets	3	1	0	4	15	10	25	75	100
6	BM312 (Finance-E2)	Investment Decision & Portfolio Management	3	1	0	4	15	10	25	75	100
OR											
5	BM313 (Marketing-E1)	Marketing Communication	3	1	0	4	15	10	25	75	100
6	BM314 (Marketing-E2)	International Marketing Management	3	1	0	4	15	10	25	75	100
OR											
5	BM315 (HR-E1)	Introduction to Industrial Relations	3	1	0	4	15	10	25	75	100
6	BM316 (HR-E2)	Introduction to Organisational Development	3	1	0	4	15	10	25	75	100
7	BM317	Viva-Voce	0	0	2	2				100	100
TOTAL			18	6	2	26	90	60	150	550	700

L = Lecture, P = Practical, T =Tutorials, C= Credit, CT = Class Test, TA=Teacher Assessment,

ESE=End Semester Examination Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

B.COM - III YEAR SEMESTER - VI

Course Code : BM307 Title of The Course : BASICS OF INSURANCE MANAGEMENT

L	T	P	C
3	1	0	4

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

Objective The basic objective of the course is to acquaint the students to understand the concepts and principles relating to insurance and risk hedging with insurance products

Course Outcomes	
CO 1:	Risk is imminent in life and insurance provides then much needed support to bear its consequences. Thus unit focuses on the concept of risk related to insurance, methods to handle risk and risk management.
CO 2:	It provides the basic knowledge of insurance and legal aspects of insurance in India
CO 3:	It gives the knowledge of the most flourishing industry named Insurance. Also the insurance products available in Indian market and its competitors.
CO 4:	This unit provides the in depth knowledge of life insurance in general as well as in Indian context.
CO 5:	Insurance can be done against a variety of products. This unit focuses on the contemporary insurance products, their process and feasibility.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	RISK ANALYSIS	Risk defined, Concept of risk and burden, Methods of handling risks, Risk management-nature and importance, Risk management process	9
2	INSURANCE CONCEPTS	Introduction to insurance, History of insurance, Type of insurance, Principles of insurance contract, Brief overview of the IRDA and legal aspect of insurance	9
3	INSURANCE MARKETING	Insurance as service industry, Insurance marketing and selling process, Insurance product types, Marketing system and Competition, Functions of insurers	9
4	LIFE INSURANCE	Life insurance – products, competitive position, environment and general provisions, Type of life insurance contracts, Annuities and pension benefits, Tax benefit in Life Insurance, Role of LIC.	9
5	GENERAL INSURANCE	Health insurance, Vehicle insurance, Fire insurance, Property and liability insurance, Futuristic insurance products	9

References Books:
N.C. Gulati, Principle of Insurance Management, Excel Books, New Delhi,2013
Karam Pal, B.S. Bodla, M.C. Garg, Insurance Management, Deep & Deep Publication Pvt Ltd New Delhi.2015
Gupta S.L. & Pal S., Insurance Management, Second edition, Sultan Chand & Sons, 2014, New Delhi, India.
David P. Baron, Insurance, 6th Ed.India New Delhi,2012
Haleem A., Insurance , Galgotia Books, 2014

B.COM - III YEAR SEMESTER - VI

Course Code : BM308

Title of The Course : SECURITY ANALYSIS Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : This is the foundation course in the area of security analysis and stock market operation in order to acquaint a student to use various tools of security analysis for the efficient utilization of financial resources.

