

The logo for Utkal University consists of several overlapping circles in blue, black, and yellow.

**Utkal University, Odisha B.Com
GEN Sem 3 syllabus**

Human Resource Management

Unit I:

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM. Emerging Challenges of Human Resource Management; workforce diversity, empowerment, Downsizing; VRS; Human Resource Information System;

Unit II

Acquisition of Human Resource: Human Resource Planning- Quantitative and Qualitative dimensions; job analysis - job description and job specification; Recruitment - Concept and sources; Selection - Concept and process; test and interview; placement induction.

Unit III

Training and Development; Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit IV

Performance appraisal; nature and objectives; Modern Techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions.

Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit V

Maintenance: employee health and safety; employee welfare; social security; Employer Employee relations- an overview. Grievance handling and redressal Industrial Disputes causes and settlement machinery..

Management Principles & Applications

Unit 1: Introduction

Concept: Need for Study, Managerial Functions - An overview; Co-ordination: Essence of Managership, Evolution of the Management Thought, Classical Approach - Taylor, Fayol, Neo- Classical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach - Lawrence & Lorsch, MBO - Peter F. Drucker

Unit 2: Planning

a. Types of Plan - An overview to highlight the differences b. Strategic planning - Concept, process, Importance and limitations c. Environmental Analysis and diagnosis (Internal and external environment) -Definition, Importance and Techniques (SWOT/TOWS/WOTS- UP, BCG Matrix, Competitor Analysis), Business environment; Concept and Components d. Decision-making - concept, importance

Unit 3: Organising

Concept and process of organising - An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority Formal and Informal Structure; Principles of Organising; Network Organisation Structure

Unit 4: Staffing and Leading

- a. Staffing: Concept of staffing, staffing process
b. Motivation: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectation Theory.
c. Leadership: Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory)
d. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

Unit 5: Control

- a. Control: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.
b. Emerging issues in Management

E-Commerce

Unit-1

Unit I: Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce, Supply Chain Management, Customer Relations Management

Unit 2:

Planning Online-Business: Nature and dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

Unit 3 Technology for Online-Business:

Internet, IT Infrastructure, Middle ware contents: Text and Integrating E-business applications.

Unit 4: Mechanism of making payment through internet:

Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

Unit 5: Applications in E-Commerce:

E-commerce applications in manufacturing, Wholesale, retail and service sector.

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