BACHELOR WITH BUSINESS ADMINISTRATION (POM) AS MAJOR
5th SEMESTER

POM522J1 BUSINESS ADMINISTRATION _ ENTREPRENEURSHIP DEVELOPMENT

CREDITS: THEORY: 3; TUTORIAL: 1

COURSE DESCRIPTION

The course is designed to provide students with a comprehensive understanding of the fundamental concepts, processes and outcomes of entrepreneurship. The course also provides the understanding of multiple internal and external factors that influence entrepreneurship from its inception to implementation and administration.

COURSE OBJECTIVES

1. *The course aims to provide students with a fundamental understanding of entrepreneurs and entrepreneurship*
2. *Students will learn about the relevance, importance and evaluation of opportunities.*
3. *This course provides a detailed insight into how to plan and implement an entrepreneurial idea. Students will be enabled to plan entrepreneurial projects and identify ownership structures and financing of entrepreneurship/start-ups.*
4. *This course provides detailed information about the Institutions that cater to various entrepreneurial needs. Students will also learn about the Institutional support available.*

LEARNING OUTCOMES

Upon successful completion of this course, students should be able to:

1. *Demonstrate a solid understanding of the concept of entrepreneurship, entrepreneur and entrepreneurial process.*
2. *Identify and decide upon the types of organizational structure, create a plan and identify the sources of funding for the entrepreneurial pursuit.*
3. *Demonstrate the usage of technology and social media for entrepreneurs.*
4. *Compare and identify proper policies and institutions that can support their entrepreneurial pursuit.*

CURRICULUM DETAILS

UNIT-I

Entrepreneurship - evolution, concept and definitions; entrepreneur - types, entrepreneurial traits and entrepreneurial competencies; entrepreneurial motivation; role of entrepreneurship in economic development, entrepreneurial process, idea generation, opportunity identification and evaluation; entrepreneurial environment; use of technology and social media by entrepreneurs.

UNIT-II

Forms of Ownership - sole proprietorship, partnership, limited liability partnership, company, corporation and franchising; start-ups concept and procedure; business plan- nature and scope, writing, evaluating and implementing business plans. sources of capital for an entrepreneur, make-in-india initiative of the central government

UNIT-III

Institutional support to entrepreneurship in India, role of district industries center (DICS), State Industrial Development Corporation (SIDCO), Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), Khadi And Village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank Of India (SIDBI);

TUTORIAL / PRACTICAL (1 CREDIT)

1. Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).
2. In this context, student will have to prepare an elaborated report for evaluation

SUGGESTED READING

TEXT BOOK:

1. David A Kirby, Entrepreneurship, Tata Mac Graw Hill

REFERENCES:

1. Burns, P., Entrepreneurship and Small business. New Jersey: Palgrave.
2. Soumyen Sikdar, Principles of Macro Economics, Oxford Press.
3. Hisrich, R., & Peters, M. Entrepreneurship. New Delhi: Tata McGraw 23 Hill.

BACHELOR WITH BUSINESS ADMINISTRATION (POM) AS MAJOR

5th SEMESTER

POM522J2 BUSINESS ADMINISTRATION _ HUMAN RESOURCE MANAGEMENT

CREDITS: THEORY: 4; INTERNSHIP / TUTORIAL: 2

COURSE DESCRIPTION

The course is designed to familiarize students with various human resource policies and practices applied in organizations for managing human resource and attaining employee performance. Further, the course will facilitate the students in acquiring skills with respect to managing people and to apply HR functions for better decision making.

COURSE OBJECTIVES

1. *To create understanding with respect to the overall human resource management framework, its evolution and broader insights with respect to various HR functions*
2. *To familiarize students with various HR models, understanding of emerging HR scenarios, and future HR challenges in an organizational context.*
3. *To examine various HRM subsystems and practices applicable at organizational workplace.*
4. *To comprehend the dynamics and issues related to grievance mechanism, discipline, collective bargaining and industrial relations and sub-systems used in an organizational context.*

LEARNING OUTCOMES

Upon successful completion of the Human resource management course, students should be able to:

1. *Apply conceptual understanding of HRM functions and their application in business Decision-making.*
2. *Identify and apply various HR models and develop strategies for managing future HR challenges in an organizational context.*
3. *Develop a broader perspective and insights towards HRM subsystems &practice and their application in an organizational context.*
4. *Acquaint and identify broader perspectives and strategic issues concerning grievance mechanism, collective bargaining, discipline and industrial relations development practices and moreover have a better outlook towards their application in business practices.*

CURRICULUM DETAILS

UNIT-I

Human Resource Management (HRM)- introduction, conceptual framework, evolution of HRM, importance & objectives of HRM, managerial and operative functions of HRM. HRM vs HRD, HRM model, present trends and future challenges in HRM

UNIT-II

Human Resource Planning- concept, objectives and process of human resource planning, job analysis-concept, uses and methods of job- analysis, job description vs job specification, recruitment-concept, process and sources of recruitment, factors affecting recruitment, selection-concept and its stages.

UNIT-III

Employee Training- conceptual framework, objectives of training, identification of training needs, training methods-on-the- job and off-the-job training methods, training evaluation- concept and training evaluation model, performance appraisal system - concept, objectives and methods, errors in appraisal process.

UNIT-IV

Grievance Mechanism- concept, causes and grievance handling procedure, collective bargaining-concept, characteristics, process and its essential conditions for effective implementation, discipline-concept, aspects of the discipline, red hot stove rule, causes of indiscipline, industrial relations-concept, importance, objectives and essential conditions for congenial industrial relations.

INTERNSHIP / TUTORIAL / PRACTICAL (2 CREDIT)

1. Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).
2. In this context, student will have to prepare an elaborated report for evaluation

SUGGESTED READING

TEXT BOOK:

1. B. Patttanayak, Human Resource Management, PHI Learning

REFERENCE BOOKS:

1. G. Dessler& B. Varkkey, Human Resource Management, Pearson, New Delhi
2. L.R. Gomez-Mejia, D.B. Balkin, & R.L. Cardy, Managing Human Resources, Pearson
3. J.M. Ivancevich, Human Resource Management, McGraw Hill, New York

BACHELOR WITH BUSINESS ADMINISTRATION (POM) AS MAJOR
5th SEMESTER

POM522J3 BUSINESS ADMINISTRATION _ STRATEGIC MANAGEMENT

CREDITS: THEORY: 4; INTERNSHIP: 2

COURSE DESCRIPTION

This course provides an introduction to strategic management, focusing on the process of formulating and implementing strategies to achieve organizational goals. It covers various aspects of strategic management including strategic analysis, formulation, implementation and evaluation. The course emphasizes the importance of analyzing internal and external environment, selecting appropriate strategies, and effectively implementing and controlling these strategies.

Course Objectives

1. *To understand the concept, evolution and scope of strategic management and explore the hierarchy of strategic intent and its role in guiding strategic management decisions.*
2. *To examine different forms of strategy and their relevance in achieving organizational objectives.*
3. *To familiarize students with the strategic management process including formulation and implementation.*
4. *To comprehend the significance of strategic evaluation and control in monitoring the effectiveness of these implemented strategies.*

Learning Outcomes

Upon successful completion of the Strategic management course, students should be able to:

1. *Explain the theoretical foundations of strategic management and describe the strategic management process and differentiate between strategy and tactics.*
2. *Assess various forms of strategy and determine their suitability in different organizational contexts.*
3. *Conduct environmental analysis using appropriate tools and techniques.*
4. *Apply evaluation and control measures to assess the performance and effectiveness of implemented strategies.*

CURRICULUM DETAILS

UNIT-I

Introduction to Strategic management: nature, importance, evolution, and scope; strategic management process; strategy and tactics; forms of strategy; hierarchy of strategic intent; building company's vision, core competence-meaning and purpose.

UNIT-II

Concept and components of environment; environmental scanning techniques; general environment (PESTEL analysis), competitive environment (5 forces analysis); methods and techniques used for organizational appraisal; value chain analysis, Resource Based Value; critical success factor

UNIT-III

Strategic analysis and choice: corporate level analysis (BCG, GE 9 cell matrix), corporate level strategies (stability, expansion, retrenchment, combination), business level strategies; competitive advantage, gaining sustainable Competitive advantage, Porter's framework of competitive strategies (differentiation, cost leadership and focus).

