

**DEPARTMENT OF MANAGEMENT  
STUDIES  
School of Management  
PONDICHERRY UNIVERSITY**



**MBA (Business Administration)**

**Course Structure & Syllabi 2023-24**

**Approved in Board of Studies  
held on 3<sup>rd</sup> May 2023**

**Submitted to Board of Studies,  
School of Management**

## INDEX

COURSE STRUCTURE OF MBA PROGRAMME IN PONDICHERRY UNIVERSITY .....	5
REGULATIONS FOR THE MBA PROGRAMME OFFERED IN THE UNIVERSITY DEPARTMENT.....	6
COURSE STRUCTURE OF MBA PROGRAMME IN AFFILIATED COLLEGES.....	8
REGULATIONS FOR THE MBA PROGRAMME OFFERED IN AFFILIATED COLLEGES.....	9
<b>SEMESTER I.....</b>	<b>11</b>
MANAGEMENT PROCESSES.....	13
ORGANISATIONAL BEHAVIOUR .....	15
MANAGERIAL ECONOMICS.....	18
ACCOUNTING FOR MANAGERS.....	21
BUSINESS LAW .....	24
BUSINESS ENVIRONMENT.....	27
BUSINESS ANALYTICS LAB -I.....	30
COMMUNICATION SKILLS WORKSHOP .....	33
SPREADSHEET FOR MANAGERS LAB.....	35
PERSONALITY DEVELOPMENT WORKSHOP.....	37
<b>SEMESTER II.....</b>	<b>39</b>
FINANCIAL MANAGEMENT.....	41
MARKETING MANAGEMENT .....	44
OPERATIONS MANAGEMENT .....	46
HUMAN RESOURCES MANAGEMENT.....	48
RESEARCH METHODOLOGY .....	51
MANAGEMENT INFORMATION SYSTEMS.....	54
SELLING & NEGOTIATION SKILLS WORKSHOP .....	56
OPERATION RESEARCH LAB (SOFTWARE BASED).....	58
CAREER DEVELOPMENT WORKSHOP.....	60
INDUSTRY INTERFACE PROGRAMME- 1.....	62
<b>SEMESTER III .....</b>	<b>63</b>
STRATEGIC MANAGEMENT .....	65
PROJECT MANAGEMENT .....	67
QUALITY MANAGEMENT .....	70
MANAGEMENT CONTROL SYSTEMS.....	72
<b>SEMESTER IV.....</b>	<b>75</b>
PUBLIC SYSTEMS MANAGEMENT .....	77
ENTREPRENEURSHIP.....	81
BUSINESS ETHICS AND CORPORATE GOVERNANCE.....	83

BUSINESS VALUATION LAB .....	86
INDUSTRY INTERFACE PROGRAMME-II.....	88
<b>ELECTIVES (SEMESTER III AND SEMESTER IV) .....</b>	<b>89</b>
<b>FINANCE ELECTIVES .....</b>	<b>94</b>
ADVANCED DATA ANALYSIS.....	95
APPLIED ECONOMETRICS .....	97
BANK FINANCIAL MANAGEMENT.....	99
BANKING AND INDIAN FINANCIAL SYSTEMS .....	102
BLOCKCHAIN FOR BUSINESS .....	104
BUSINESS ACCOUNTING AND ADVANCED FINANCIAL MANAGEMENT .	106
CORPORATE COMPLIANCE MANAGEMENT .....	108
CORPORATE FINANCE .....	109
CORPORATE TAX MANAGEMENT .....	111
DIRECT TAXES LAW AND PRACTICE .....	113
ENVIRONMENTAL ACCOUNTING AND COSTING .....	115
EXPORT MANAGEMENT .....	117
FINANCIAL ENGINEERING .....	119
FINANCIAL MARKETS AND SERVICES .....	122
FINANCIAL SERVICES MANAGEMENT .....	124
GLOBAL FINANCIAL MARKETS .....	126
INDIAN ECONOMIC POLICY ENVIRONMENT.....	128
INDIAN FINANCIAL FRAMEWORK.....	131
INFRASTRUCTURE FINANCE .....	135
INTERNATIONAL FINANCE .....	137
MERGERS & ACQUISITIONS .....	140
MICROFINANCE.....	143
RISK MANAGEMENT AND INSURANCE .....	145
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT .....	146
STRATEGIC COST MANAGEMENT .....	149
STRATEGIES FOR FINANCIAL SERVICES.....	151
INTERNATIONAL FINANCIAL REPORTING STANDARDS FOR SMALLAND MEDIUM BUSINESS ENTITIES.....	154
BEHAVIORAL FINANCE.....	158
FINANCIAL ANALYTICS.....	160
NGO MANAGEMENT.....	163
CORPORATE REPORTING AND DISCLOSURE.....	166
<b>HUMAN RESOURCE MANAGEMENT ELECTIVES .....</b>	<b>169</b>
ADVANCED ORGANIZATION BEHAVIOUR .....	170
COMPENSATION MANAGEMENT .....	173
CROSS CULTURE BUSINESS MANAGEMENT .....	175
GLOBAL HR PRACTICES .....	178
HR ANALYTICS.....	181

HRIS [Human Resources Information System].....	184
HRM IN KNOWLEDGE BASED ORGANIZATIONS.....	187
INDUSTRIAL RELATIONS & LABOUR LEGISLATION.....	189
KNOWLEDGE MANAGEMENT.....	192
MANAGEMENT OF CHANGE & DEVELOPMENT.....	194
QUALITY PERFORMANCE MANAGEMENT.....	196
STRATEGIC HUMAN RESOURCE DEVELOPMENT.....	198
STRESS MANAGEMENT.....	201
TECHNOLOGY FOR PERSONNEL PRODUCTIVITY MANAGEMENT.....	203
TRAINING AND DEVELOPMENT.....	205
INTERPERSONAL RELATIONSHIP MANAGEMENT.....	207
INTERNATIONAL HUMAN RESOURCE MANAGEMENT.....	209
TALENT PLANNING AND ACQUISITION.....	212
<b>MARKETING ELECTIVIES.....</b>	<b>215</b>
BRAND MANAGEMENT.....	216
CONSUMER BEHAVIOUR.....	218
CUSTOMER RELATIONSHIP MANAGEMENT.....	221
INDUSTRIAL MARKETING.....	224
INTEGRATED MARKETING COMMUNICATION.....	225
INTERNATIONAL MARKETING.....	228
INTERNET MARKETING.....	231
MARKETING ANALYTICS-I.....	234
MARKETING ANALYTICS-II.....	237
MARKETING FOR NON-PROFIT ORGANIZATIONS.....	239
MARKETING OF FINANCIAL SERVICES.....	241
MARKETING OF HIGH -TECH PRODUCTS & INNOVATIONS.....	244
MARKETING RESEARCH.....	246
PRODUCT DEVELOPMENT AND MANAGEMENT.....	249
RETAIL MANAGEMENT.....	251
SALES AND DISTRIBUTION MANAGEMENT.....	253
SERVICES MARKETING.....	255
SOCIAL MARKETING.....	257
SOCIAL MEDIA MARKETING.....	260
STRATEGIC MARKETING.....	262
CREATIVITY AND INNOVATION MANAGEMENT.....	265
CONSUMER NEUROSCIENCE AND NEUROMARKETING.....	268
INTERNATIONAL BRAND COMMUNICATION.....	271
<b>OPERATIONS ELECTIVIES.....</b>	<b>273</b>
ADVANCED MATERIALS MANAGEMENT.....	274
ADVANCED OPERATIONS RESEARCH.....	276
ADVANCED PRODUCTION MANAGEMENT.....	278
COMPUTER INTEGRATED MANUFACTURING SYSTEMS.....	280

