

**SCHOOL OF STUDIES IN PSYCHOLOGY**  
**PT. RAVISHANKAR SHUKLA UNIVERSITY; RAIPUR (C.G.)**

**Post Graduate Diploma in Personnel Management & Industrial Relation**

**1. SCOPE :**

This diploma is meant for those students who intend to take up the positions of Personnel Manager, Liaison officer, Recruitment officer and such other positions in private and/or public industrial undertakings. It is also meant for those entrepreneurs who intend to start their own business or intend to take executive positions in industrial and/or educational settings. The main purpose of this job-oriented course is to enable the student to understand the psychological processes involved in human relations and Personnel Management.

**2. Examination System**

<b>S. No.</b>	<b>Name of Papers.</b>	<b>Min. Marks</b>	<b>Max. Marks</b>
01	Personnel Management	33	100
02	Labour Laws and Welfare	33	100
03	Business Environment and Marketing Management	33	100
04	Industrial Relations	33	100
05	Lab. Human Skills	33	100
06	Internship and Project Report Writing	33	100
		<b>Gross Total</b>	<b>600</b>

**NOTE :**

- a. Passing marks for each paper shall be 33% and 40% in aggregate to pass the examination.
- b. The Diploma shall be provided in the followings categories :-

- \* 60% or more marks - Pass with Merit.
- \* 40% or more but less than 60% marks - Pass

**PAPER – I**  
**PERSONNEL MANAGEMENT**

**UNIT – I**

1. Historical Development, Importance of human factor, Future of Personnel Management in India.
2. Manpower Management; Planning and organizing the personnel, function, development and forecasting.

**UNIT – II**

**Personnel Placement** : Recruitment process: A Diagnostic Approach to Recruitment, Requirement, and Techniques. Selection; A Diagnostic approach to external selection, Selection Techniques. Placement and Induction.  
Identification of Management talents through Psychological tests.

**UNIT – III**

**Procurement of Personnel**

1. Job Design, Job analysis, Job Evaluation.
2. Appraising Performance Standard : Appraisal and Incentives. Employees Discipline  
Employees Welfare and Social Security.

**UNIT – IV**

Personnel Training and development; Management Training, Technical Training. Strategies and Programmes for Entrepreneurship development, Industrial Games and Game Theories. Management Training and Development Practices in India.

**UNIT – V**

Quality of work life, Management of Occupational stress, concept, source and consequences; Employees counselling. Interpersonal communication; TA in communication.

**BOOK RECOMMENDED :**

1. Gary Desslet (1998) Human Resource Management, Prentice – Hall of India.
2. Milkovich bouderau (2003). Personnel Human Resources Management. A Diagnostics approach, Richard. D. Irwin, INC.
3. Tripathi (2000) Personnel Management and Industrial Relation, Sultanchand & Sons.
4. P. Subba Rao (1999) Personnel and Human resource Management, Himalaya Publishing House.
5. R.S. Davar – (2002) Personnel Management and Industrial Relation.

**PAPER – II**  
**LABOUR LAWS AND WELFARE**

**UNIT – I**

Labour Welfare: Concepts, Scope and Objectives. Statutory welfare provisions, Voluntary welfare Measures, welfare by employers, Workers and Organizations, Industrial Housing.

**UNIT – II**

Industrial and labour legislation in India. Industrial Dispute Act 1947. Trade Union Act 1926. Industrial employment Standing Order Act, 1947, Factories Act, 1948.

**UNIT – III**

Back ground of Industrial Health and Education. Human Engineering; Man-Machine Model. Work Environment, Role of music, noise, illumination and colour in Industry.

**UNIT – IV**

Accident and safety : causes, Proneness and Prevention, Fatigue and Absenteeism, Human Performance; Time and Motion study, Information Processing, Industrial Health and Hygiene, Mental Health in Industries.

**UNIT – IV**

Wages and Salary Administration: Nature and Scope, Theories, Determinants and Fixation of Wages, Methods of Payment Salary, Incentives, Fringe Benefits, Profit sharing, Minimum Wages Act, 1948. The Payment of Bonus Act, 1965.

**BOOK RECOMMENDED :**

1. Giri. V.V. Labour Laws in India.
2. Gardener. W. Taykir & Peter – Health at Work: Associated Business Programme
3. Dasgupta, A.K. A Theory of Wages Policy.
4. Sinha, P.R.N. – Wages Determination.

## **PAPER – III**

### **BUSINESS ENVIRONMENT AND MARKETING MANAGEMENT :**

#### **UNIT – I**

Business, Concept, Objectives and Characteristics. Business Environment : Concept, Nature and Dimensions. Relevance to the corporate World. Social Environment Business and Society, Social Responsibility.

#### **UNIT – II**

Business Culture and Ethos Organizational Climate : Models and Factors.

#### **UNIT – III**

Organizational Culture: Nature and Type. Creating and maintaining organizational culture.

#### **UNIT – IV**

Marketing Management: Process, Marketing Environment, Consumer Markets and Buyer Behaviour, Forecasting's marketing demands, identifying Market segments.

#### **UNIT – V**

Designing Marketing Strategies, Planning and Implementing Marketing procedures. Programmes Designing. Pricing Strategies, Selecting Marketing Channels. Managing Distribution Channels, Designing Effective Advertising Programmes. Sales Promotion and Public Relations. Evaluating Marketing Performance.

#### **BOOK RECOMMENDED :**

1. Francis, C. Business Environment.
2. Aswathappa, K. Essentials of Business.
3. Dutt. R. & Sundarn, K. P. N. Indian Economy.

**PAPER – IV**  
**INDUSTRIAL RELATIONS**

**UNIT – I**

Introduction to Industrial Relation: Concept and Scope. Grievances in Industrial Relation: meaning, Nature, Causes and Grievances handling. Discipline in I.R.

**UNIT – II**

Trade Union Movement: Development of Trade Union – ISON in India, structure and function of Trade Unions. Union Management Relation, Collective Bargaining – Form of Collective Bargaining and implementations of Collective Bargaining, Agreements.

**UNIT – III**

Industrial Relation and Technological change, Industrial Relation and Human Resource Development; Workers Education and Training, Ethical Codes.

**UNIT – IV**

Public Relations – Concepts, Field of Public Relations – Marketing Communication. Internal Communication. Environmental Public Relations, Crisis Management. Role of Media in Media relations.

**UNIT – V**

Workers Participation : Concepts and objectives, Forms and Levels of Participation. Industrial conflicts/disputes Causes and Manifestation conflicts of Industrial Disputes and their Resolution.

**BOOK RECOMMENDED :**

1. Mamoria, C.B. (1999) Dynamics of Industrial Relations in India.
2. Sharma, A.M. (1996) Industrial Relations; conceptual and legal framework. Himalaya Publishing House New Delhi.
3. Monappa, A (1995) Industrial Relation; Tata McGraw Hill New Delhi.
4. S.N. Mishra – Labour and Industrial Law.
5. P.L. Malik – Industrial Law.
6. Philip, Jaico – Industrial of Public Relation and Communications.
7. S. M. Chaturvedi Labour and Industrial Law.
8. Jethwaney, Verma and Sarkar – Public Relations; Concepts Strategies and Tools. Sterling Publishers Ltd. 1996.
9. Smith – Industrial Public Relation.
10. Stepemon – Handbook of Public Relations.