



के रल के न्दय वयशयवयदयलय
CENTRAL UNIVERSITY OF KERALA

कवसरगोड / KASARAGOD

Department of Commerce and International Business

Proceedings of Board of Studies Meeting

Board of Studies meeting of the Department of Commerce and International Business, Central University of Kerala, Periyar, Kasaragod, was held on July 7th 2020, Tuesday, from 2 PM onwards through Google Meet. The internal members were present at the conference hall of Gangotri Block. The meeting was addressed by the honourable Vice Chancellor, Dr. G Gopakumar.

Members Present:

1. Prof Dr V Balachandran, Professor and Head, Department of Management Studies, Dean, School of Business Studies, Central University of Kerala.
2. Prof Dr N Ragavan, Department of Commerce, University of Madras, Chennai.
3. Prof Dr Mavoothu, Director, School of Management Studies, Cochin University of Science and Technology, Kochi.
4. Prof Dr B H Suresh, Department of Commerce, University of Mysore, Mysore.
5. Dr Antony Joseph, Manadan, XV/57, Nazareth Road, Aluva.
6. Mr K G Madhu, Managing Director, Ammini Group of Institutions, Papanamcode, Thiruvananthapuram.
7. Prof Dr E K Satheesh, Dean, Department of Commerce and Management, Calicut University, Kozhikode.
8. Prof Dr T Mallikarjunappa, Head (I/C), Department of Commerce and International Business.

Prof T Mallikarjunappa, HOD of the Department, welcomed the honourable Vice Chancellor and all the members who were present online for the BOS meeting. The honourable Vice Chancellor, Central University of Kerala, discussed the process that the CUK follows in revising the curriculum and urged all the members to contribute to make the best syllabus for the newly started Department of Commerce and International Business. This was followed by brief introduction of all the members. After the introduction of the members, the agenda for the meeting were taken up for discussion. The decisions of the different agenda are given below.

Agenda 1: Revision of the existing MCom curriculum.

Decision: The members had read the proposed syllabus and the regulations which were sent through mail and the discussion on the syllabus started with each member suggesting the changes to be made in the proposed syllabus. The proposed syllabus was presented for making the suggestions for revision. The HOD explained the revised syllabus and the need for the revision and invited members to contribute to enriching the course curriculum.

Agenda 2: Suggestion of the courses that could be continued and courses that can be added in the new syllabus.

Discussion: The following suggestions were put forward by the members:

Dr Antony Joseph suggested that International Business may be offered as Elective for MCom. More practical approaches like Registration Formalities to get I.C.C number from D.G.F.T, Modes of Entry into Global markets, F.T.P.Foreign Trade Policy, Incentives offered by Government, Institutional support by Government for Foreign trade, Payment Terms; L/C, D/P,D/A, Sale Terms – Quotations, FOB, CIF, Documentation , Insurance – Marine, Pre-shipment inspection, Quality Control, Processing of Export order should be incorporated in International Business, which would benefit the students in future. He has suggested a syllabus with 5 modules for the subject International Business.

Dr Antony Joseph suggested that the following topics may be included in the syllabus of:

1. Principles of Management – M.B.O, PERT, CPM, Major forms of business organizations.
2. Marketing Management – B2B Marketing, Industrial Marketing, Logistics & Supply Chain Management, Rural Marketing, Retail Marketing, Tele Marketing, Mobile Marketing, other digital forms and video platforms.

Dr B H Suresh suggested that syllabus should include the papers which are prescribed for NET. He also suggested eliminating elementary aspects from the subjects Advanced Management Accounting and QT for Decision Making.

Dr D Mavoothu offered the following suggestions:

1. Case studies to be discussed for the courses.

2. More inputs from Indian Epics (Mahabharatha and Ramayana) and value system can be used rather than the Western inputs in teaching the paper 'Corporate Governance and Business Ethics'.
3. The last two modules (IV AND V) in paper 'Corporate Governance and Business ETHICS' can be used for teaching Business Ethics and first three modules can be for Corporate Governance. He has suggested a detailed structure of IV and V module.

Dr. N Ragavan made suggestions for the following subjects;

1. International Financial Reporting Standards – He suggested that the disclosure and treatment matter should be given priority from learning perspective and all IFRS to be introduced.
2. Legal Framework for Business and Commerce – The legislative provisions of Competition Act , Insolvency and Bankruptcy Code, Prevention of Money Laundering Act, and Judicial Pronouncement to be included in the syllabus.
3. Principles and Practices of Auditing – To incorporate Standards on Auditing, Practical Audit situations, and Legislative provisions on auditing matters in the syllabus.

Decision: The board resolved to modify the course curriculum and the regulations and accept the same after incorporating the suggestions which the members could send after the meeting through email. The revised syllabus with the changes suggested by the members of the board could be sent to the university for further action.

Agenda 3: Addition of SWAYAM courses in the I, II and III semesters of MCom.

Decision: The board took note of the suggestions on the courses on SWAYAM that a student could opt. It was suggested that SWAYAM Courses to be offered at any time during the course duration but preferably in First, second and third semesters. The credits earned by the students in the SWAYAM should be incorporated into the grade sheet of the students.

Agenda 4: Any other matter of relevance.

The members made different suggestions on the way curriculum could be structured.

1. Number of units for the elective papers to be reduced to four.
2. In the subject Marketing Management, more practical aspects need to be incorporated.
3. Students should be made familiar with the online recruitment sites and profile creation in such sites, by including it under the subject Human Resource Management.