COMPUTER SIMULATION .....	282
FUNDAMENTALS OF SIX SIGMA .....	284
INNOVATION AND PRODUCT DEVELOPMENT .....	287
SERVICE OPERATIONS MANAGEMENT .....	291
SUPPLY CHAIN ANALYTICS.....	294
SUPPLY CHAIN MANAGEMENT.....	297
TOTAL QUALITY MANAGEMENT.....	300
<b>SYSTEMS ELECTIVIES .....</b>	<b>302</b>
BUSINESS INTELLIGENCE .....	303
DATABASE MANAGEMENT SYSTEMS .....	305
DECISION SUPPORT SYSTEMS.....	307
E-C OMMERCE .....	309
OBJECT-ORIENTED PROGRAMMING WITH C++ .....	311
SOFTWARE ENGINEERING .....	313
SOFTWARE PROJECT MANAGEMENT .....	315
SYSTEMS ANALYSIS AND DESIGN .....	317
VISUAL BASIC FOR BUSINESS APPLICATIONS.....	319
ADVANCED EXCEL.....	321

**COURSE STRUCTURE OF MBA PROGRAMME IN  
PONDICHERRY UNIVERSITY**

<b>SEMESTER – I</b>			<b>SEMESTER – II</b>		
<b>Subject</b>	<b>Credit</b>	<b>Marks</b>	<b>Subject</b>	<b>Credit</b>	<b>Marks</b>
Management Processes	3	100	Financial Management	3	100
Organisational Behaviour	3	100	Marketing Management	3	100
Managerial Economics	3	100	Operations Management	3	100
Accounting for Managers	3	100	Human Resources Management	3	100
Business Law	3	100	Research Methodology	3	100
Business Environment	3	100	Management Information Systems	3	100
Business Analytics Lab 1	2	50	Selling & Negotiation Skills Workshop	2	50
Communication Skills Workshop	2	50	Operations Research Lab	2	50
Spreadsheet for Managers Lab	2	50	Career Development Workshop	2	50
Personality Development Workshop	2	50	Minor Project (2 Weeks)	2	50
			Industry Interface Program-1	2	50
<b>Total</b>	<b>26</b>	<b>800</b>	<b>Total</b>	<b>28</b>	<b>850</b>
<b>SEMESTER – III</b>			<b>SEMESTER – IV</b>		
<b>Subject</b>	<b>Credit</b>	<b>Marks</b>	<b>Subject</b>	<b>Credit</b>	<b>Marks</b>
Strategic Management	3	100	Public Systems Management	3	100
Project Management	3	100	Entrepreneurship	3	100
Quality Management	3	100	Business Ethics & Corporate Governance	3	100
Management Control Systems	3	100	Business Valuation Lab	2	50
Functional Electives (4)	12	400	Functional Electives (4)	12	400
Summer Projects (8 Weeks) (80 Marks for Report + 20 Marks for Midterm Review + 50 Marks for Viva)	4	150	Industry Interface Program- II	2	50
<b>Total</b>	<b>28</b>	<b>950</b>	<b>Total</b>	<b>25</b>	<b>800</b>

Total Number of Credits	: 107
Total Marks	: 3400
Total Number of theory papers	: 28
Total Number of Skills development workshop	: 3
Total Number of Lab	: 4
Total Number of Industry Interface Programs	: 2
Number of Projects	: 2

# MBA DEGREE PROGRAMME

## REGULATIONS FOR THE MBA PROGRAMME OFFERED IN THE UNIVERSITY DEPARTMENT

### 1. Duration of the Course: 2 Years

**2. Examination:** End semester examination is under CBCS Scheme. The complete evaluation is made 100% internal. The faculty member who teaches the subject will set the question paper and evaluate the answer scripts, enter the marks in SAMS takes the print out and brings to the Programme Committee meeting for approval.

Since it is single valuation, re-valuation system is being introduced. Within 7 days of announcing the provisional results, the students, if deemed necessary may apply for re-valuation along with the challan for prescribed re-valuation fee. After receiving the applications, their answer scripts will be photocopied, dummy number is given and sent to Dean's office for further processing. Dean will send those scripts to external examiner for re-valuation. The marks awarded by the external examiner is final.

**3. Proportion of marks between internal assessment and end-semester evaluation for courses is 40:60 respectively, while it is fully internal for the workshop and lab courses.**

### 4. Guidelines for awarding mark for project works:

#### a. Minor Project (2 WEEKS):

It will be done during the winter vacation after first semester.

Marks for Project Viva awarded by the Guide & Co-examiner: 50 Marks

[The co-examiner is one of the faculty members of the department]

#### b. Summer Project (8 Weeks)

There will be a mid-term review after 4 weeks

Marks for Project awarded by Guide 80 Marks

Marks for Project in the Mid-Term Review 20 Marks

Marks for Project viva awarded by the Guide & Co- 50 Marks

examiner: [The co-examiner is one of the faculty members of the department]

**5. Passing Requirement:** The student should have a minimum of 40% marks in End Semester Examination and a minimum total of 50 % marks in Internal and End Semester Examination put together in theory subjects. Wherever there is no internal component, the student should have a minimum of 50% marks in the University Examination.