Course Outcomes	
CO1	To analyse and evaluate security markets and its instruments within legal framework.
CO2	To acquire conceptual knowledge of working mechanism of stock exchange in India.
CO3	To comprehend the market analysis in relation to various theories and techniques.
CO4	To analyse and interpret various security market indicators.
CO5	To evaluate equity market in context of various valuation models.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Investment	Introduction Objective of Investment, Securities and security markets, Financial intermediaries and SEBI, Traditional and New Capital market instruments, Securities regulation Act	9
2	Stock Exchange & Market Analysis	Stock Exchange trading and operations: Specified and non specified groups, Settlement and delivery, Carry forwards, Types of traders- brokers, bulls, bears etc, Market analysis to select securities, Efficient market theory	9
3	Market Analysis & its Techniques	Environmental analysis, Technical analysis & Fundamental Analysis: Economy analysis, Industry analysis, Company analysis, Technical Analysis: Dow theory, Elliot's wave theory, Relative strength Analysis, Moving average analysis.	9
4	Analyzing investment information	Security market indicators- indexes, Yield curve, Composition, Interpretation of financial pages – Reading and analysis, Psychological analysis of securities, Interest rates Theory – Gilts edged market and yield calculation on interest bearing securities.	9
5	Equity & Bond Valuation	Equity valuation: Dividend capitalization model and equity capitalization model, Bond valuation: Present value model, yield to maturity and current yield.	9

References Books:
Bodie, Z., A. Kane and A.J. Marcus. (2002). Investments. New York: McGraw-Hill Companies, Inc
Graham, B. and D.L. Dodd. (2009). Security Analysis: Principles and Technique. New York: McGraw Hill Companies, Inc.
Reilly, F.K. and K.C. Brown. (1997). Investment Analysis and Portfolio Management. Fort Worth: The Dryden Press
Investment Analysis and Portfolio Management by Prasanna Chandra., 2012
Security Analysis and Portfolio Management by Donald Fisher and Ronald Jordan.2014

B.COM - III YEAR SEMESTER - VI

Course Code : BM309 Title of The Course : INTRODUCTION TO INTERNATIONAL BUSINESSES Approved On : 23/05/2015
 Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

Course Outcomes	
CO 1:	Understand the importance and scope of international business and identify the main drivers of globalization that have led to the expansion of international business.
CO 2:	Analyse the changing dimensions of international trade and appreciate the role of trade theories in explaining trade patterns in different industries.
CO 3:	Understand the importance of Regional Integration in world trade and how international financial system has helped in growth of International business.
CO 4:	Understand the political realities of world trade and measures taken by governments to intervene in international trade.
CO 5:	Critically examine different Foreign trade promotion measures adopted by Indian government in recent years along with the organizations.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to International Business	Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business.	10
2	Theories of International Trade	An overview; Commercial Policy Instruments - tariff and non-tariff measures; Balance of payment account and its components. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.	10
3	Regional Economic Co-operation	Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management; Foreign investments-types and flows; Foreign investment in Indian perspective.	9
4	Organizational structure for international business operations	Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations. Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.	8
5	Foreign Trade promotion measures and organizations in India	Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Financing of foreign trade and payment terms.	8

References Books:
Charles, W.L. Hill and Jain, Kumar, Arun. International Business. New Delhi: Tata McGraw-Hill,2017
Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.2012
Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India,2010
International Business by Prasanna Chandra., 2012
International Business and business studies by Donald Fisher and Ronald Jordan.2014

B.COM - III YEAR SEMESTER - VI

Course Code : BM310 Title of The Course : FUNDAMENTALS OF MANAGEMENT INFORMATION SYSTEMS

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective :The basic goal is to equip the learner to understand the information systems as a facilitator to the performance of business functions.

Course Outcomes	
CO 1:	To describe the meaning and role of MIS in business organizations and differentiate between data and information.
CO 2:	To formulate the decision making process and the application of MIS in decision making.
CO 3:	To learn the competitive strategies and understand the use of MIS in gaining competitive advantage.
CO 4:	To understand the use of MIS in different business functions.
CO 5:	To learn about latest concepts of technology and the trends in cyber world.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	THE INFORMATION AGE	Data, Information & systems, Data vs. information, Data manipulation & generating information What is System? Information Flows within sub-systems, Integration of business flows to generate management reports	9
2	INFORMATION SYSTEMS IN DECISION MAKING	Decision making in business, The decision making process, Concept of gross system design and detailed system design, Information systems in strategic planning, Structured & unstructured problems, Decision support System components, Types of decision support systems, Executive information systems	9
3	INFORMATION SYSTEMS FOR STRATEGIC ADVANTAGE	Competitive strategy concepts, Strategic roles for information systems, Improving business operations, Promoting business innovation, Locking in customers and suppliers, Creating switching costs, Raising barriers to entry, Building a strategic IT platform, Developing a strategic information base, Information Systems and the value chain	9
4	INFORMATION SYSTEMS IN BUSINESS FUNCTIONS	Manufacturing & inventory control, Marketing sales & customer service, Human resources information services, Financial & accounting information system, Integration of business functions	9
5	INFORMATION TECHNOLOGY IN BUSINESS	E-Commerce: The Internet, Intranet and extranets, Business to business trading, Business to consumer trading, E-Governance, Rules for successful online business transactions, M-Commerce	9

