| | | | | -0 | | | | | Ash | oka B | usiness | School | | | | |
|-------------|---------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|----------------------|------------------------------------|--------------------------------------------------------------------|-------------------------|--------------------|-------|----------------------------------------|--------|--------------------------------------------|-----------------------------------------|---------------------------------|--------------------------------------------------|
| | | | | | | | | | 310-0 | Corpo | rate Gov | ernanc | ce (V) | | | |
| Unit No* | Sessi on No.* | Sub Topic* | Teachin g Methodo logy* | CO Applic able | PO Applic able | Session Quick assessm ent | Assessm ent for Concur rent (No concurr ent for | Tar get Mon th | Targ et Year | on | Actual Date of Compl etion (dd/m m/yyy | arks | Research Papers Discussed | Activities Planned/ A/V Inputs | Case Study / Progr ams Plann ed | Referenc e Book/We bsite |
| UNIT 1 | 1 | Introduction, Need and Scope Evolution of Corporate Governance.Devel opments in India | | CO1,C O2 | PO1 | Wrritten Test | | 1 | , | A | | NA | Article review of different cases | News Paper Reading + PPT | ds | Corporat3 e Governan ce Principles, Policies and |
| UNIT 1 | 2 | . Corporate Governance Code and Agency Theory. | PPT, Notes and Discussi on. | CO1,C O3 | PO1,P O2,PO 6 | Wrritten Test | | ı | 2 | A | | NA | Article review of different cases | РРТ | | Corporat3 e Governan ce Principles, Policies |
| UNIT 1 | 3 | Elements of Good Corporate Governance | PPT, Notes and Discussi on. | CO1,C O2 | PO1 | | | 1 | VSINE | A | | NA | Article review of different cases | Group Discussior + PPT | | Corporat3 e Governan ce Principles, Policies |

NASHIK . 9 SCHOOL

| UNIT 1 | 4 | Recent Corporate Governance Committee reports like N. R. Narayan Murthy Committee, J. J. Irani Committee | PPT, Notes and Discussi on. | O3 | PO1,P O2,PO 6 | | | 1 | A | | NA | Article review of different cases | News Paper Reading + PPT | F | e Governar ce Principles, Policies and Practices- |
|-----------|---|----------------------------------------------------------------------------------------------------------|-----------------------------------------|-------------|---------------------|-----|-------------|---|---|---|----|--------------------------------------------|-----------------------------------|----|---------------------------------------------------|
| UNIT 1 | 5 | report discussion | PPT, Notes and Discussi on. | CO1,C O2 | PO1 | | 10 | 1 | A | | NA | Article review of different cases | PPT | 49 | e Governan ce Principles, Policies |
| UNIT 2 | 7 | Board Effectiveness & Various Board Committees: Issues and Challenges | | CO1,CO | PO1, | | | 2 | A | | | Corporat | Be Governai | | |
| UNIT 2 | 8 | Board Composition; Diversity in Board Room; | | CO1 | PO1,PC | 04 | | 2 | A | | | | | | Governance Ce Principles, |
| UNIT 2 | 9 | Types of Directors; Board's Role and Responsibilities, Chairman, CEO, | Expert's Session | CO1,C0 | PO1,PO | all | SHIK - 9 OO | 2 | A | 7 | NA | Article review of different cases | PPT | | e Governan ce Principles, Policies |

* AEF'S *

17

| UNIT2 | 10 | Separation of Roles, Relationship between Directors and Executives, Visionary Leadership, | | | PO1 | MCQ | | 2 | A | | NA | Article review of different cases | Group Discussion + PPT | P ₁ | e Governan ce Principles, Policies and Practices- |
|--------|----|---------------------------------------------------------------------------------------------------|------------------------------------------------|--------|--------|-----|----------|---|---|----|----|--------------------------------------------|-----------------------------------|----------------|-----------------------------------------------------------------|
| UNIT 2 | 11 | Board Charter, Meetings and Processes, Directors' Training and Development | Group PPT & Discussi on | CO1 | PO1 | MCQ | 7 | 2 | A | .Q | NA | Article review of different cases | News Paper Reading + PPT | P | e Governan ce Principles, |
| UNIT 2 | 12 | Performance Evaluation of Board and Directors Board Committees Various. | Group PPT & Discussi on | CO1,CC | PO2 | 1 | | 2 | A | | NA | Article review of different cases | PPT | C | Corporat3 e Governan ce Principles, Policies |
| UNIT 2 | 13 | Board Committees, their Composition, Role and Responsibilities, Contribution to Board Governance. | Research paper discussio n and PPT | | PO1,PO | 02 | SUSINESS | 2 | A | | NA | Article review of different cases | Group Discussion + PPT | ı | Corporat3 e Governan ce Principles, Policies and Practices- BOB |

uş.