### 6. Question paper pattern:

Time: 3 Hours

Maximum Marks: 60

**PART A: 15 Marks**

Answer All Questions (No choice)

The number of questions to be announced is decided by the course teacher

**PART B:  $5 \times 7 = 35$  Marks**

Question 6A or Question 6B

Question 7A or Question 7B

Question 8A or Question 8B

Question 9A or Question 9B

Question 10A or Question 10B

**PART C ( $1 \times 10 = 10$  Marks)**

Question 11: COMPULSORY (Case/Problem depending upon the course)

**7. Maximum number of years permitted after completion of Semester IV to write arrear subjects:**

- a. Two years
- b. **Old Regulation Students:** Two years

**8. Guidelines to deal with attendance shortage of the students:**

The students are permitted to proceed to the succeeding semesters without break. Under this scheme, the students should repeat the semester in which shortage occurred after completing the last semester (Semester-IV).

## COURSE STRUCTURE OF MBA PROGRAMME IN AFFILIATED COLLEGES

SEMESTER – I			SEMESTER – II		
Subject	Credit	Marks	Subject	Credit	Marks
Management Processes	3	100	Financial Management	3	100
Organisational Behaviour	3	100	Marketing Management	3	100
Managerial Economics	3	100	Operations Management	3	100
Accounting for Managers	3	100	Human ResourcesManagement	3	100
Business Law	3	100	Research Methodology	3	100
Business Environment	3	100	Management Information Systems	3	100
Business Analytics Lab	2	50	Selling & Negotiation Skills Workshop	2	50
Communication Skills Workshop	2	50	Operations Research Lab	2	50
Spreadsheet for Managers Lab	2	50	Career Development Workshop	2	50
Personality Development Workshop	2	50	Minor Project (2 Weeks)	2	50
			Industry Interface Programe-1	2	50
<b>Total</b>	<b>26</b>	<b>800</b>	<b>Total</b>	<b>28</b>	<b>850</b>
SEMESTER – III			SEMESTER – IV		
Subject	Credit	Marks	Subject	Credit	Marks
Strategic Management	3	100	Public SystemsManagement	3	100
Project Management	3	100	Entrepreneurship	3	100
Quality Management	3	100	Business Ethics & Corporate Governance	3	100
Management ControlSystems	3	100	Business Valuation Lab	2	50
Functional Electives (4)	12	400	Functional Electives (4)	12	400
Summer Projects (8 Weeks) (80 Marks for Report + 20 Marks for Midterm Review + 50 Marks for Viva)	4	150	Industry Interface Program- II	2	50
<b>Total</b>	<b>28</b>	<b>950</b>	<b>Total</b>	<b>25</b>	<b>800</b>

Total Number of Credits	: 107
Total Marks	: 3400
Total Number of theory papers	: 28
Total Number of Skills development workshop	: 4
Total Number of Lab	: 4
Total Number of Industry Interface Programs	: 2
Number of Projects	: 2

## **REGULATIONS FOR THE MBA PROGRAMME OFFERED IN AFFILIATED COLLEGES**

### **1. Examinations:**

Question paper setting, and valuation (double valuation) will be fully taken care of by the Controller of Examinations Office, Pondicherry University. However, in the workshop-based subjects the assessment is continuous and internal.

The panel of Question Paper setters and the panel of Examiners forevaluation will be suggested by the University Department.

If the difference between the two valuations is more than 15%, the script will be evaluated by a third subject expert and the mark awarded by that expert will be the final.

### **2. Proportion of marks between internal evaluation and external evaluation for subjects: 40:60**

### **3 Guidelines for awarding marks for project works:**

#### **1. Minor Project (2 WEEKS):**

It will be done during the winter vacation after the first semester.

Marks for Project Viva awarded by the Guide & Co-examiner: 50 Marks

[The co-examiner is one of the faculty members of the department]

#### **2. Summer Project (8 Weeks)**

There will be a mid-term review after 4 weeks

Marks for Project awarded by Guide 80 Marks

Marks for Project in the Mid-Term Review 20 Marks

Marks for Project viva awarded by the External Examiner assigned by the University 50 Marks

### **Passing Condition:**

The student should have a minimum of 24 marks out of 60 in the University Examination and a minimum total of 50% marks in Internal and University Examinations put together in each of the courses. Wherever there is no internal component as in Project viva, the student should have a minimum of 50% marks in the project viva Examination. For workshop and lab courses, the passing minimum is 50% of the internal assessment carried out on continuous basis.

**4. Question paper pattern**

Time: 3 Hours

Maximum Marks: 100

**PART A:  $6 \times 5 = 30$  Marks**

Answer any SIX Questions out of TEN Questions

Question 1 to Question 10

**PART B:  $5 \times 10 = 50$  Marks**

Question 11 or Question 12

Question 13 or Question 14

Question 15 or Question 16

Question 17 or Question 18

Question 19 or Question 20

**PART C ( $1 \times 20 = 20$  Marks)**

Question 21: COMPULSORY (Case/Problem depending upon the subject)

Note: For answers, the following are the prescribed word limits.

5 marks – maximum 50 words

8 marks – maximum 200 words

10 marks – maximum 300 words

**5. Maximum number of years permitted after completion of Semester IV to write arrear subjects:**

a) Two years

b) **Old Regulation Students:** Two years

**6. Guidelines to deal with attendance shortage for students:**

The students are permitted to proceed to the succeeding semesters without break. Under this scheme, the students should repeat the semester in which shortage occurred after completing the last semester (Semester-IV).

# **SEMESTER - I**

# SEMESTER I

## LIST OF CORE PAPERS

<b>Title of the Paper</b>	<b>Code</b>
MANAGEMENT PROCESSES	MBAH011
ORGANISATIONAL BEHAVIOUR	MBAH012
MANAGERIAL ECONOMICS	MBAH013
ACCOUNTING FOR MANAGERS	MBAH014
BUSINESS LAW	MBAH015
BUSINESS ENVIRONMENT	MBAH016
BUSINESS ANALYTICS LAB	MBAH017
COMMUNICATION SKILL WORKSHOP	MBAH018
SPREADSHEET FOR MANAGERS LAB	MBAH019
PERSONALITY DEVELOPMENT WORKSHOP	MBAH019A

# MANAGEMENT PROCESSES

COURSE CODE: MBAH011

## OBJECTIVES:

- Providing conceptual understanding of management concepts
- Familiarizing the students with the contemporary issues in management
- Enable them to apply the concepts in the management organization

## METHODOLOGY:

Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

## UNIT I

Nature of Management – Tasks of a Professional Manager - Social Responsibilities of Business – Manager and Environment – Systems Approach to Management – Levels in Management – Managerial Skills.

