

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – IV**

MANAGING PEOPLE

Sub. Code: BFMP 403

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Attracting and Retaining People

Managing People - An Introduction; Recruitment and Selection; Recruitment and Selection Method; Sample Application Forms; Documentation of Personnel Required; Orientation and Induction; Orientation and Induction.

Unit 2 Developing People

Concepts of Identifying Training & Development Needs; Learning Styles and Processes; Steps in Development: Planning, Recording; Monitoring and Evaluating Learning; Development: Planning, Recording; Monitoring and Evaluating Learning; Factors of Designing Development Programs in Groups: Group Development, Group Processes and Behavior; Role Conflict and Role Ambiguity; Teams: Developing Effective Teams.

Unit 3 Motivating People

Motivating People: An Introduction; Application of Motivation in Organizations; Job Design and Redesign; Allocate Work: Planning and Work; Orientation in Organizations; Empowerment and Delegation; Leadership: An Introduction; Leadership Styles; Performance Management Systems

Unit 4 Evaluating Performance of People

Performance Management Systems: Feedback Approaches; Counseling and Coaching; Coaching for Human Performance; Mentoring: Process and Types of Mentoring.

Unit 5: Disciplinary and Grievance Procedures

Conflict and Conflict Resolution in Organizations; Discipline; Grievance and Grievance Resolution; Concluding for Managing People.

Suggested Readings:

1. A Handbook of Personnel Management Practice, Armstrong M, Kogan Page.
2. Human Aspects of Management Biddle and Evenden, Institute of Personnel and Development.
3. Organisational Behaviour: An Introductory, Huczynski and Buchanan, Prentice Hall.
4. Management and Organisational Behaviour, Mullins, Pitman Publishing.

5. Organizational Behaviour. 9th Ed, Robbins, S. P, PHI.
6. Organizational Behaviour. 8th Ed, Luthans, F. McGraw-Hill.
7. Performance Appraisal, Martin Fisher. Kogan Page.