| UNIT 3 | 15 | Governance and other stake holders | Group PPT & Discussi on | CO1,CC | | | | | Α | | NA | Article review of different cases | PPT | e Governan ce Principles, Policies |
|--------|----|---------------------------------------------------------------------------|----------------------------------|--------|-----|---|--------------------|------------|---|-----|---------|--------------------------------------------|-----------------------------------|------------------------------------------------|
| UNIT 3 | 16 | Governance and other stake ho derspreention coservation of missmanagement | Group PPT & Discussi on | CO1 | PO1 | , | | 2.0 | A | | NA * | NA | NA n | Corporat36 |
| UNIT 3 | 17 | Governance and other stake he dersprention observation of missmanagement | Group PPT & Discussi on | CO1 | PO1 | | | | A | - 3 | NA | NA | NA | Corporat3 |
| UNIT 3 | 18 | Governance and other stake he derspreention observation of missmanagement | Group PPT & Discussi on | CO1 | PO1 | | | | A | | NA | NA | NA | Corporat3 |
| UNIT 3 | 19 | Governance and other stake he derspreention observation of missmanagement | Group PPT & Discussi on | CO1 | PO1 | | | | A | | NA | NA | NA | Corporat3 |
| UNIT 4 | 20 | Risk Management and probl∋ms of poor Gcvernance | Group PPT & Discussi on | CO1 | PO1 | (| QUSINES WASHIK. | Z-SCHOOL * | A | | NA | Article review of different cases | News Paper Reading + PPT | Governan ce Principles, Policies |

| UNIT 4 | 21 | Risk Management and problems of poor Governance | Group PPT & Discussi on | | PO1 | | | | | A | NA | Article review of different cases | News Paper Reading + PPT | Governan ce Principles, Policies |
|--------|----|-------------------------------------------------------|----------------------------------|-------------|---------------------|----------------|---------|----------------|-----------|---|----|--------------------------------------------|-----------------------------------|------------------------------------------------|
| UNIT 4 | 22 | Risk Management and problems of poor Governance | Group PPT & Discussi on | CO1 | PO1 | | | | 8 | A | NA | Article review of different cases | News Paper Reading + PPT | e Governan ce Principles, Policies Corporats |
| UNIT 5 | 23 | CASE STUDIES | Group PPT & Discussi on | CO1,C O2 | PO1,PO | Assignm ent | | 9 | | A | NA | Article review of different cases | PPT | e Governan ce Principles, Policies |
| UNIT 5 | 24 | CASE STUDIES | Group PPT & Discussi on | CO1,C O3 | PO1,P O2,PO 9 | Assignm ent | | | | A | NA | Article review of different cases | Group Discussion + PPT | Corporats e Governan ce Principles, Policies |
| UNIT 5 | 25 | CASE STUDIES | Group PPT & Discussi on | CO1,C O3 | PO1,P O2,PO 9 | Assignm ent | WAY WAY | INESS HIK 9 | NOON NOON | A | NA | Article review of different cases | Group Discussion + PPT | e Governan |

COORDINATOR
Internal Quality Assurance Cell
Ashoka Business School, Nashik



Ashoka Education Foundation

Ashoka Business School

Academic Year 2021-22 (404 HR)