## UNIT II

Planning – Steps in Planning Process – Scope and Limitations – Short Range and Long-Range Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objective (MBO) – Policies and Strategies – Scope and formulation – Decision Making - Techniques and processes.

## UNIT III

Organizing – Organisation Structure and Design - Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organisational design - Mechanistic vs. Adoptive Structures – Formal and Informal Organisation.

## UNIT IV

An Overview of Staffing and Directing functions – Controlling – Prerequisites' of Control Systems – Control Process – Methods, Tools and Techniques of Control – Design of techniques – Choices in Control.

## UNIT V

Comparative Management Styles and approaches – Japanese Management Practices – Organisational Creativity and Innovation – Management of Innovation – Entrepreneurial Management – Benchmarking – Best Management Practices across the world – Select cases of Domestic & International Corporations – Management of Diversity.

## Course Outcomes:

CO1: Define and classify the concepts, approaches, and managerial skills

CO2: Recall the planning and decision-making process.

CO3: Outline the concepts of organization.

CO4: Summarize the concepts of controlling and equip the knowledge with the staffing process

CO5: Explain the management styles and approaches and interpret the best

### CO-PO Mapping

CO – PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	2	3
CO2	3	2	0	2	3	3	2
CO3	3	0	2	2	0	3	2
CO4	3	3	0	0	2	3	2
CO5	3	3	2	2	0	2	3
	<b>3</b>	<b>2</b>	<b>1.4</b>	<b>1.8</b>	<b>1.4</b>	<b>2.6</b>	<b>2.4</b>

### TEXT BOOKS

1. Koontz & Weirich, “Essentials of Management: An International perspective”, 8<sup>th</sup> Edn. Tata McGraw-Hill, New Delhi, 2009.
2. Koontz H. “Essentials of Management 5E, Tata McGraw-Hill, New Delhi, 1994.
3. Stephen P. Robbins & David A. Decenzo, “Fundamentals of Management”, Pearson Education, New Delhi, 3<sup>rd</sup> Edn. 2001.
4. Peter F. Drucker, “The Practice of Management”, Harper Business; Reissue edition, 2006.
5. Mason Carpenter & Talya Bauer, “Principles of Management”, Flat World Knowledge, Inc. 2009.

### REFERENCES

1. Sarah cook, Practical Bench Marking: A manager’s guide to creating competitive advantage, London, Kogan Page 1995
2. Heracleous.L and Devoqe, S., “Bridging the gap the of relevance: strategic management and organizational development, Long Range planning 31(5), 1998
3. Bateman Snell, “Management: Competing in the new era”, McGraw Hill Irwin, 2002.
4. Peter Eichhorn & Ian Towers, Principles of Management: Efficiency and Effectiveness in the Private and Public Sector, Springer International Publishing. 2018.

### WEB RESOURCES

1. [www.shrm.org](http://www.shrm.org) [www.shrmindia.org](http://www.shrmindia.org) [www.ipma-hr.org](http://www.ipma-hr.org) [www.ahrd.org](http://www.ahrd.org)

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components

# **ORGANISATIONAL BEHAVIOUR**

COURSE CODE: MBAH012

The success of a manager to contribute to the achievement of organizational goals is through the others. That depends on how effective the manager-person is able to understand and work on social-entity reality of an organization. In order to be successful, managers need to understand why people behave the way they do in organizations both as individuals and in groups, and also be able to apply their understanding in the dynamics of the workplace.

## **OBJECTIVE:**

To understand and appreciate the fact that why & how of human behaviour in organizations is critical for its success and to orient the managers-to-be to develop people skills to make and run the work-place effective, innovative and stake-holder centric

## **METHODOLOGY:**

The subject coverage goes with, among others, lectures, interactive discussion sessions, case-studies, experiential inputs of practitioners, observations, role-play and presentations; the students will have the assessment – element wise;

## **UNIT I: INTRODUCTION**

Organizational Behaviour: Definition, need and importance - Human Behaviour in Organisations: Behaviour in Times of Change - Diversity of Organizations - Diverse Workforce, Attitude Formation – Personal Values, Attitudes, Emotions, Beliefs and Moods at Work - Ethical Behaviour - Factors that Affect Ethical Behaviour, Challenges for Managers: Competing in the Global Economy.

*Case discussion, Web exercises, Field based activities-visiting organisation for studying attitude formation and ethical issues in Pandemic Period*

## **UNIT II: INDIVIDUAL PROCESSES AND BEHAVIOR**

Personality, Perception and Attribution: Individual Differences and Organizational Behaviour - Application of Personality Theory in Organisations, Motivation at Work: Motivation and Work Behaviour – Theories of Motivation, Learning: Models of Learning - Social and Cognitive Theories of Learning - Goal Setting at Work, Stress and Well-Being at Work: Approaches to Stress - Stressors - Sources of Work Stress - Consequences of Stress - Preventive Stress Management.

*Video case discussion, Web exercises, OB application-based activities, Self-Awareness Exercises – Studying personality of managers and consequences of Stress in Pandemic Period*

## **UNIT III: INTERPERSONAL PROCESSES AND BEHAVIOR**

Communication: Interpersonal Communication - Communication Skills for Effective Managers - Barriers and Gateways to Communication - Communicating through New Technologies and Social Media, Work Teams and Groups: Group Decision Simulation – Team Orientation, Formation and Development - Decision Making: Process - Models and Limits -

Individual Influences on Decision Making - Group Decision-Making Process.

*Video case discussion, Web exercises, Self-Awareness Exercises & Group Activities-Team formulation*

#### **UNIT IV: POWER, LEADERSHIP, CONFLICT AND NEGOTIATION**

Power and Political Behaviour: Concept of Power - Forms and Sources of Power in Organizations - Managing Political Behaviour in Organisations, Leadership: Types, Importance, Theories and Models - Organisational Climate and Culture - Creating a culture for Innovation & Creativity - Conflict and Negotiation: Causes of Conflict in Organizations – Types- Conflict Management Strategies and Techniques, Organisational Change and Development.

*Case discussion, Web exercises, Field based activities-visiting organisation for studying Political Behaviour and Leadership Styles.*

#### **UNIT V: ORGANIZATIONAL PROCESSES AND STRUCTURE**

Organizational Design and Structure: Basic Design Dimensions - Five Structural Configurations - Forces Reshaping Organizations - Emerging Organizational Structures, Trends in Organisational Behaviour - Research Issues in Organisational Behaviour, Organizational Socialization - Challenges to Developing a Positive, Cohesive Culture, Managing Change: Forces for Change in Organizations - Scope of Change - Gender Sensitivity - Need for Organization Development Interventions - Techniques for OD Intervention.