References Books:

Introduction to Information Systems: James A. O'Brien, 2011 php publication.

Information Technology & Management: William Cats Baril & Ronald Thompson, 2012

Management Information Systems: Suresh K. Basandra, 2009

Management Information Systems: Effy Oz, SW Publication, 2002

Management Information Systems: Suresh K. Basandra, 2008

B.COM - III YEAR SEMESTER - VI

Course Code : BM311

Title of The Course : INTRODUCTION TO FINANCIAL MARKETS

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : This is an elective course of finance in the area of money and capital market in order to acquaint a student to have a thorough understanding of these markets to enable them to make investment.

Course Outcomes	
CO1	To comprehend the importance of Indian Financial Market and the role of regulatory bodies in the growth of financial market in India
CO2	To describe the scope and object of primary market in India and the role of intermediaries in the financial market.
CO3	To pronounce the growth and development of secondary market and stock exchange mechanism in India
CO4	To understand the conceptual framework of Mutual funds in Indian.
CO5	To describe various instrument of Money market and their importance in the financial market of India.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Overview of Indian Financial Markets	Indian financial system: Structure, objective, significance, Liberalization of the financial system , Capital market reforms after 91, Role of RBI & SEBI in the development of financial markets	9
2	Primary market	Origin, Objective, and development, Functioning of primary market, and its contribution in Indian economy, Players in primary market, Instruments of primary Markets, Recent trends and regulations. Depository – meaning and function, types of depository in India- NSDL & CDSL, Demat & Remat- meaning and process.	9
3	Secondary market	Origin, development, objective of stock market in India, Nature and function of S.E., Organization of Indian S.E. and its membership, Regulation and control of S.E., NSE features and trading, BSE- Feature and Trading Automation of S.E. in India	9
4	Mutual funds	Objectives, Features and importance, SEBI Regulations, Classification of schemes	9
5	Money market	Organization, Features, Instruments, Regulations	9

References Books:
Khan M.Y., Indian financial system, Mc Graw Hill, New Delhi, 2017.
Bhole & Mahakud, Financial Institutions and Markets, Mc Graw Hill, New Delhi, 2017
Bhart V. Pathak, Indian financial system, Pearson, New Delhi, 2018.
Sarkhel & Salim, Indian Financial System, Mc Graw Hill, New Delhi, 2018.
Khan M.Y., Indian financial system, Mc Graw Hill, New Delhi, 2016

B.COM - III YEAR SEMESTER - VI

Course Code : BM 312 Title of The Course : INVESTMENT DECISION & PORTFOLIO MANAGEMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : The basic objective of this elective course of finance is to acquaint the students with the finer aspects of portfolio making and investment decision criteria.