| Un t No * | on | subject and | Teaching Methodology* Intro to subject and discussion about pre knowledge of | CO Applic able | PO Applica ble | Session Quick assess ment | Assessment for Concurrent | et Mont h | t | ion | arks | d | s Planned /A/V Inputs | Case Study/Progr ams Planned NA |
|--------------------|----|---------------------------------------------------|-------------------------------------------------------------------------------|----------------------|----------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------|-----|------|----------------------------|--------------------------------|------------------------------------------|
| 1 | 2 | Introduction to the subject and contents(Conceptu | HRM Intro to subject and discussion about pre knowledge of HRM | CO1 | PO1 | Small Test | Written Assignment with 2 Questions- 1. Describe digital disruptions & its importance in changing HR trends. 2. Evolution of digital trends and Benefits to orgainsation. | 1 | 2021 | A | NA | NA | NA | NA |
| 1 | 3 | | Discussion Method with PPT & Lecture | CO2 | PO1,PO 5 | | | 1 | 2021 | A | NA | NA | NA | NA |
| 1 | 4 | Concept related to | Discussion Method with PPT & Lecture | CO1 | PO1 | | | 1 | 2021 | A | NA | Research paper discussion. | NA | NA |
| 1 | 5 | Current HR trends | Discussion Method with PPT & Lecture | CO1 | PO1 | student o | mple from each f Impact of HR trends nctions.(Writing) | 2 | 2021 | A | NA | NA | NA | NA |

| 1 | 6 | 1 | Discussion Method with PPT & Lecture | CO2 | PO1,PO | Small MCQ- 5Questi ons | | 2 | 2021 | A | NA | NA | NA | NA |
|---|----|------------------------------------------------------------------|-------------------------------------------------|-----|-----------------|------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---|------|---|----|----------------------------------|------------------------------------------|-----------------------------------------------------------------------|
| 1 | 7 | analysis of HR | Discussion Method with PPT & Lecture | CO2 | PO1,PO | Small MCQ- 5Questi ons | | 2 | 2021 | A | NA | NA | NA | NA |
| 1 | 8 | Comparative analysis of HR Trends since 2015 | Discussion Method with PPT & Lecture | CO2 | PO1,PO | Small MCQ- 5Questi ons | | 2 | 2021 | A | NA | NA | Discussi on and demo of Web 2.0 | NA |
| 1 | 9 | Comparative analysis of HR Trends since 2015 | Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | Compara | ort note on ative analysis of HR ince 2015. | 2 | 2021 | A | NA | NA | NA | NA |
| 2 | 10 | Causes of transformation and evolution in the HR Trends | Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | Small Test | Explain evolution in the HR Trends (Give one Example) Discussions in class by group of stduents. | 3 | 2021 | A | NA | NA | Video | Case study discussion on current trend in HR |
| 1 | 11 | transformation and | Discussion Method with PPT & Lecture | CO5 | PO1 | | | 3 | 2021 | A | NA | NA | NA | Case study discussion on current trend in HR |
| 1 | 12 | and its impact on | Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 3 | 2021 | A | NA | Research paper discussion. | NA | NA |
| 1 | 13 | | Case study Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | Case study Presenta io by students | Group of students will present the topic with case study discussion method | 3 | 2021 | A | NA | NA | NA | Digital Disruptions and its impact on HR TrendsCase study discussion. |

| 1 | 14 | Digital Disruptions and its impact on HR Trends. | Case study Discussion Method with PPT & Lecture | CO5 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 3 | 2021 | A | NA | NA | NA | Digital Disruptions and its impact on HR TrendsCase study discussion. |
|---|----|---------------------------------------------------------------------|-------------------------------------------------|-----|-------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---|------|---|----|-----------------------------------------------------------------|------------------------------------------|-----------------------------------------------------------------------|
| 2 | 15 | Technological Interventions in HR Processes and Management | Case study Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | study Presenta | Group of students will present the topic with case study discussion method | 3 | 2021 | A | NA | NA | NA | Digital Disruptions and its impact on HR TrendsCase study discussion. |
| 2 | 16 | Artificial Intelligence in Recruitment | Case study Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | | Written Assignment with 2 Questions- 1. Define AI Describe its application at home,offices,Malls, Market,Travel. 2. Explain AI in recruitments. | 3 | 2021 | A | NA | NA | NA | Digital Disruptions and its impact on HR TrendsCase study discussion. |
| 2 | 17 | Data Analytics in transforming HR, | Case study Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | Small Test | | 3 | 2021 | A | NA | | NA | NA |
| 2 | 18 | Employee Experience Platforms | Case study Discussion Method with PPT & Lecture | CO6 | PO1 | | | 3 | 2021 | A | NA | Dicsussion Gujrat Mo advantage Operation project on | odel" in Do s to state ; al workou | govt. t & mini |
| 2 | 19 | Feedback Tools to improve Employee Engagement and Productivity. | Case study Discussion Method with PPT & Lecture | CO3 | PO1 | | | 3 | 2021 | A | NA | NA | NA | NA |