*Video case discussion, Web exercises, Self-Awareness Exercises – Developing Research Proposal and Studying Consequences of Gender Sensitivity*

#### **Course Outcomes:**

CO1: Define the concepts, models, and importance of Organization Behaviour.

CO2: Outline the components of individual behavior

CO3: Classify the formation of group and outline the types of leadership along with concepts of power and politics.

CO4: Explain the various structure and dimensions of the organization.

CO5: Formulate the recent trends in OB.

#### **CO-PO Mapping**

CO – PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	0	2	1	0	2	3
CO2	3	3	2	0	3	3	3
CO3	3	3	3	2	3	3	2
CO4	3	0	2	3	0	3	3
CO5	3	2	2	3	2	2	3
	<b>3</b>	<b>1.6</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>2.6</b>	<b>2.8</b>

## **TEXT BOOK**

1. Fred Luthans (2020), Organisational Behaviour, Tata McGraw Hill, New Delhi.
2. Christopher Grey, A Very Short Fairly Interesting and Reasonably Cheap Book About Studying Organizations, University of Warwick

## **REFERENCES**

1. Rego, A., Clegg, S., Cunha, M. P. e., Simpson, A. (2020). Positive Organizational Behaviour: A Reflective Approach. (n.p.): Taylor & Francis.
2. McKenna, E. (2020). Business Psychology and Organizational Behaviour. UNIT ed Kingdom: Taylor & Francis. ISBN: 9781317294634, 1317294637
3. Organizational Behaviour and the Physical Environment. (2019). UNIT ed Kingdom: Taylor & Francis.
4. Bratton, J. (2020). Work and Organizational Behaviour. UNIT ed Kingdom: Macmillan Education UK.
5. McLachlan, C. J., Smith, P. E., Yellowley, W. (2020). Organizational Behaviour: Managing People in Dynamic Organizations. UNIT ed Kingdom: Taylor & Francis Group.
6. Organisational Behaviour. (2020). UNIT ed States: SBPD Publishing House.
7. Robbins, Stephen P (2020) Organisational Behaviour: Concepts Controversies and Applications, Prentice Hall, New Delhi.

## **WEB RESOURCES**

1. [www.obweb.org](http://www.obweb.org)
2. [http://www.indianchild.com/organizational\\_behavior.htm](http://www.indianchild.com/organizational_behavior.htm)  
[www.obmnetwork.com](http://www.obmnetwork.com)
3. [www.humanmetrics.com](http://www.humanmetrics.com)
4. [www.quickmba.com](http://www.quickmba.com)
5. [www.thinkingmanagers.com](http://www.thinkingmanagers.com)
6. [www.mindtools.com](http://www.mindtools.com)
7. [www.studygs.net](http://www.studygs.net)

## **ILLUSTRATIVE EXERCISE**

- The Internal mark is awarded based on the components.

# **MANAGERIAL ECONOMICS**

COURSE CODE: MBAH013

## **COURSE OBJECTIVES**

- To provide a basic foundation on concepts and principles of Macro Economics, Micro Economics and managerial economics.
- To demonstrate the application of economic theory to business decision- making.

## **METHODOLOGY**

- Class sessions comprise a mixture of lectures, interactive discussions, case presentations, and problem solving.
- In addition to the in-class exams and homework assignments, each student will undertake a short econometric project.

## **SYLLABUS**

### **UNIT I: INTRODUCTION**

Introduction to Managerial Economics: Definition, Nature, Scope, Importance and General Foundation of Managerial Economics. Circular flow of activities. Nature of firm; Objectives of firm; Theory of firm Forms of Organizations-Sole Proprietorship; Partnership; Joint Stock Company; Cooperatives; Public Enterprises.

Relevance of demand analysis in Business Decision-making: Law of Demand; Elasticity of Demand; Determinants of Demand; Individual, firm and Market demand; Demand Curve and its nature; Demand Forecasting Techniques.

### **UNIT II: MARKETS AND PRICING**

Product Markets and Recourse Markets. Market Structure: Differently Competitive Markets; Pricing under different Market structures. Methods of Pricing new and existing products; Pricing strategies. Cost-Oriented and Market-Oriented Pricing. Cost concepts: Types of cost; Relationship between Average and Marginal Cost in Short run and long run; Economics and Accountant View on Cost; Preparation of Cost sheet and Computation of UNIT and Total Cost; Using Marginal costing in business decision- making. Production functions in short and long run. Wages and wage differentials.

### **UNIT III: ECONOMIC DECISION-MAKING**

Concept of Required Rate of Return and Internal Rate of Return; Annual-cost and Annual-worth Comparisons; Present-worth analysis; Computation of Cost of Capital and its relevance to decision-making; Economic Life; Replacement Economy; Analysis of risk and uncertainty in capital expenditure decisions.

Budgetary Control: Preparation of Cash Budgets, Purchase Budgets, Production Budgets and Flexible Budgets; Concept of Zero-Based Budgeting.

#### UNIT IV MACRO ECONOMIC ISSUES (I)

The Great Depression of 1920s and lessons learnt. Global recession of 2008 and its impact on Indian business. The Euro crisis. WTO and its impact on Indian Agriculture and Textiles industry. Concepts of SEZs, EPZs, FTZs and EPCs.

#### UNIT V: MACRO ECONOMIC ISSUES (II)

Introduction to National Income and Methods of Estimating National Income. Inter- Sectoral Linkages Macro Aggregates and Policy Interrelationships- Fiscal and Monetary Policies. Business and Government. Economic Indicators Technology, Employment and Poverty-Issues and Challenges Industrial Finance – Money Market and Capital market.