Course Outcomes	
CO1	To comprehend the importance of Portfolio management in the lights of risk-return analysis.
CO2	To understand the traditional and modern approach of portfolio along with risk return framework.
CO3	To analyse the factors effecting selection criteria of portfolio using different approaches and models
CO4	To describe portfolio theories with the help of associated models.
CO5	To acquire conceptual knowledge of measurement, selection and evaluation of optimum portfolios.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	INTRODUCTION	Portfolio risk and return analysis, Significance of beta, Risk and investor preference	9
2	PORTFOLIO ANALYSIS	Traditional portfolio theory, Effects of combining securities, Use of diversification, Markowitz risk-return analysis, Mean variance criteria (MVC)	9
3	PORTFOLIO SELECTION	Types of risks & investors perception and preference of risk, Selection of portfolio, Sharpe index model, Portfolios of two risky securities	9
4	PORTFOLIO S THEORY	Relationship between the unleveraged and leveraged portfolios, Generating efficient frontier, Capital market theory and CAPM, Securities market line, Arbitrage pricing theory, Traditional portfolio selection	9
5	PERFORMANCE EVALUATION	Advantages of managed portfolios, Close ended and open ended portfolio, Performance measurement of portfolios, Appraisal of some important mutual funds and their portfolios, Optimum portfolios.	9

References Books:
Portfolio Management By S. K.Barua. Verma, Ragunathan (Tata McGraw Hill Publ.),2017
Security Analysis & Portfolio Management By Jordan & Fischer.2012
Investments By Sharpe & Alexander (PHI),2014
Investment analysis and portfolio management, By Prasanna Chandra (Tata McGraw Hill Publ.), 2015
Investments By Sharpe & Alexander (PHI),2013

B.COM - III YEAR SEMESTER - VI

Course Code : BM 313 Title of The Course : MARKETING COMMUNICATIONS

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : The aim of this elective course of marketing is to impart to the students conceptual knowledge of marketing communication concept, methodologies of various components of marketing campaigns.

Course Outcomes	
CO 1:	Demonstrate their understanding of how the communication component plays a vital role in the conceptualization development and ultimate success of a marketing campaign by describing and critically evaluating previous campaigns and applying theories to concrete cases
CO 2:	Demonstrate their knowledge of how the advertising strategy powerfully orients the tactics used throughout given campaign
CO 3:	Gain an appreciation of how different media and platforms orient and impact the communication process
CO 4:	Understand the role of publicity and public relations in marketing communication and can evaluate the effectiveness of sponsorship and event marketing.
CO 5:	Outline key components, features and processes of marketing promotional plans.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	MARKETING COMMUNICATION	Introductory Perceptive: The marketing mix and promotion management, Definition of marketing communication, The communication process, Integrated marketing communication and practices.	9
2	ADVERTISING-I	Overview of advertising, advertising management process, Setting advertising objectives, Creating advertising strategy, Message and appeals.	9
3	ADVERTISING-II	Media strategy, Analysis of advertising media, advertising on internet, Elevating advertising campaign.	9
4	PUBLIC RELATION AND DIRECT MARKETING	Publicity and public relation- Scope, importance and objectives for both internal and external customers, sponsorship marketing and event marketing, participation, sponsoring and event management, direct marketing and interactive communication- direct mailer, online marketing.	9
5	SALES PROMOTION	Definition, Scope and limitations, Trade promotions and trade allowances, Trade contest and incentives, POP material-window display, Demonstration and road shows, Couponing, Premiums, Price-off, Refunds and rebates, Contest and sweep stickers, Evaluating sales promotion plans.	9

References Books:
Philip J. Kitchen and Patrick De Pelsmacker, Integrated Marketing Communication: A Primer , Routledge. Place of publication: London. Publication year: 2004. Page number: iii
Jaishiri, Jethwani, Advertising Management, Oxford Press, Published January 2013, New Delhi 110011
Shailesh Sengupta, Management of Public Relations & Communication, Vikas Publishers, Revised in 2005
Kenneth, E. Claw & Baack Donald “ Integrated Advertising Promotion & Marketing Communication” Pearson Edited 2012, New Delhi
Nakkar, Subhashni, Booma & Shakher “Integrated Marketing Communication and Advertising” 2016 Edition, Himalya Publishing, Mumbai 400 004

B.COM - III YEAR SEMESTER - VI

Course Code : BM 314

Title of The Course : INTERNATIONAL MARKETING MANAGEMENT

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The basic objective of this elective course of marketing is to acquaint the students with the environmental, institutional, decisional and procedural aspect of international marketing.