| 2 | 20 | Feedback Tools to improve Employee Engagement and Productivity. | Case study Discussion Method with PPT & Lecture | CO5 | PO1 | | prepare Questionaire for Employee Enagement feedback from Employee. | | 2021 | A | NA | NA | | NA |
|---|----|-----------------------------------------------------------------|-------------------------------------------------|-----|-----------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------|---|----|--------------------------------------------|--------|----|
| 2 | 21 | Feedback Tools to improve Employee Engagement and Productivity. | Case study Discussion Method with PPT & Lecture | CO5 | PO1 | Small Test | Written Assignment with 2 Questions- 1. Explain Employee Engagement in organisations. 2. Explain in brief how can Employee Wellness Apps used in organisations. | | 2021 | A | NA | Research paper discussion. | NA | NA |
| 2 | 22 | Employee Wellness Apps | Case study Discussion Method with PPT & Lecture | CO5 | PO1 | | | 3 | 2021 | A | NA | NA | NA | NA |
| 2 | 23 | Cloud and Mobile- enabled HR solutions | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO | | | 3 | 2021 | A | NA | NA | NA | NA |
| 3 | 24 | Tectonic Shift in HRM Priorities | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 3 | 2021 | A | NA | NA | NA | NA |
| 3 | 25 | Managing Workforce Diversity | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 3 | 2021 | A | NA | NA | NA | NA |
| 3 | 26 | Establishing Gender Parity and Pay Equality | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 3 | 2021 | A | NA | NA | NA | NA |
| 3 | 27 | Providing Mentorship | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 3 | 2021 | A | NA | NA Group dis- and demo Online tra | of all | NA |

| 3 | 28 | Assuring Safety at workplace | Case study Discussion Method with PPT & Lecture | CO3 | PO1 | | | 3 | 2021 | A | NA | Research partial Bust Application respect to definition Economics | iness with levelop | NA |
|---|----|---------------------------------------------|----------------------------------------------------------|-----|-----------------|----------|-------------------------------------------------------------------------------------|---|------|---|----|-------------------------------------------------------------------|--------------------------|----------------------|
| 3 | 29 | Catering to Employee expectations. | Case study Discussion Method with PPT & Lecture | CO5 | PO1,PO 2 | Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | | NA | NA |
| 3 | | Changing Skill requirements. | Case study Discussion Method with PPT & Lecture | CO1 | PO1 | | | 4 | 2021 | A | NA | NA | NA | NA |
| 3 | | Conducting Continuous Improvement Programs. | Case study Discussion Method with PPT & Lecture | CO2 | PO1,PO 3 | | | 4 | 2021 | A | NA | NA | NA | NA |
| 3 | | Re-engineering | Case study Discussion Method with PPT & Lecture | CO4 | PO1,PO 3,PO7 | | | 4 | 2021 | A | NA | NA | NA | E-Banking case study |
| 3 | 33 | Decentralizing work sites. | Case study Discussion Method with PPT & Lecture | CO3 | PO1 | Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | Research paper discussion. | NA | E-Banking case study |

| 3 | 34 | Promoting Family work life balance. | Case study Discussion Method with PPT & Lecture | CO5,C O6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | NA | E- Learning App's Demo and discussio n | E-Banking case study |
|---|----|------------------------------------------------|-------------------------------------------------|-------------|-----|-------------------|-------------------------------------------------------------------------------------|---|------|---|----|---------------------------------------------------------------------|----------------------------------------------------------|----------------------------------------|
| 4 | 35 | Organisational Culture and Effectiveness | Case study Discussion Method with PPT & Lecture | CO6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | Discussion s on" Online Travel and Tourism Services" | | E-Banking case study |
| 4 | 36 | Employee Performance and Satisfaction | Case study Discussion Method with PPT & Lecture | CO5,C O6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | Discussio n on " E- Placemen t" | NA | NA |
| 4 | 37 | Human Resource Planning & Management | Case study Discussion Method with PPT & Lecture | CO5,C O6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | Discussio ns on Online consultin g . | NA | Case study of "Aarogya Setu" App |
| 4 | 38 | Recruitment & Selection | Case study Discussion Method with PPT & Lecture | CO5,C O6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 4 | 2021 | A | NA | NA | NA | Case study of OTT platform |
| 4 | 39 | Performance Management System | Case study Discussion Method with PPT & Lecture | CO5,C O6 | PO1 | study Presenta | Group of students will present the topic with case study discussion method | 5 | 2021 | A | NA | | NA | Case study of OTT platform |

