

NGM College (Autonomous), Pollachi

Value Education



VALUE ADDED COURSE

1. 20 APD V01 - Best Practices in Entrepreneurship towards Innovation
2. 20 APD V02 - Basics of Human Resource Management

Academy for Professional Development

NGM Academy for Professional Development



Reach your Potential. Redefine Yourself

Course Designed & Verified by

Ganesh P Arumugam
Head – Training & Development,
Academy for Professional Development
NGM College

NGM College (Autonomous), Pollachi

Academy for Professional Development

VALUE ADDED COURSE

"Knowledge of value added course will improve employability of the students"

Program Name: Academy for Professional Development

Following Value Added COURSES Offered by Academy for Professional Development [APD]

1. 20 APD V01 - Best Practices in Entrepreneurship towards Innovation	Total 30 hrs
2. 20 APD V02 - Basics of Human Resource Management	Total 30 hrs

Course Faculty : Expert faculty & Field Expert from Industry

Eligibility : Courses are open to all Streams

I. 20APDV01 - BEST PRACTICES IN ENTREPRENEURSHIP TOWARDS INNOVATION

Course Objective

- Enable students to comprehend the concept of Entrepreneurship and convert it into Business practice
- Train students to ground concepts/ideas and identify various business opportunities in their own experience
- To bring out latent talents in the functional management area with proper inputs
- To help students understand to frame business plan with the innovative practice mechanism for effective implementation

Course Outcomes (CO)

At the end of the course, students will be able to

- Practice cognitive skills and manage their business
- Comprehend the concept of entrepreneurship and convert it into business practice
- Apply various methods to identify business opportunities
- Recall and apply techniques in the functional area for the business development
- Analyze business plans and apply feasible proposal
- Understand and analyze small businesses to take appropriate decision

Syllabus

Unit 1

Introduction to Concepts of Entrepreneurship **05 hrs**

Scope of Entrepreneurship, Definitions of Entrepreneurship and entrepreneur, Characteristics of an Entrepreneur, Entrepreneurs Vs Managers, Classification of Entrepreneurs, Major types of Entrepreneurship – Techno Entrepreneurship, Women Entrepreneurship, Social Entrepreneurship, Intrapreneurship.

Unit 2

Business Opportunity Identification - Types of organization, Market **15 hrs**

Scenario, Customer Attitude, Change in technology, Media information system, product Classification, Location Merit De-Merit.

Functional Management Area in Entrepreneurship - Marketing Management, Operations

Management, Personnel Management, Financial Management.

Innovation & Motivation - Concept of Idea, Motivation Factors, Brain Storming, Incentives, Product innovation, Value potential, R & D importance, customer choice.

Unit 3

Business Plan

10 hrs

Project Report, Information related to product, cost elements, product process, plant & machinery, Finance sources, secured/unsecured loan.

Small Business Management Types of organization, policy, resources management, Job Specification, job description, recruitment policy, welfare, MIS system.

TOTAL

30 hrs

Reference books

1. Anitha, H.S. and A.S. Laxmisha [2003]. Entrepreneurship Development: A Growing Movement, Kaigareka Varthe, Vol.21, No.6, pp.11-13.
2. Balu, V [1993]. Entrepreneurship Development: Some Issues, Southern Economist, Vol. 31, No. 17, 1993.
3. Choudhary, K.V.R., and B.V.K Reddy., [1981]. Success in Rural Small Entrepreneurship, Indian Management, Vol. 20, No. I, pp.5-10.
4. Desai, Vasant., [1992]. Dynamics of Entrepreneurial Development and Management, Mumbai: Himalaya Publishing House.
5. Gokaran, V.B., [1973] The Making of a Successful Small Scale Entrepreneur, Indian Manager, Vol. 4, No.1, pp, 1-5.
6. Gupta, C.B. and N.P. Srinivasan [1997], Entrepreneurship Development in India, New Delhi: Sultan Chand & Sons.
7. "Entrepreneurial Development and Small Business Management" by Dr P T Vijayashree & M Alagammai

Reference Websites

<https://www.entrepreneur.com/topic/inspiration>
<https://www.bloomberg.com/series/high-flyers>
<https://www.forbes.com/entrepreneurs/#7aff93423035>
<https://blog.asmartbear.com/>
<https://www.under30ceo.com/>
<https://www.onevest.com/>

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II. 20APDV02 - BASICS OF HUMAN RESOURCE MANAGEMENT

Course Objective

- Prepare students to evolve mental models for personnel management
- Make students reflect and improve their leadership qualities
- To introduce the basic concepts of communication, procurement, control and audit
- To give inputs on talent management such as appraisal system, training and development
- To make students learn and practice the steps involved in job change, employee compensation and discipline

Course Outcomes (CO)

At the end of the course, students will be able to

- Remember the role of human capital and its management
- Understand the leadership competency and its importance in work place
- Apply communication, procurement systems, control and personnel audit process
- Analyze the reasons for training, grievances and job change

Syllabus

Unit 1

12 hrs

Introduction to Personnel management, Definitions, Functions of Personnel manager, Systems, objectives, role of human relations, qualities of a good personnel manager
Definitions difference between leader and a manager, different approach of Leadership, job satisfaction, morale. Communication – Process & directions, Steps in Control process, personnel audit. Man power planning, determination of Personnel need, recruitment and selection process.

Unit 2

06 hrs

Purposes of appraisal, factors affecting appraisal, criteria for performance appraisal, methods. Training education and development, principles of learning, responsibility of training and Development, Need and objectives of training, types and methods of training, Evaluation of training and development.

Unit 3

12 hrs

Resistance to change, job change plans, career planning, promotion, transfer, demotions, Separations. Primary compensation, nominal and real, wages, determination of wages, factors, incentives. Meaning, causes of indiscipline, types of discipline, rules, causes of grievances, model Grievances procedure, definitions of trade union, Nature and scope of trade union, functions Of trade union, collective bargaining, Industrial relations, Industrial disputes, Methods to Solve disputes, workers participations in management.

TOTAL

30 hrs

Reference books

- 1 Aswathappa, K., Human resource management: Text and cases. Delhi: Tata McGrawHill Publishing Company Limited, 2008.
- 2 Bernadin, Human Resource Management, Tata McGraw Hill, 8th edition 2012.
- 3 F.W.Taylor (1911) "Principles of Scientific Management", New York and London, Harper & brothers.
- 4 Khan, A. A., Taher, M. A., Human resource management and industrial relations. Dhaka: Abir Publications, 2008.
- 5 Monappa, A., Industrial relations. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2004 p. 9
- 6 Morhead, G., Griffin, R. W., Organizational behavior - Managing people and organizations. Delhi: AITBS Publishers & Distributors, 1999.

Reference Websites

<https://www.managementstudyguide.com/personnel-management.htm>
<https://www.businessmanagementideas.com/personnel-management/personnel-management-meaning-functions-and-principles/6248>
<https://study.com/academy/lesson/human-resource-management-vs-personnel-management.html>
<http://www.yourarticlelibrary.com/personnel-management/personnel-management-its-definitions-objectives-and-functions/27910>
<http://www.whatishumanresource.com/hrm-vs-personnel-management>
https://wikieducator.org/User:Satarupa/Temp/Basic_Concept_Of_Personnel_Management.doc
<https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/role-of-personnel-manager/>
<http://www.businessdictionary.com/definition/personnel-management.html>

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