

**10** YEARS  
OF UNIVERSITY  
RECOGNITION  
**20** YEARS OF  
ACADEMIC  
EXCELLENCE



**REVA**  
UNIVERSITY

Bengaluru, India



# Gender related courses

Rukmini Knowledge Park,  
Kattigenahalli, Yelahanka, Bengaluru - 560 064

[www.reva.edu.in](http://www.reva.edu.in)

**REVA Business School Offers courses covering Gender Equity/Gender Diversity as part of its curriculum.**

<b>Course Title : STRATEGIC APPROACHES TO EQUALITY, DIVERSITY AND INCLUSION</b>			
<b>Course Code:</b> M21MKS462			
<b>Course Description:</b> The aim of this unit is to enable leaders to develop an in-depth understanding of equality, diversity and inclusion at a strategic level. Leaders will have the opportunity to critically assess structural inequality within an organisational and societal context. They will discuss approaches to comply with legal and good practice requirements and to appraise the influence of equality, diversity and inclusion on strategic objectives			
<b>Course Objectives:</b> The objective of this course is to: <ol style="list-style-type: none"> <li>1. Understand the need for structural equality</li> <li>2. Comprehend the policy development and implementation operational practice</li> <li>3. Inclusion of equality and diversity into organizational process</li> <li>4. Understand the legal obligations.</li> </ol>			
<b>Course Outcomes:</b> On successful completion of this course students shall be able to: <p>C01: Understand the the impact of equality, barriers to achieve equality        C02: gain understanding on policy development and analysis        C03: Gain knowledge about the strategic priorities and equality objectives        C04: understand the levels of implementing equality in organization        C05: Embedding of diversity and inclusion objectives        C06: Asses the legal and regulatory requirements</p>			
<b>Pedagogy:</b> ICT, Flip classroom, Case based			
<b>LTP:</b> 3:0:0			
<b>Course type:</b> Soft core			
<b>Contact Hours:</b> 39			
Units	Detailed Syllabus	Contact hours	CO
<b>UNIT-1</b>	Structural inequality: Systemic, institutional barriers Criteria, practices, and processes. Methods of entry to organisations. Opportunities for progression (e.g. Glass ceiling). Attitudes, beliefs, perceptions and unconscious bias. Over/under-representation in workforce and service user profile. Disproportionate outcomes for staff or service users. Profile of senior level staff.	8 Hours	CO1
<b>UNIT-2</b>	Policy development and implementation. Equality analysis Consistent involvement and engagement of 'experts by experience, Data and information management,	12 Hours	CO2 & 3

	Disseminating, embedding equality, diversity and inclusion into operational practice. Development of strategic priorities and equality objectives. Learning and development programmes which embed equality, diversity and inclusion		
<b>UNIT-3</b>	Embedding equality, diversity and inclusion into overarching aims and objectives of an organisation (Development of specific equality, diversity and inclusion objectives (e.g. recruitment, retention, career development)).	9 Hours	CO4 &5
<b>UNIT-4</b>	Legal and regulatory requirements: Legislative framework (Equality Act, 2010). Protected characteristics. Types of discrimination. Prohibited conduct. Rights and responsibilities of employers and employees. Interrelationship with other legal and regulatory frameworks. Human Rights Act (1999). Gender Recognition Act 2004. Prevent Strategy (2011).	10 Hours	CO6

### Reference Books:

1. Kirton, G. and Greene, A-M. (2016). The Dynamics of Managing Diversity. A Critical Approach. 4 th ed. Abingdon, Oxon: Routledge.
2. Malone, T. (2019). Equality, Diversity & Inclusion: A practical guide: Terminology, Communities and Dignity

<b>Course Title: INSTITUTIONAL SUPPORT SYSTEM FOR ENTREPRENEURS</b>
<b>Course Code: M21MKS473</b>
<b>Course Description:</b> This course on institutional support systems for entrepreneurs will highlight the support provided to entrepreneurs by different types of institutions in India. It covers the formulation of various policies, providing support, regulating, and facilitating to development of manufacturing and service enterprises with the help of many institutions.
<b>Course Objectives:</b> The objective of this course is to enable students to: <ol style="list-style-type: none"> <li>1. Familiarize the students with the institutional support system for entrepreneurship and create new ventures.</li> <li>2. Know the array of institutions in the financing, giving technical support and training in entrepreneurial activities.</li> <li>3. Understand the mechanism of institutional support at various levels of operation in detail.</li> <li>4. Be aware of the Governmental schemes and policies toward promoting entrepreneurial talent.</li> </ol>
<b>Course Outcomes:</b> On successful completion of this course students shall be able to: CO1: understand the institutional support mechanism available to promote entrepreneurship. CO2: approach various financial institutions for funding to start up new ventures.

CO3: acquire training and develop their skills through different training institutions that support entrepreneurship development.  
 CO4: get technical support from the various institutions that provide technical assistance to the entrepreneurs.  
 CO5: know the policy regulation of the Government and various schemes of the government in order to establish your own business.  
 CO6: start their own business ventures.

**Course Pre-requisites:**

Theoretical aspects of Supply chain Management and production and operations management.