| 4 | 40 | Training & | Case study | CO5,C | PO1 | Case | Group of students | 5 | 2021 | A | NA | NA | NA | Case study of |
|---|----|------------------|-------------------|-------|------|----------|------------------------|---|------|---|------|----|------|---------------|
| | | Development, | Discussion Method | O6 | | study | will present the topic | | | | | | | Netflex |
| | | Career / | with PPT & | | | Presenta | with case study | | | | | | | |
| | | Succession | Lecture | | | io by | discussion method | | | | | | | |
| | | Planning, | | | | students | | | | | | | | |
| 4 | 41 | Rewards & | Revison & | CO5,C | PO1 | | Group Disscussion | 5 | 2021 | A | NA | | NA | Case study of |
| | | Recognitions, | Discussions | O6 | | | | | | | | | | OTT platform |
| 4 | 42 | Employee | Revison & | CO5,C | PO1 | | Group Disscussion | 5 | 2021 | A | NA | NA | NA | Case study of |
| | | Engagement | Discussions | O6 | | | - | | | | | | | Netflex |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| 4 | 10 | II 1.1 0 C C . | D : 0 | 005.0 | DO 1 | | C D: : | _ | 2021 | 1 | NT A | | NT A | G . 1 . C |
| 4 | 43 | Health & Safety, | | | PO1 | | Group Disscussion | 5 | 2021 | A | NA | | NA | Case study of |
| | | Administrative | Discussions | O6 | | | | | | | | | | OTT platform |
| | | Functions | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| 5 | 44 | Unit 5 Case | Revison & | | PO1 | | Group Disscussion | 5 | 2021 | A | NA | NA | NA | Case study of |
| | | Studies | Discussions | O6 | | | | | | | | | | Netflex |
| 5 | 45 | Unit 5 Case | Revison & | CO5,C | PO1 | | Group Disscussion | 5 | 2021 | A | NA | | NA | Case study of |
| | | Studies | Discussions | O6 | | | • | | | | | | | OTT platform |
| | 1 | | | | | | | | | | | | | 1 - |

Subject Incharge Director

Ashoka Education Foundation

Ashoka Business School

Academic Year 2021-22 (220 MKT)

| | Sess ion No.* | Sub Topic* | Teaching Methodology* | | Target Month | Targ et Year | | Remar ks | h | A/V | Case Study/Pr ograms Planned | Referen ce Book/W ebsite | Others |
|---|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------|-----------------|--------------------|---|-------------|---|-----|---------------------------------------|-----------------------------------|----------------------------|
| 1 | | Digital Marketing Planning and Structure: Inbound vs Outbound Marketing, Content Marketing, Understanding Traffic, understanding Leads, Strategic Flow for Marketing Activities. | | | 1 | 2022 | A | | | | | | 220-MKT |
| 1 | | WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page | Group Method PPT & Lecture | l with | 1 | 2022 | А | | | | Demo & Practice. | | Syllabus copy:PG:8 3 |
| 1 | 3 | Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens) | Group Method PPT & Lecture | l with | 1 | 2022 | А | | | | | | |
| 1 | 4 | Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing Wordpress Website. | Group Method PPT & Lecture | l with | 1 | 2022 | А | | | | SEO Discussions | | |

