

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
DM 401	Training and Development			II BBA (DM) - IV Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4
Course Objective							
To make the learners understand the process of training and management development and various on the job and off the job training and development methods and their effectiveness and apply them with proper tools.							
Course Outcomes and mapping with Blooms taxonomy							
Outcome	Description				Level		
CO1	Understand the principles of learning and training and the process of training in an organization				1 and 2		
CO2	Understand various off the job and on the job training methods and apply and analyze their effectiveness				1, 2, 3 and 4		
CO3	Understand the technology implications on training and apply the training evaluation methods				1,2 and 3		
CO4	Understand the management development factors, process and challenges in implementing				1 and 2		
CO5	Understand various off the job and on the job management development methods and apply and analyze their effectiveness				1, 2, 3 and 4		

Syllabus		
Unit	Content	Hours
Unit I	Training Meaning and Definition – Need for Training – Importance of training – Objectives of Training – Steps in training programs – Training Policy - Training for different employees – Principles of learning and training	20%
Unit II	Training methods – On the job – Vestibule training, Training by experienced workman, Training by supervisor, Demonstrations and examples, Simulation, Apprenticeship – Off the job – Lectures, Conference method, Seminar or Team discussion, Case studies, Role Playing, Programmed instruction, T group trainings, Audio visual aids	25%

Unit III	Technology in training – Instructor led online courses – Self paced courses – Blended learning - Corporate training - Online training platforms – Social and micro learning - Gamification in learning - Training evaluation – Retraining	20%
Unit IV	Development – Importance of development – Management development – Purpose and objectives – Stages – Components – Factors inhibiting development	10%
Unit V	Coaching and Counselling – Methods – Management Syndicate – Incident process – In Basket – Sensitivity – Counselling – Special projects – Committee assignments – Conferences – Management games.	25%

References	
Books and Resources	<ul style="list-style-type: none"> <li>• IP Subba Rao, VSP Rao – Human Resource Management, Konark Publishers</li> <li>• Subhash and SC Jain – Managing Human Resources, Arihant Publications</li> <li>• Beardwell and Hold men – Human Resource Management – Macmillan Publishers</li> <li>• Online articles at <a href="https://elearningindustry.com/">https://elearningindustry.com/</a></li> </ul>
Online Courses	<p>Course on Train the trainer  <a href="https://onlinecourses.nptel.ac.in/noc22_mg61/preview">https://onlinecourses.nptel.ac.in/noc22_mg61/preview</a></p> <p>Course on E Content Development  <a href="https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview">https://onlinecourses.swayam2.ac.in/ntr22_ed49/preview</a></p>

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> <li>• Study of training policies of companies</li> <li>• Training methods articles from Internet</li> <li>• Training software reviews</li> <li>• Management development cases</li> <li>• Case studies from Internet</li> </ul>

<b>Activities</b>	
Measurable	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Online Quizzes</li> <li>• Online games – Jeopardy, Crosswords and Word scramble</li> <li>• Presentations</li> </ul>
Group	<ul style="list-style-type: none"> <li>• Case analysis</li> <li>• Role Plays</li> <li>• Field visits to industry</li> <li>• Guest lectures</li> <li>• Interaction with industry professionals</li> </ul>