**Pedagogy: Direct Method, ICT, Case study**

**LTP: 2:1:0**

**Course type: SC**

**Contact Hours: 39**

Units	Detailed Syllabus	Contact hours	CO
Unit-1	The institutional support system at various levels: 1. Central Government 2. State Government 3. Non-Government Support System 4. District Industries Centres (DIC).  Assistance to an entrepreneur: Industrial Park -Meaning, features, Special Economic Zone -Meaning, features & examples, Industrial Estate, Financing of Industrial Estates. Khadi and Village Industries Commission (KVIC)	10Hours	CO1
Unit-2	A brief overview of financial institutions in India - Central level and state level institutions - Small Industries Development Bank of India (SIDBI) - National Bank for Agriculture and Rural Development (NABARD) - Industrial Development Bank of India (IDBI) - Industrial Finance Corporation of India (IFCI), National Small Industries Corporation Ltd (NSIC), State Small Industries Corporation (SSIC), Regional Rural Banks (RRBs), State Financial Corporations (SFCs), State Industrial Development Corporations (SIDCs), Cooperative Banks and Gramin Banks .	10Hours	CO2
Unit-3	Institutions for Technical Guidance : Small Industries Development Organisation (SIDO), District Industry Centres (DICs), Technical Consultancy Organisations (TCOs), Small Industries Service Institutes (SISIs), State Small Industries Development Corporations (SSIDCs), Industrial Development Corporation (IDC) Institutions for Training: Small Industries Service Institute (SISI), Council for Advancement of Peoples Action and Rural Technology (CAPART), District Industries Centre (DIC)	10Hours	CO3 & CO4

Unit-4	Support for Innovation and Entrepreneurship provided by Government of India : Startup India, Make in India, Digital India, Pradhan Mantri Kaushal Vikas Yojana, Atal Innovation Mission (AIM), Stand-Up India, Trade-related Entrepreneurship Assistance and Development (TREAD), Department of Science and Technology (DST), Biotechnology Industry Research Assistance Council (BIRAC), Support to Training and Employment Programme for Women (STEP), Science for Equity Empowerment and Development (SEED), single window system . Institutional support for Women Entrepreneurs in India . Latest Industrial Policy of Govt of India.	09Hours	CO5 & CO6
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### References Books:

1. Entrepreneurship Development in India by Debasish Biswas and Chachal Dey , 2021 by Routledge.
2. Entrepreneurship Development-Small Business Enterprises, Poornima Charantimath, 2/e, Pearson Edition, 2013.
3. Entrepreneurship, Rajiv Roy, Oxford University Press, 2011.



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 Bengaluru - 560 064



**Course Title: Human Resource Management**

**Course Code: B22MB0204**

**Course Description:** The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques, and issues. Topics include job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, and the strategic contribution of HRM to organizational performance and evaluating HRM effectiveness. Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment.

**Course Objectives:**

1. To familiarize the students about the different aspects of managing people in the organization from the stage of acquisition to development and retention.
2. To comprehend the various aspects of human resource development strategies for better management of people in the organizations
3. HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.

**Course Outcomes:**

- CO1: Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design  
 CO2: Competency to recruit, train, and appraise the performance of employees  
 CO3: To analyze the strategic issues and strategies required to select and develop manpower resources.  
 CO4: To integrate the knowledge of HR concepts to take ethical business decisions

**Course Pre-requisites:** Basis knowledge of HR concepts and functions.

**Pedagogy:** Lectures, Videos, Case studies, Role play

**LTP:** 3:1:0

**Course type:** HC

**Contact Hours:** 52 Hours

**Reference Books:**

Units		Contact hours	CO	PO	PSO
<b>Unit 1</b>	<b>Introduction to Human Resource Management:</b> Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between HRM and HRP, HRP Process, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Overview of Generational Differences, Future Trends in Human Capital and Talent Management, Impact of HRM practices on organizational performance. <b>Workforce diversity</b>  <b>Gender sensitivity at workplace, labour demographic trends and challenges</b>	10 hrs.	1	1	1
<b>Unit 2</b>	<b>Recruitment, Selection &amp; Appointment:</b> Job Analysis, Recruitment – meaning, significance, objectives, sources & methods; Selection– meaning, importance, steps/process, selection techniques (tests, interviews, offer letter, appointment letter); placement induction (meaning, objective, types). A quick glance at talent and competency based HRM.	14 hrs.	2	6	2
<b>Unit 3</b>	<b>Development &amp; Compensation:</b> Training and Development – Meaning, importance, benefits, methods of training, training process, identification of training needs & measuring its effectiveness of training- Kaufman's and Kirkpatrick methods. Compensation –Compensation (meaning, significance, executive compensation programmes, employee benefits & services), methods of compensating; Performance Appraisal - meaning, objectives, methods- Including 720degree method of performance appraisal, uses & limitations).	14 hrs.	1	6	3
<b>Unit 4</b>	<b>Employee Mobility:</b> Meaning of Promotion, Purpose, basis of promotion, Meaning and reasons for demotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, need for right sizing. Retention – Meaning need and purpose  Human Resource Maintenance And Development : Meaning of HRD, Role of training in HRD,	14 hrs.	4	1	2

	Employee health and safety: Employee welfare: Social security (excluding legal provisions), Employer- employee relations- An overview: Grievance handling and redressal, Industrial disputes: Causes and settlement machinery				
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1. Dessler, G. (2015). Human resource management. Pearson Education India.
2. Bratton, J., & Gold, J. (2017). Human resource management: theory and practice. Palgrave.
3. DeCenzo, D.A. & Robbins (2017). Fundamentals of Human Resource Management, New York: John Wiley & Sons.
4. Rao, V.S.P (2017) Human Resource Management - Text and Cases, Excel Books.
5. K. Ashwathappa, (2017), Human Resources Management: Text and cases, Mc-Graw Hill India, 13th Edition



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