| | 1 | | : | | ı | 1 | | | | | T . | |
|---|---|--------------------------------------------|--------------|------|---|------|---|--|----------------------------|-------|-----|--|
| 2 | 5 | Facebook Marketing Fundamentals: | Group Method | with | 1 | 2022 | Α | | | | | |
| | | Profiles and Pages, Business Categories, | PPT | | | | | | | | | |
| | | Getting Assets Ready, Creating Facebook | & Lecture | | | | | | | | | |
| | | Pages, Page Info and Settings, Facebook | | | | | | | | | | |
| | | Page Custom URL, Invite Page Likes, | | | | | | | | | | |
| | | Featured Video, Pin Post and | | | | | | | | | | |
| | | Highlights, Scheduling Posts, Facebook | | | | | | | | | | |
| | | Events, Reply and Message, Facebook | | | | | | | | | | |
| | | Insights Reports, Competitor's Facebook | | | | | | | | | | |
| | | Page, Ban User on Facebook Page, Connect | | | | | | | | | | |
| | | with Twitter. | | | | | | | | | | |
| 2 | 6 | Facebook Ad Campaigns: Organic v/s Paid, | Group Method | with | 1 | 2022 | Α | | Web Browsing Recruitment U | | | |
| | | Defining Ad Objective, Performance Matrix, | PPT | | | | | | i veci di li ile ili c | JIL 3 | | |
| | | Ad Components, Designing Creative Image, | & Lecture | | | | | | | | | |
| | | Facebook Ad Structure, Setting Up | | | | | | | | | | |
| | | Facebook Ad Account, Create Ad – | | | | | | | | | | |
| | | Targeting, Create Ad –Budgeting | | | | | | | | | | |
| 2 | 7 | Create Ad –Creative, Content and CTA, | Group Method | with | 1 | 2022 | Α | | Video | | | |
| | | Boosting Page Posts, | PPT | | | | | | | | | |
| | | Page Promotion, Video Promotion, Similar | & Lecture | | | | | | | | | |
| | | Ads and Audiences, Tracking Pixels Code, | | | | | | | | | | |
| | | Remarketing -Website Visitors, | | | | | | | | | | |
| | | Custom Audiences -Look Alike, Custom | | | | | | | | | | |
| | | Audience -Saved Group | | | | | | | | | | |
| 2 | 8 | Managing and Editing Ads, Ad Reports and | Group | | 1 | 2022 | Α | | | | | |
| | | Ad Insights, | Method with | | | | | | | | | |
| | | Billing and Account. Facebook Business | PPT | | | | | | | | | |
| | | Manager, People, Pages and Roles, Ad | & Lecture | | | | | | | | | |
| | | Accounts Configurations | | | | | | | | | | |

| 2 | 9 | Ad Agencies and Assigning, Shared Login for FB Business A/c, Power Editor, Email Targeting on Facebook, Facebook Offers, CTA on Page, Posts for Location, Save Time with Third Party Tools, Case Studies | Group Method with PPT & Lecture | 1 | 2022 | A | | | |
|---|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---|------|---|------------------------------|---------------------|--|
| 3 | 10 | Google Adwords: Understanding Adwords, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Adwords User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies. | Group Method with PPT & Lecture | 2 | 2022 | A | Web Browsin Recruitment U | 0 | |
| 3 | 11 | PPC, CPM, CPA, Other Measuring Tools, Bidding Strategy on Location, Bidding Strategy on Schedule, Bidding Strategy on Devices, Conversion Tracking Code, Designing Image Ads, Creating Animated Ads | Group Method with PPT & Lecture | 2 | 2022 | A | Video | | |
| 3 | 12 | Examples on Animated Ads, Creating Video Ads, Youtube Video Promotion, Hi-Jack Competitor's Video Audience, Case Studies. Remarketing Strategies, Remarketing Rules. | Method/Parti cipative | 2 | 2022 | A | | | |
| 3 | 13 | emarketing Tracking Code,Linking Google Analytics, Designing Remarketing Images, Shared Budget, GWD Software, Case Studies | Group Method/Parti cipative Method | 2 | 2022 | | | | |
| 4 | 14 | YouTube Marketing: Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom | Group Method/Parti cipative Method | 2 | 2022 | A | Activity | Demo & Practice. | |

| | | Channel URL, Channel ART, Channel Links, Channel Keywords, Branding Watermark, | | | | | | | | |
|---|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---|------|---|--|------------------------------|---------------------|--|
| 4 | 15 | Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library, Case Studies. | Group Method/Parti cipative Method | 2 | 2022 | A | | | | |
| 4 | 16 | Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro, CTA – Cards for Mobile, Redirect Traffic to Website, | Group Method/Parti cipative Method | 2 | 2022 | Α | | Web Browsin Recruitment l | | |
| 4 | 17 | Post Upload Enhancements, Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages | Group Method/Parti cipative Method | 2 | 2022 | Α | | | | |
| 4 | 18 | Monetization with Adsense, Paid YoutubeChannel, Channel Analytics, Real Time Analytics, Case Studies. | Group Method/Parti cipative Method | 2 | 2022 | Α | | | | |
| 5 | 19 | Email Marketing - Content Writing: Email Machine –The Strategy, Email Frequency, Why People Don't Buy, The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers. | Group Method/Parti cipative Method | 2 | 2022 | А | | | Demo & Practice. | |
| 5 | 20 | Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales, Re-Engagement, Buyer vs Consumer. | Group Method/Parti cipative Method | 2 | 2022 | A | | | | |

