



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

CONTEMPORARY MANAGEMENT PRACTICES								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA006B	OPEN ELECTIVE	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Management								

COURSE OVERVIEW:

This course provides an understanding of modern Human Resource Management practices and emerging workplace trends. It focuses on employee engagement, emotional intelligence, digital work environments, workforce diversity, and quality of work life. The course helps students understand how organizations manage human resources effectively in today's dynamic and global business environment.

COURSE OBJECTIVES:

- To understand the concept and importance of modern Human Resource Management practices, especially employee engagement and its role in organizational success.
- To develop knowledge of Emotional Intelligence and its application in improving leadership, teamwork, and organizational effectiveness.
- To examine the concept of E-work and digital workplaces, including their impact on organizations and the Indian work environment.
- To understand the importance of workforce diversity in multinational organizations and learn the role of HR managers in managing diverse employees effectively.
- To study the concept of Quality of Work Life (QWL) and analyze human, technological, and organizational approaches to improving employee well-being.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Outline the importance and scope of employee engagement, its models in Human Resource Management.
2. Organize the functional importance and role of Emotional Intelligence in organizational effectiveness.
3. Distinguish Micro and Macro level of E-works and its importance in Indian Scenario
4. Assess the importance of workforce diversity, role of culture and HR manager.
5. Develop strategies for workforce diversity and Quality of Work Life in Indian and modern management contexts.

UNIT-I HRM IN THE PRESENT ERA

Meaning, importance and scope of employee engagement, Models of employee engagement; Building blocks of employee engagement.

UNIT-II EMOTIONAL INTELLIGENCE

Meaning and importance of Emotional Intelligence: Functions of Emotional Intelligence, Role of Emotional Intelligence in organizational effectiveness.

UNIT-III E-WORK

Meaning and importance of E-work: The Micro and Macro levels of E-work. E-work and Indian Scenario.

UNIT-IV MANAGING WORKFORCE DIVERSITY

importance of workforce diversity in MNCs: Modes of managing work force diversity; Role of culture and the role of HR manager

UNIT-V QUALITY OF WORK LIFE

Meaning and importance of Quality of Work Life: Human, Technological and Organizational approach to Quality of Work Life; Quality Work Life in Indian, Latest Amendments in Contemporary Management

TEXT BOOKS:

1. Mirza Saiyaddin, "Contemporary issues in HRM", Himalaya Publishing House, 3rd Edition, 2013
2. Afsaneh Nahavandi, Robert B. Denhardt, Janet V. Denhardt, Maris P. Aristigueta, "Organizational Behavior", Sage Publications, 10th Edition 2015.
3. Laurie J. Mullins, "Management, and Organizational Behavior", Pearson Publications, 9th Edition 2012.
4. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, "Organizational Behavior", Pearson, 16th Edition, 2017.
5. Ramesh B. Rudani, "Management and Organizational Behavior", Tata McGraw hill, 8th Edition 2011.
6. Biswajeet Pattanayak, Human Resource Management, 5e, 2018

REFERENCE BOOKS:

1. Laurie J. Mullins, "Management, and Organizational Behavior", Pearson Publications, 9th Edition 2012.
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, "Organizational Behavior", Pearson, 16th Edition, 2017.
3. Ramesh B. Rudani, "Management and Organizational Behavior", Tata McGraw hill, 8th Edition 2011.

ELECTRONIC RESOURCES:

1. <http://www.sanfoundry.com/best.reference-books.com>
2. <http://www.managementhelp.org/management/theories.html>
3. [http://www.bayt.com/en/specialities/q/33147/what are.com](http://www.bayt.com/en/specialities/q/33147/what%20are.com)
4. <http://www.semesteratsea.org/spring2017.com>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

