



# Value added Course on Behavioural Approach to Human Resource Management

(Online)

From 10<sup>th</sup> June, 2024 to 14<sup>th</sup> June, 2024

Organized by

Department of Commerce (Hindi Shift)

Banwarilal Bhalotia College, Asansol, West Bengal

In collaboration with Department of Commerce,  
Maharaja Manindra Chandra College, Kolkata

## About the Course

The behavioral perspective of HRM assumes that employee behaviors are malleable—that is, people are generally motivated to behave in ways that socially approved of by others and so are responsive to a variety of informational cues. Due to the growing complexities in the business environment this approach is receiving a very good response from the administration. But to grab the knowledge in this field is that easy for the general degree course students.

To consider the growing need of the qualified manpower for the different organizations, industries a 30-days Online Value-Added Course on the topic “**Behavioural Approach to Human Resource Management**” was introduced by the Department of Commerce (Hindi Shift), Banwarilal Bhalotia College, Asansol, West Bengal, India for UG and PG level students with Accounting and Finance stream. The objective of this course was to give a practical exposure to the students on behavioural aspects of human resource management by both the academic and professional experts in this field. It is expected that successful candidates of Value-added Course on **Behavioural Approach to Human Resource Management** would have a competitive edge and will be absorbed by different organizations, MNCs easily.

## **Salient Features**

- Value added Course on Value-Added Course will impart behavioural knowledge and skills together with technology-familiarity and customer-orientation.
- High quality academic rigor and specially prepared courseware.
- Candidates undertaking the course will have comprehensive and up-to-date knowledge in the subject of behavioural approach to Human Resource Management. The certificate course offers practical insights into the subjects while, at the same time, emphasizes robust theoretical foundation.
- The course will make the candidates job ready.
- The course is so designed that most employers would value it for talent scouting.
- This will ensure that different types of organization can enhance the employee satisfaction level.

## **Educational Support**

- Specially developed study materials
- E-learning support

## **Eligibility**

Any Under graduate or Post Graduate students with Accounting & Finance background.

## **Course Duration**

Total Certificate Course will be of 30 hours. Each Class will be of 1 hours.

## **Passing Criteria**

1. Minimum marks for pass in the subject are 50 out of 100.
2. Students must secure 60% attendance among the delivered lectures.

## **Medium of Examination**

Examination will be conducted in English only.

## **Pattern of Examination**

- a) Question Paper will contain 40 objective type multiple choice questions for 40 marks including questions based on case studies / case lets. The Institute may however vary the number of questions to be asked for a subject
- b) The examination will be held in Online Mode only.
- c) There will NOT be negative marking for wrong answers.

## **Duration of Examination**

The duration of the examination will be of 1 hour.

## **Procedure for Applying for Certificate Course**

Application for certificate course should be done through Google Form. The selected candidates will get the information in their corresponding mail ids.

## **Study Material / Courseware**

Study materials/courseware will be provided after the completion of all the lecture sessions.

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## *Syllabus*

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### **BEHAVIOURAL APPROACH TO HUMAN RESOURCE MANAGEMENT**

#### **Unit 1: Introduction to Behavioural Approach 10 Hrs.**

Meaning and definition of Behavioural approach, Importance and features of Behavioural approach, Transactional Analysis, Behavioural approach to learning, learning theories, Implications in Management, Behavioural psychology, Behavioural perspective to SHRM, Contributions to Behavioural approach.

#### **Unit 2: Theories of Behavioral Learning 10 Hrs.**

Behaviorism, Theories of Behavioral Learning, Contiguity, Classical conditioning, Operant conditioning, Social learning theories, Observational theories, Behavioral approach of measuring performance, (comparative, attribute, Behavioural, result, quality approaches, BARS, BOS)

#### **Unit 3: Behavioural approach to Personality and leadership 10 hours**

Personality- meaning and definitions, features, factors influencing personality, Personality traits, Implications of personality on organizational behaviour.

Leadership- meaning and definition, features, leadership styles and traits, theories of leadership, situational, transformational, servant leadership, recent trends in leadership.

**Note: Case studies and activities on relevant topics can be included.**