Course Outcomes	
CO 1:	To get the understanding of international marketing concept along with the EPRG and Self-Reference contexts.
CO 2:	To understand international marketing from the point of view of historical, cultural, environmental and custom related aspects.
CO 3:	To further understand international marketing from the point of view of political, legal and socialistic aspects. Also to get the knowledge of International Marketing research process.
CO 4:	To get the knowledge of international marketing mix for better catering to the needs of the consumers of international markets.
CO 5:	To provide the in depth knowledge of the international marketing channels and advertising avenues for the distribution of products and services on the global arena.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	INTERNATIONAL MARKETNG CONCEPTS	Nature, Scope and tasks of international marketing, Difference between domestic and international marketing, international marketing concepts-EPRG scheme, Self Reference criterion	9
2	THE ENVIRONMEN T ANALYSIS-I	<ul style="list-style-type: none"> ● The foundation of cultural understanding- <ol style="list-style-type: none"> 1) climate, topography and resources, 2) the demographic features, 3) economic environment economic integration and market groups ● Cultural Analysis: - What is culture, its elements, knowledge, values and phenomenon of cultural changes ● Business customs: Business customs and adaptation, required adaptation and their degrees, methods of doing business 	9
3	THE ENVIRONMEN T ANALYSIS- II	<ul style="list-style-type: none"> ● Political: Host and international political environment, political spectral, types of governance in the globe, quality and its effects on business assessment, risk on reduction techniques ● Legal: Bases of legal system-common, Islamic and Marxist-Socialist, Jurisdiction in international legal disputes, intellectual property rights, new issues, commercial laws ● International Marketing research: Scope, Process, Research objectives, gathering of data and problems, entry strategies for MNCs 	10
4	INTERNATIONL MARKETING MIX-I	<ul style="list-style-type: none"> ● Product: - Meaning of noble product, International product planning, physical and mandatory requirement: standards, screening products for adaptation, analysis of products components ● Price: - Pricing policy: objective and approach, price determination, Price escalation and other issues 	8
5	INTERNATIONL MARKETING MIX-II	<ul style="list-style-type: none"> ● International distributions systems: Channel of distribution structures in the world, Distribution patterns-general and country specific, Alternative middlemen choices-country specific, factors affecting choices of channels, Locating, Selecting and administrating channel members ● International advertising: Global advertising pattern, Global market segmentation and promotional strategy, International advertising programmes, Global advertising regulations, Creative challenges, Media-Planning and analysis 	9

References Books:
International marketing: Philips Cotler,2016
International marketing: S.C Jain,2016
Dr. Raghuranjan ; International Marketing: PHP publication.2012
Dr. S.P. Jain: International Marketing Management; Diwakar Publication.2013
Raghav and Ranjan; International Marketing ;Sahitya Publication;2015

B.COM - III YEAR SEMESTER - VI

Course Code : BM 315

Title of The Course : INTRODUCTION TO INDUSTRIAL RELATIONS

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : This elective course of human resource management aims to familiarizing the students in the Industrial relation system and practices operating in different economic, political culture context.

