

**GENERAL ELECTIVE
VII SEMESTER**

1) Personnel Management & Entrepreneurship

Course Contents

S.No.	Unit	Topic
1	Unit-1	Role of HRM in the Organization: Responsibilities & Objectives of HRM, HRM programmes, Implementation of HRM & HRM Model, Expectations from HR Managers, Contemporary challenges in HRM, Evaluation
2	Unit-2	Human Resource planning: Definition & Meaning , Importance, Need for human resource planning, Objectives of human resource planning, The human resource planning system, Components & processes of human resource planning, Evaluation
3	Unit-3	Job Analysis & Design: Job analysis, Job description, Job Specification, Job Evaluation, Job Evaluation method, Job design Action Areas: Selection & Recruitment, Induction & Placement, Performance appraisal, Performance appraisal method, Transfer, promotion & Reward policy, Training & Development, On the Job training method, off the job training method Training & Development: Training, Distinction between training & development, Training Objective, Investment in Training, Training Policy, Identification of training needs, Principles of training & development
4	Unit-4	Entrepreneurship skills Personality attributes of an entrepreneur, Self control- value attitude, and Socio culture factors Unique character of the hospitality industry, Human psychology, Interpersonal relationship, Team building, Customer orientation Positive entrepreneurship behavior, overcoming external constraints, Solving internal problems
5	Unit-5	Small Enterprises Risk Analysis Motivational factors

		Developing Achievement Orientation Strength and weakness of independent business Feasibility and Viability
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Recommended books

1. Desai, vasant, small scale Industries and Entrepreneurship, Bombay, Himalya
2. Staley, E.and Morsey R. Small Scale Industries in the Developing Countries, New york, McGraw Hill
3. Malhotra I.S and Gupta S.L. Management of Small Scale industries, New Delhi
4. Drucker, Peter F. Innovation and Entrepreneurship, East- west (P) Ltd.
5. Gupta, C.B. and Srinivasan, Entrepreneurial in India, New Delhi, Sultan Chand,
6. Taneja S and Gupta S.L., Entrepreneur development – New Ventures creation, Galgotia Publishing Co.
7. Entrepreneurship Management by Dr. arun Kaulgud, Vikas Publishing house.