#### Course Outcomes:

- CO1: Aware with the fundamental concepts and principles of Managerial Economics – the definition, nature, scope, importance, Firms – nature, objectives, theory, Forms of organizations and Demand concepts- forecasting techniques.
- CO2: Familiar about different Product and Resource Markets and Pricing in those markets, Cost and Production Functions.
- CO3: Thorough with various concepts of economic decision making, economic life, replacement economy, budgetary control, and types of budgets
- CO4: Learnt about the past recessions, depressions and crisis happened worldwide; WTO and its impact on Indian Industry; and the concepts of economic zones.
- CO5: Aware about the Macro economic issues; national income; sectoral linkages & economic policy interrelationships and economic indicators

#### CO-PO Mapping

CO-PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	3	3	3
CO2	3	3	3	3	2	3	3
CO3	3	3	3	3	1	3	3
CO4	2	2	2	3	2	2	3
CO5	3	3	3	3	2	3	3
	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2</b>	<b>2.75</b>	<b>3</b>

#### TEXT BOOKS

1. Gupta G.S., MANAGERIAL ECONOMICS, Tata McGraw-Hill, New Delhi.
2. Varshnavy and Maheashwary, MANAGERIAL ECONOMICS, Sultan and Chand, New Delhi.
3. Managerial Economics by R. Panneerselvam, P. Sivasankaran and P. Senthilkumar (2018); Cenage Learning India Pvt. Ltd.
4. Managerial Economics and Business Strategy by Michael R Baye and Jeff Prince (2017); McGraw Hill Education, Eighth Edition
5. Managerial Economics: Principles and Worldwide Applications by Dominick Salvatore and Siddartha k rastogi (2016); Oxford Higher Education
6. Managerial Economics by D N Dwivedi (2015); Vikas Publishing House
7. Principles of Macroeconomics (7th Edition) by Karl E. Case, Ray C. Fair,

Publisher: Prentice Hall

8. Macroeconomics: Principles and Tools (3rd Edition) by Arthur O'Sullivan, Steven M. Sheffrin, Publisher: Prentice Hall

## **REFERENCES**

1. Peterson, HC and W.C.Lewis, MANAGERIAL ECONOMICS, Prentice-Hall of India, New Delhi.
2. Riggs, J.L. MANAGERIAL ECONOMICS, McGraw-Hill, New Delhi.
3. Stiglitz J., PRINCIPLES OF MICROECONOMICS, Norton Publishers 2nd Edition.
4. Joel Dean, Managerial Economics, Himalaya Publishing house, New Delhi.
5. Macroeconomics and Active Graphs, Third Edition by Olivier Blanchard, Publisher: Prentice Hall
6. Macroeconomics: Theories, Policies, and International Applications by Roger LeRoy Miller, David D. VanHoose, Publisher: South-Western College
7. Macroeconomics with Macro Tools by Roger Farmer, Publisher: South-Western College
8. Intermediate Macroeconomics by Dennis W. Jansen, Charles D. Delorme, Robert B. Ekelund, Publisher: Thomson Learning

## **WEB RESOURCES**

1. [ww.wareseeker.com/free-managerial-economics-tutorials](http://ww.wareseeker.com/free-managerial-economics-tutorials)
2. [www.managementstudyguide.com](http://www.managementstudyguide.com)
3. [www.managementparadise.com](http://www.managementparadise.com)
4. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)
5. [www.debunkingeconomics.com](http://www.debunkingeconomics.com)
6. [www.economywatch.com](http://www.economywatch.com)

## **ILLUSTRATIVE EXERCISE:**

- Problems on Preparation of Cost sheet, Forecasting demand using Regression Analysis, Calculation of Cost of Capital, Preparation of various budgets such as Production Budgets, Purchase Budgets, Cash Budgets and Flexible Budgets, and Cost of Acquiring and Replacing Machines using Capital Budgeting shall be worked out.
- Students shall be required to deliberate on various macro and micro economic problems at global and national level, and on issues having an impact on the functioning of any business.

# **ACCOUNTING FOR MANAGERS**

COURSE CODE: MBAH014

## **OBJECTIVES**

- To acquaint the students with the fundamental's principles of financial, cost and management accounting.
- To enable the students to prepare, analyse and interpret financial statements.
- To enable the students to take decisions using management accounting tools.

## **METHODOLOGY FOR COVERING SYLLABUS**

- Class Room teaching of each of the UNIT s followed by regular exercises and surprise tests.
- One practical assignment on 'Accounting for SBES" and its presentation by students.
- Case Study - Analysis of Company Annual Report & application of marginal costing
- Training on Tally Package

## **UNIT I**

Book-keeping and Accounting – Meaning – Definition – Objectives of Financial Accounting – Branches of Accounting: Financial, Cost and Management Accounting – Accounting Concepts and conventions – journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems) – Accounting Standards – Groups interested in Accounting Information – An Introduction to Tally Package – salient features – types of vouchers – reports generated by Tally.

## **UNIT II**

Capital and Revenue Expenditure – Deferred Revenue Expenditure – Capital and Revenue Receipts – Depreciation – Definition – Causes – Necessity of providing for depreciation – Methods of Calculating Depreciation: Straight Line Method and Written Down Value Method – Problems.

## **UNIT III**

Financial Statements – Meaning – Types of financial Analysis – Techniques of Financial Analysis – Ratio Analysis – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Ratios to Financial Statement (problems) – uses and limitations of Ratio Analysis – Funds Flow Analysis (simple problems) – uses and limitations – Cash Flow Analysis (simple problems) – uses and limitations – Difference between funds flow and cash flow analysis.

## **UNIT IV**

Marginal costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Profit Planning (problem) – Decisions involving Alternative Choices: Determination of sales mix, exploring new markets and Make or Buy decisions (Problem for case study)

## UNIT V

Concept of cost – Elements of Cost – Cost Accounting – Objectives – Cost Sheet (Problems) – classification of cost – Cost UNIT and Cost Centre – Methods of Costing – Techniques of Costing.

### Course Outcomes

- CO1: Recall the accounting principles and prepare and interpret Final accounts of a Business Concern.
- CO2: Classify various categories of expenditure and analyze problems concerning different methods of Depreciation.
- CO3: Describe the various Techniques of Financial Analysis, classify different types of ratios and distinguish Fund Flow Analysis from Cash Flow.
- CO4: Analyze the problems related to Marginal Costing and Break-Even Analysis and choose the decisions from alternative choices pertaining to determination of sales mix, exploring new markets and analyze the cases related to make or buy decisions
- CO5: Classify in detail about the various elements of cost and define different methods and techniques of Costing and analyze the Cost Sheet of any firm

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	0	1	0	3	3
CO2	3	2	0	0	0	2	2
CO3	3	3	0	0	0	2	2
CO4	3	3	0	3	0	2	2
CO5	3	3	0	3	0	2	2
	<b>3</b>	<b>2.8</b>	<b>0</b>	<b>1.4</b>	<b>0</b>	<b>2.2</b>	<b>2.2</b>