UNIT-IV

Strategic Implementation; strategic evaluation and control: concept, types and process; organizational structure and strategy as implementation-control tool; strategic leadership; corporate culture; 7S framework of Mckinsey, balanced score card, triple bottom line.

INTERNSHIP (2 CREDITS)

Students shall have to undergo 2 - 3 weeks of internship in any sector/ company/ organization selected by college. This internship will provide opportunity to students to understand the corporate world better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. In other words, this will help students to gain experimental knowledge of the subject taught in the class room

Based on this internship the students shall be required to prepare/write and submit a Project Report/Log Book/ Tour Dairy to the concerned department of their college, soon after the completion of the internship. The evaluation of the Project Report/Log Book/ Tour Dairy shall be made as per the NEP, 2020 guidelines issued by University of Kashmir

SUGGESTED READING:

REFERENCES

1. Dess and Miller, Strategic management, Tata McGraw Hill.
2. Budhiraja, S.B. and Athreya, M.B: Cases in Strategic management, Tata McGraw Hill.
3. Thormson and Strickland: Strategic Management, McGraw Hill.

BACHELORS WITH BUSINESS MANAGEMENT (FAC) AS MINOR
5th SEMESTER

FAC522N BUSINESS MANAGEMENT _ OPERATIONS RESEARCH

CREDITS: THEORY: 3; TUTORIAL / PRACTICAL: 1

COURSE DESCRIPTION:

This course includes approaches to decision making and problem solving in different environments. The modulecovers topics that include: linear programming, Transportation, Assignment, and CPM/ MSPT techniques. All these techniques are essential to solve problems accurately. Analytic techniques and computer packages are alsoan essential part of using these techniques more efficiently to solve problems and hence will be used to solve problems facing business managers in decision environments.

COURSE OBJECTIVES:

1. *To use quantitative methods and techniques for effective decisions– making; model formulation and applications that are used in solving business decision problems.*
2. *To introduce the students how to use LP and related techniques for solving problems.*
3. *To help students understand queuing theory and model for serving customers better.*
4. *To help students use PERT and CPM for project management and be able to use software's related tooperations research.*

LEARNING OUTCOMES:

1. *Understand the characteristics of different types of decision-making environments and the appropriatedecision-making approaches and tools to be used in each type.*
2. *Be able to build Transportation Models and Assignment Models and solve LP problems*
3. *Be able to design new simple models, like CPM to improve decision – making and develop criticalthinking and objective analysis of decision problems.*
4. *Be able to use software's for using models for finding solutions for problems.*

UNIT-I

Significance, scope and applications of Operation Research in managerial decision-making; Decision-making under certainty, uncertainty and risk situations; EMV and value of perfect information; Uses of Decision tree, Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Dominance Method and Graphical Method for solving Mixed Strategy Game.

UNIT-II

Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; Transportation problem: Various method of finding Initial basic feasible solution and optimal solution;Assignment model: Hungarian Method and its applications.

UNIT-III

Queuing Theory: Characteristics of basic Queue model; Applications of Queue model for better service to the customers; Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, two jobs and m Machines Problems; Replacement Problem: Replacement of assets that deteriorate with time, andthat fail suddenly.

UNIT-IV

Project Management: Rules for drawing the network diagram, Application of CPM and PERT techniques in projectplanning and control; Probability considerations in PERT networks; Crashing and resource levelling of operations;Basic concepts and applications of Simulation and Markova analysis; Basic understanding of Software Applications.

Note: Practical work, Case Studies & other assignments will be provided by the concerned faculty in the class.

SUGGESTED READINGS:

1. Vohra- Quantitative Techniques in Management (Tata McGraw-Hill.
2. Peter C Bell- Management Science/ Operations Research, Vikas
3. Kothari- Quantitative Techniques (Vikas).
4. Akhilesh K B and Balasubramanian S- Quantitative Techniques, Vikas Taha Hamdy- Operations Research- An Introduction, Prentice-Hall.