4. MSME website and its importance to be highlighted in the subject Entrepreneurship Development.
5. Dr B H Suresh made a suggestion connected with the regulations. He pointed that the rules relating to the failure of students in any exam and re-conduct of exam is not clear in the regulations. The HOD clarified that these are governed by the CBCS regulations of the CUK. Another point was that in his opinion the Vice Chancellor should have the power to modify the regulations or to solve a problem any time but not only up to three years. The suggestion is accepted and the relevant clause has been changed to incorporate this suggestion

It is resolved to revised the course curriculum and send it to the university for further action.

Sd/-

Prof Dr V Balachandran

Sd/-

Dr B H Suresh

Sd/-

Prof Dr N Ragavan

Sd/-

Dr Antony Joseph

Sd/-

Prof Dr E K Satheesh,

Sd/-

Mr,K G Madhu

Sd/-

Prof Dr Mavoothu

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Prof Dr T Mallikarjunappa,

(Chairman)

MCM5204 HUMANCAPITALMANAGEMENT

Course Code	MCM5204	Semester	II
Course Title	<i>HUMAN CAPITAL MANAGEMENT</i>		
Credits	4	Type	Core

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based, and entrepreneurship skill based course.

Course Objective

To make student to be able to understand the functions, systems, policies and applications of Human Resource Management in organizations, provide an overview of theoretical foundations of key areas associated with HR development in the organizations and develop HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.

Learning Objectives

- Effectively manage and plan key human resource functions within organizations
- Examine current issues, trends, practices, and processes in HRM
- Contribute to employee performance management and organizational effectiveness
- An overview of theoretical foundations of key areas associated with HR development in the organizations
- To understand the work, competencies tasks and organization of Human Resource Specialist
- To gain a better understanding of differences in human capital potential
- To clarify the character of the special capital – human resource as capital
- To develop the basic set of methods and techniques needed for managing human capital
- Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions.
- Know the elements of the HR function (e.g. – recruitment, selection, training and development) and be familiar with each element’s key concepts & terminology.

Course Structure

UNIT I:

Introduction to Human Resource Management: Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personnel Management Vs Human Resource Management- HRM and competitive advantage- Traditional Vs Strategic human resource management—HRM and HRD— Gender gap- Designing HR systems- HR as a factor of Competitive Advantage - Accountability in HR - Growth of HRM in India.

UNIT II:

Human resource planning, Recruitment and selection:—Online Recruitment- methods-Job Portals- Job analysis—uses of job analysis-process of job analysis-job discretion- job specification methods of job analysis- methods of human resource planning- Conventional Vs strategic planning—job evaluation— Recruitment—constraints and challenges of recruitment-source of Recruitment-Methods-Indian experience in recruitment. Productivity Management - The Human Factor in the Application of Work Study - Working Conditions and the Working Environment - Human Resource Demand Forecasting - Human Resource Supply Estimates - Human Resource Demand Forecasting - Human Resource Supply Estimates

UNIT III:

Placement, Induction and Internal mobility of human resource:Training of employees—need for training-objectives- approaches --methods-philosophy of training-training environment- areas of training- Training evaluation- Executive development- Concepts- methods and program- promotion and transfer. Action Plans – Separation - Action Plans – Retention, Training, Redeployment & Staffing

UNIT IV:

Performance appraisal and career planning: Objectives of Performance Appraisal - Job Description and Performance Appraisal Need and importance- process- methods and problems -performance appraisal practices in India.Concept of career planning –features- methods — succession management in Indian context. Process and Documentation of Performance Appraisal - Appraisal Communication- Appraisal Interview - Performance Feedback and Counselling - Implications of Management Styles on Performance Appraisal Compensation management and grievance redressal. Compensation planning-Principles of wage administration-wage administration-factors influencing wage system-Equal pay; Gender pay gap- Indian practice in wage administration.Grievance redressal procedure- -essentials of a good discipline system.Labour participation in management and workers empowerment.

UNIT V:

HRD in Organizations, Trends and Practices: HRD Practices in Government organizations, defence, police, private sectors and public sectors units; HRD audit; Balanced scorecard; People capability maturity model; Integrating HRD with technology; Employer branding and other recent trends; Future of HRD. HR as a Strategic Partner - HR Key Indicators - Measuring HR's Contribution to Enterprise- Ethics, Justice and Fair treatment in HR Management, Sustainable human capital.

Practicals

- Examine the Next Generation HR Valuation policies Of MNCs
- Draft a compensation plan

Skills

- Will be able to assess human capital potential and its planning
- Will be able to recruit and analyse in the selection of appropriate candidates
- Will be able to make proper utilization of human capital in organization

Learning/Course Outcomes

- Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- Administer and contribute to the design and evaluation of the performance management program.
- Develop, implement, and evaluate employee orientation, training, and development programs.
- Facilitate and support effective employee and labour relations in both non-union and union environments.
- Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.
- Facilitate and communicate the human resources component of the organization's business plan
- Human capital potential assessment and planning
- Proper utilization of human capital in organization

Books for Reference:

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5. Mankin, D., Human resource development, Oxford University Press India.
6. Michael Armstrong & Stephen Taylor (2012), Armstrong's Hand book of Human Resource Management, Kogan Page.
7. Noe R.A., Employee Training and Development, McGraw-Hill.
8. Noe, Hollenbeck, Gerhart and Wright: Fundamentals of Human Resource Management: McGraw Hill.
9. P. Subba Rao, International Human Resource Management, Himalaya Publishing House, New Delhi
10. Pravin Durai (2010), Human Resource Management-, Pearson.
11. R S Dwivedi : Human Resource Management: Vikas Publications.
12. Rao, T.V., Future of HRD, Macmillan Publishers India.
13. Rothwell W.J. and Kanas H.C. (1991) Strategic Human Resource Planning and Management, Englewood Cliffs NJ : Prentice Hall.
14. Scott Snell , George W Bohlander, Human Resource Management
15. VSP Rao, Human Resource Management- Text and Cases--, Taxmann.