### TEXT BOOKS:

1. N. Vinayakam & B. Charumathi: Financial Accounting, S. Chand
2. S.N. Maheswari: Management Accounting, Sultan Chand

### REFERENCES

1. Hingorani, Ramanathan & Grewal: Management Accounting, Sultan Chand
2. R.N. Anthony: Management Accounting – Text and cases, Irwin
3. B.K. Bhar: Cost Accounting, Academic Publishers
4. H.G. Guthman: Analysis of Financial Statements, Prentice Hall

### WEB RESOURCES

1. [www.accountingformanagement.com](http://www.accountingformanagement.com)
2. <http://www.business.com/directory/accounting/software/>
3. [www.icaai.org](http://www.icaai.org)
4. [www.icsi.edu](http://www.icsi.edu)
5. [www.icwai.org](http://www.icwai.org)

## **ILLUSTRATED EXERCISES**

- Tally practical record and examination – 15 marks
- Practical assignment on Accounting by Small Business Enterprises and presentation of the same in the class – 5 marks
- Submission of assignment on IFRS and accounting standards – 5 marks 4. Brain storming session on Emerging Trends in Accounting – 5 marks

**BUSINESS LAW**  
COURSE CODE: MBAH015

**OBJECTIVES:**

- To introduce the statutory provisions that affects the business decisions.
- To give an exposure to important commercial laws, the knowledge, that is essential for an understanding of the legal implications of the general activities of a modern business organisation.
- To understand the legal frame work related to contract
- To familiarise about the legal aspects regarding negotiable instruments
- To understand the legal regulations about the company

**METHODOLOGY:**

- Lectures, Case studies, Assignments, Presentation of legal reports

**UNIT I (11 SESSIONS)**

**The Indian Contract Act, 1872**

Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance,

Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts, Contract of Agency.

**UNIT II (08 SESSIONS)**

**The Indian Partnership Act, 1932**

Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

**Limited Liability Partnership Act, 2008**

Incorporation by registration, Relationship of members, members as agents, ex- members, designated members, Cessation of trade by Limited liability partnership, Insolvency and winding up

**UNIT III (08 SESSIONS)**

**The Sale of Goods Act, 1930**

Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

**The Negotiable Instrument Act, 1881**

Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.

## **UNIT IV (10 SESSIONS)**

### **The Companies Act, 2013**

Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

## **UNIT V (08 SESSIONS)**

### **The Consumer Protection Act, 2019**

Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.

### **Competition Act 2002**

Objective, Anti-Competitive Agreements, Abuse of Dominant Position, Regulation of Combinations, Competition Commission of India –Composition, Powers and Functions.

### **Goods and Service Tax (GST)**

Introduction, Overview and Evolution of GST, Registration under GST, Supply under GST and Valuation of Supply, Input Tax Credit under GST & Returns, Custom Duty and Indirect Taxation.

### **Course Outcomes:**

- CO1: Identify and demonstrate the essentials of Law of Contract and its elements
- CO2: Recalls the legal provisions relating to partnership, sale of good and insurance
- CO3: Identify and check the procedural stipulation on negotiable instruments and contract of agency
- CO4: Analyze the legal provisions on company law
- CO5: Apply Company Administration & Management

### **CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	0	2	0	1	1
CO2	3	3	0	3	0	0	0
CO3	0	1	0	3	0	0	1
CO4	3	1	0	3	0	1	0
CO5	3	2	0	3	0	0	1
	<b>2.4</b>	<b>2</b>	<b>0</b>	<b>2.8</b>	<b>0</b>	<b>0.4</b>	<b>0.6</b>

### **Text Books**

1. Kapoor, N.D. “Elements of mercantile law”, Sultan Chand & Sons, New Delhi, 2014
2. Sen & Mitra, “Commercial Law” The World Press Pvt. Ltd., Calcutta, 2018
3. Systematic Approach to Indirect Tax- Kumar, Sanjeev
4. Text Book of Indirect Tax – Sinha P.K
5. Dr. Vinod Singhania, Taxman Publication, New Delhi

**Reference Books**

1. Indirect Taxes: V. S. Datey – Taxman Publication
2. M Vat Subramanian Snow White Publication.
3. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)
4. Gulshan S.S. - Business Law Including Company Law (Excel Books)
5. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition).
6. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)

**WEB RESOURCES**

1. [www.legalindia.in](http://www.legalindia.in)
2. [www.legalserviceindia.com](http://www.legalserviceindia.com)
3. [www.supremecourtfindia.nic.in](http://www.supremecourtfindia.nic.in)
4. [www.mca.gov.in](http://www.mca.gov.in)
5. [www.netlawman.co.in](http://www.netlawman.co.in)
6. [www.legalhelpindia.com](http://www.legalhelpindia.com)

**ILLUSTRATIVE EXERCISE:**

- The Internal mark is awarded based on the components.

# **BUSINESS ENVIRONMENT**

COURSE CODE: MBAH016

## **Course Objectives:**

- To enable students, understand the opportunities and challenges of prevailing and desirable global business environment in which business has to operate.
- Provide an understanding of the role of business in society.
- To enable students read, research and discuss the issues through written papers, presentations, industrial visits and role plays in class seminars.

## **Methodology:**

- Teaching and Learning involves multiple and varied pedagogical tools with an emphasis on interactivity, which include the following:
- Classroom Lectures, Group Discussion on selective Articles taken from Newspapers, Magazines, Journals, Online Sources, and Various Reports.
- Case Studies, Seminar Presentations, Written Assignments, Role Plays and Field Visits

## **UNIT I: Economic Environment**

- External and Internal Environment
- PEST / PESTEL Analysis
- Environmental Analysis – Scanning, Monitoring, Forecasting and Assessing the Current and Future Environmental Changes.
- Liberalization, Privatization and Globalization of Economy.
- Social, Political and Economic Consequences of globalization.
- Structure of the Economy, Inflation and GDP

## **UNIT II: Political and Legal Environment**

- Democracy, Political Diversity, Politics and Markets
- Bureaucracy, Corruption Level, Societal Outlook and Orientation
- Roles of Government:
  - a) Regulatory Role – Fiscal, Monetary and Industrial Policies, Tax Policies, Education and Employment Laws
  - b) Promotional Role
  - c) Entrepreneurial Role
  - d) Planning Role

## **UNIT III: Socio-Cultural Environment**

- Population & its Growth Rate, Education Levels, Age Distribution and Life Expectancy Rates
- Family Size and Structures, Gender Distribution, Religion, Nationality and Beliefs and Minorities
- Social Classes and Lifestyle, Average Disposable Income
- Attitude towards Product Quality and Customer Service, Buying Habits,

Environmental Consciousness, Work and Leisure, Health Consciousness, Risk Taking Ability.