| 5 | 21 | Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, | Group Method/Parti cipative Method | 2 | 2022 | A | | | |
|---|----|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---|------|---|--|--|--|
| 5 | 22 | Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, | Group Method/Parti cipative Method | 3 | 2022 | A | | | |
| 5 | 23 | egmentation Lists, Auto-Responder Series | Group Method/Parti cipative Method | 3 | 2022 | A | | | |
| 5 | 24 | Triggering Auto –Responder Emails | Group Method/Parti cipative Method | 3 | 2022 | A | | | |
| 5 | 25 | Auto Responder Actions, Case Studies. | Group Method/Parti cipative Method | 3 | 2022 | A | | | |

Subject Incharge Director

Ashoka Education Foundation

Ashoka Business School

Academic Year 2021-22 (203 HRM)

| Unit No* | Sess ion No.* | Sub Topic* | Teachi ng Metho dology | Actual Date of Comple tion(dd/ mm/yyy y) | Tar get Mo nth | Targ et Year | Se cti on | Rem arks | Resear ch Papers Discus sed | Activiti es Planne d/A/V Inputs | Case Study/ Progra ms Planne d | Referen ce Book/W ebsite | Oth ers |
|-------------|---------------------|-------------------------------------------------------------------|------------------------------------------|---------------------------------------------------------|-------------------------|--------------------|-----------|-------------|-----------------------------------------|---------------------------------------------|-----------------------------------------------|-----------------------------------|------------|
| 1 | 1 | Human Resource Management: Concept and Challenges -Intro | PPT and Lecture | | 5 | 2022 | Α | | | | | | 203- HR |
| 1 | 2 | Objectives, Scope, Features of HRM, | Group Method with PPT & Lecture | | 5 | 2022 | А | | | | Case Study | | |
| 1 | 3 | Role of HRM, Importance of HRM | Group Method with PPT & Lecture | | 5 | 2022 | А | | | | | | |
| 1 | 4 | Policies and Practices of HRM | Group Method with PPT & Lecture | | 5 | 2022 | А | | | | | | |
| 1 | 5 | Functions of HRM ,Challenges of HRM | Group Method with PPT & Lecture | | 5 | 2022 | А | | | | | | |
| 1 | 6 | SHRM: Define SHRM, importance and nature., importance and nature. | Group Method with PPT & Lecture | | 5 | 2022 | А | | | | | | |
| 1 | 7 | HRM Models: Harvard Model, SHRM "matching model | Group Method with PPT & Lecture | | 6 | 2022 | A | | | Video | | | |
| 2 | 8 | HR Acquisition & Retention:Human Resource Planning | Group Method with PPT & Lecture | | 6 | 2022 | А | | | Web Browsing for Recruitme nt URL's | | | |

| 2 | 9 | Definition, Objective, Need and Importance- HRP | Group Method | | | | | | | |
|---|----|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---|------|---|--|-------------------------------------------------|--|--|
| | | Importance- TIKI | with PPT & Lecture | 6 | 2022 | Α | | | | |
| 2 | 10 | HRP Process, Barriers to HRP | Group Method with PPT & Lecture | 6 | 2022 | А | | | | |
| 2 | 11 | Job Analysis Proces | Group Method with PPT & Lecture | 6 | 2022 | Α | | Web Browsing for Recruitme nt URL's | | |
| 2 | 12 | Contents of Job Description & Job Specification | Group Method/Pa rticipative Method | 6 | 2022 | А | | | | |
| 2 | 13 | Job description Vs job specifications. | Group Method/Pa rticipative Method | 6 | 2022 | Α | | | | |
| 2 | 14 | Job design, Factors affecting Job design | Group Method/Pa rticipative Method | 6 | 2022 | А | | Activity | | |
| 2 | 15 | Job enrichment Vs job enlargement. | Group Method/Pa rticipative Method | 6 | 2022 | А | | | | |
| 2 | 16 | Recruitment Introduction & Sources of Recruitment, | Group Method/Pa rticipative Method | 6 | 2022 | А | | Web Browsing for Recruitme nt URL's | | |
| 2 | 17 | Selection Process, Induction and Orientation. Career Planning- Process of career planning and development Succession Planning Process | Group Method/Pa rticipative Method | 6 | 2022 | А | | | | |
| 2 | 18 | Transfer and Promotion. Retention of Employees: Importance of retention, | Group Method/Pa rticipative Method | 6 | 2022 | Α | | | | |