Course Outcomes	
CO 1:	Students will be able to know about the conceptual aspect, objective, Functional approaches and Scope of Industrial Relations in India
CO 2:	Students will understand about Dispute over unfair labour practices, Form or Techniques of Strikes, Prevention of Strikes. Also students will get to know about the concept & causes of indiscipline and disciplinary procedures in Industry
CO 3:	Students will be able to know about the procedure for interaction, negotiation and transaction with the use of tripartite and bipartite bodies.
CO 4:	Students will learn how to interact, negotiate and transact with Trade Unions along with understanding of significant concepts of Worker Education and Worker participation in Management.
CO 5:	Students will learn about the procedure of Collective Bargaining, Grievance Handling Mechanism and Wage Negotiations in the industry.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Concept approach & organization:	Conceptual aspect of Industrial relation system, Objective of Industrial Relations, Functional approaches of IR –Systems Approach, Oxford Approach, Marxist approach, Human Relation Approach & Gandhian Approach, Scope of Industrial Relations, IR in India	9
2	INDUSTRIAL CONFLICTS & DISCIPLINE	Definition and essentials of a dispute, Dispute over unfair labour practices, Form or Techniques of Strikes, Prevention of Strikes. Discipline: Concept& causes of indiscipline, Disciplinary procedures, Code of Discipline in Industry	9
3	TRIPARTITE AND BIPARTITE BODIES ILO	Tripartite Bodies: Indian Labour Conference, Standing Labour Committee & Industrial Committees & OTHER tripartite Bodies Bipartite Bodies: Works Committee & Joint Management Councils ILO & India	9
4	TRADE UNIONS	History of Trade Union, Types & structure of Trade Union, Problems of Trade Union, Worker Education, Worker participation in Management	9
5	Collective Bargaining, Grievance , Handling & Wage Negotiations Collective Bargaining:	Meaning, types & Principles of CB Process of Collective Bargaining. Collective Bargaining in India, Levels at which CB have been conducted–Plant Level, Industry Level & National Level Pre-requisites of a Successful Collective Bargaining Grievance Procedure: Concept & principles of Grievance Handling, Essential conditions of successful handling of Grievances, Causes of Grievances, Procedure for Grievance Settlement, Model Grievance Handling Procedure	9

References Books:
Ross, A. M. & Hartman, P.T. : Changing Patterns of Industrial Conflict, New York, John Wiley 2017
Arun Monappa : Industrial Relations, Tata McGraw Hill.2012
Pattanayak, Biswajeet: Human Resource Management, PHI, Delhi,2014
Mamoria, Gankar & Mamoria: Dynamics of Industrial Relation2015
C.P. Tripathi, Personnel Management, Sultan Chand, Delhi 2013

B.COM - III YEAR SEMESTER - VI

Course Code : BM 316 Title of The Course : INTRODUCTION TO ORGANISATIONAL DEVELOPMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre- Requisite : NONE Co-Requisite : NONE

Objective : The objective of this elective course of human resource management is to understand the process and intervention for organizational development.

Course Outcomes	
CO 1:	Students will become aware about the Concept, evolution & progression of Organization Development with focus on theories, methods and models.
CO 2:	Students will acquaint with the process of Organization Development and the critical Success factors necessary for its achievement.
CO 3:	Students will learn about the development of OD facilitators and its association with Culture along with the role of Feedback in personal growth and Stress Management.
CO 4:	It will create understanding of various organization development interventions found within organizations and techniques of managing organizational change.
CO 5:	Students will be able to understand the implementation mechanism of OD Process along with the understanding of related concept of Business ethics, Work Organization and Quality of Work Life.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	INTRODUCTION	Concept & definition of organization development, History & progress of O.D. – Theories & methods, Goals / Objectives of O.D, O.D. Models, Management development Vs. Organization development	9
2	CONDITION AND PROCESS	Conditions for O.D. success, Organization development process, Action research & Organization development	9
3	FACILITATORS & CULTURE	Development of O.D. facilitators ,OD & Culture, Feedback – A key for personal Growth, Stress Management	9
4	ORGANIZAT ION DEVELOPME NT INTERVENTI ONS	Overview of organization development interventions Team interventions, Inter-group, third party & Comprehensive interventions, Structural interventions & Managing organizational change	9
5	IMPLEMENT ATION OF ORGANIZAT ION DEVELOPME NT PROCESS	Organizational learning and transformation, Future of organization development, Business ethics and OD, Work Organization and Quality of Work Life (QWL)	9

References Books:
Organization Development: French & Bell,2012
Organization Development: French, Bell & Zawaki,2017
Organization Development For Excellence: Kesho Prasad,2013
Organization Design, Change & Development: MG Rao, VSP Rao,2010
C.P. Tripathi, Organization Development, Sultan Chand, Delhi 2013