| 2 | 19 | Difference between recruitment and selection-Recruitment, strategies of retention | Group Method/Pa rticipative Method | 6 | 2022 | A | | | | |
|---|----|-----------------------------------------------------------------------------------|---------------------------------------------|---|------|---|------|----------|--------------------------------------|--|
| 3 | 20 | Performance Appraisal & Performance Management – Definition, Objective | Group Method/Pa rticipative Method | 6 | 2022 | A | | | | |
| 3 | 21 | Importance, Appraisal Process and Appraisal Method | Group Method/Pa rticipative Method | 6 | 2022 | A | | | Case Study Discussion on PA | |
| 3 | 22 | Why to measure performance and its purpose. | Group Method/Pa rticipative Method | 6 | 2022 | Α | | | | |
| 3 | 23 | Performance Appraisal Vs Performance Management, Potential Management. | Group Method/Pa rticipative Method | 7 | 2022 | Α | | Video | | |
| 3 | 24 | Training and Development - Definition – Scope | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |
| 3 | 25 | Conceptual framework of Training and development of Employees | Group Method/Pa rticipative Method | 7 | 2022 | Α | | | | |
| 3 | 26 | Role of Training in Organizations. | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 3 | 27 | Training Objectives, The Training and Development Proce | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 3 | 28 | Training Need Assessment, Types of training | Group Method/Pa rticipative Method | 7 | 2022 | Α | | | | |
| 3 | 29 | Difference between training and development, | Group Method/Pa rticipative Method | 7 | 2022 | A | | Activity | | |

| 3 | 30 | -Learning. Benefits of training, Evaluation of Training Effectiveness: | Group Method/Pa rticipative Method | 7 | 2022 | A | | | Kirkpatrick model | |
|---|----|--------------------------------------------------------------------------------------------|---------------------------------------------|---|------|---|--|-------|-------------------------------------------------|--|
| 4 | 31 | Compensation Management: Concept, Objectives, Importance of Compensation Management, | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 4 | 32 | Process, Current Trends in Compensation. Factors in compensation plan | Group Method/Pa rticipative Method | 7 | 2022 | Α | | | | |
| 4 | 33 | Wage/ Salary differentials, Components of salary. | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |
| 4 | 34 | Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |
| 4 | 35 | Employees Separation - Retirement, Termination, | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 4 | 36 | VRS, Golden Handshak | Group Method/Pa rticipative Method | 7 | 2022 | А | | GD | Case Study | |
| 4 | 37 | Suspension, Concepts & Method | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 4 | 38 | Grievance Procedure in Indian Industry | Group Method/Pa rticipative Method | 7 | 2022 | A | | Video | Grievance Procedure in Indian Industry | |
| 5 | 39 | Emerging Trends in HRM: HRIS-Need, Advantages & Uses of HRIS. | Group Method/Pa rticipative Method | 7 | 2022 | А | | | | |
| 5 | 40 | HR Accounting- Concepts, Objective, Advantage, Limitation | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |

| 5 | 41 | Method. HR Audit | Group Method/Pa rticipative Method | 7 | 2022 | A | | Web Browsing for Recruitme nt URL's | | |
|---|----|------------------------------------------------------------------|---------------------------------------------|---|------|---|--|-------------------------------------------------|--|--|
| 5 | 42 | Concept, Objective, Scope & Process. | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |
| 5 | 43 | HR Shared Services- | Group Method/Pa rticipative Method | 7 | 2022 | A | | | | |
| 5 | 44 | Concept, Objective, Benefits, Issues creating HR Shared Services | Group Method/Pa rticipative Method | 7 | 2022 | Α | | | | |

Subject In charge Director