#### **UNIT IV: Technological Environment**

- Basic Infrastructure Level - Energy, Transport, Communication, Science and Technology.
- Research and Development, Product and Process Innovation, Rate of Technological Change and Penetration Levels, Protection of Intellectual Property Rights
- Technological Leadership and Followers, Technology and Competitive Advantage, Time Lags in Technology Introduction, Adaptation, Transfer of Technology
- Internet Infrastructure

#### **UNIT V: Global Environment**

- International Relations - MNCs
- World Trade Organization, Competition
- FDI, FPI, Special Economic Zone
- Environmental Issues
- Outsourcing and Collaboration
- Sustainable Development

#### **Course Outcomes:**

- CO1: Understand the external and internal environment of business with LPG, GDP and national income concepts
- CO2: Enrich themselves with political and legal environment prevailing around the business and learn about the different roles of Government in Business
- CO3: Analyze the social and cultural factors of business with attitude of customers towards quality and service provided by business organizations.
- CO4: Recognize the basic infrastructure of our country and know about the research and development process innovation and technology growth of business
- CO5: Clarify in detail to know about WTO, FDI, FPI and SEZ and outsourcing with Global Environment

#### **CO-PO Mapping**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	1	0	2	0	1	0
CO2	3	2	3	2	0	1	3
CO3	2	1	2	3	1	2	2
CO4	1	2	3	2	1	3	1
CO5	3	3	3	2	2	3	2
	<b>2.4</b>	<b>1.8</b>	<b>2.2</b>	<b>2.2</b>	<b>0.8</b>	<b>2</b>	<b>1.6</b>

#### **Text Books:**

1. Francis Cherunilam: Business Environment – Text and Cases, Himalaya Publishing House, New Delhi.
2. A.C. Fernando, Business Environment, Pearson.

3. Ian Worthington and Chris Britton: The Business Environment, Prentice Hall
4. Shaikh Saleem, Business Environment, Pearson

**References-Books:**

1. Rudder Dutt and Sundharam, K.P.M.: Indian Economy, S. Chand & Company Limited, New Delhi.
2. Misra, S.K. and Puri, V.K.: Economic Environment of Business, Himalaya Publishing House, New Delhi.
3. Misra, S.K. and Puri, V.K.: Indian Economy, Himalaya Publishing House, New Delhi.

**Magazines & Other References:**

- Survey of Indian Industry – published every year
- Magazines & Journals – The Economist, The Week, Harvard Business Review, Indian Management, Economic and Political Weekly, India Today, Business Today, Business World, Outlook, Computers Today, Daily Business and General News Papers, Etc.
- TV Programs on Business and Environment
- Others: Various publications such as reports, surveys, studies on business and management.

**Web Resources**

1. <http://www.wikipedia.org>, <http://www.allbusiness.com>
2. <http://www.ehow.com>, <http://www.quickmba.com>
3. <http://www.businessballs.com>, <http://www.earth.columbia.edu>
4. <http://www.sustdev.org>, <http://data.worldbank.org>
5. <http://www.rbi.org.in>, <http://www.goidirectory.gov.in>
6. <http://www.businessdictionary.com>
7. <http://www.business-definition.info>

**Illustrative Exercises:**

1. Study and analysis of prevailing business environment in the industry chosen/or given and recommendations for creating more enabling environment to promote business activity.
2. Visit to an Industrial Estate / Other organization and assess the infrastructural facilities such as appropriate roads, street lights, industrial waste treatment plants and other amenities, and submit a Written Report small team project.

# **BUSINESS ANALYTICS LAB**

[2-Credit Paper- Workshop Mode]

COURSE CODE: MBAH017

## **OBJECTIVES**

- To enable the students to know about the information needs of Management
- To introduce the concepts of data analysis methods
- To have hands-on training of Statistical Data Analysis through MS-EXCEL

## **METHODOLOGY**

- The methodology is predominantly by Problem Solving [using MS-EXCEL], supplemented by lecture mode and case discussion. The students have to undertake a project work in a topic of their interest and product, whereby apply the concepts studied in the course as their course evaluation submission.

## **UNIT I**

### **BASICS OF STATISTICS AND EXCEL**

Basic Statistical Terms - Population and Sample (Theory), Understanding Data-Qualitative Vs Quantitative Data / Continuous vs Discrete (Theory) -Measurement Scales - Nominal, Ordinal, Interval & Ratio

Types of Data in Excel - Text, Numbers, Date/Time, Logical (Excel) -Understanding Formulas and Functions (Excel) - Relative vs Absolute Reference (Excel), Basic Formulas, Functions and Named Ranges (Excel)

### **DESCRIPTIVE STATISTICS**

Descriptive Statistics – Summary statistics [Mean/Median/Mode/Quartiles, Percentiles / Standard Deviation / Coefficient of Variation/Measures of Skewness & Kurtosis  
Installing Data Analysis Pack and Calculating Descriptive Statistics (Excel)

### **DATA VISUALIZATION**

Importance of data visualization- types of charts

Bar/Pie Charts -Histogram -Box and Whisker Chart -Scatter Diagram (Excel)

## **UNIT II**

### **BASIC PROBABILITY CONCEPTS AND PROBABILITY DISTRIBUTIONS**

Basic Probability Concepts – Types - Rules - Concept of Bayes' theorem

Probability Distribution - Types (Discrete, continuous) -Random variable -Use of expected value in Decisions making - Binomial Distribution - Poisson Distribution - Normal Distribution  
Theory of Sampling-Types probability sampling, non-probability sampling - Introduction to Sampling Distribution (Concept of SE) - Sample Size Estimation

Theory of Estimation- Types - Interval Estimates and Confidence Interval - Calculation Interval Estimates (C.I) for small & large samples

## HYPOTHESIS TESTING

Tests for Mean and Proportions –One Sample test)

[One Sample z Test - One Sample t Test- One Sample p Test]

Testing of Hypothesis (two sample test) - Test for differences between means (large, small samples) - Test for proportions (small, large samples)

## UNIT III

Chi Square Analysis - Test of Independence - Test of Goodness of fit Analysis of Variance - One-Way Classification - Two-way Classification

Theory of Correlation - scattered diagram, Karl-Pearson & Spearman Rank Correlation - Introduction to partial Correlation - Regression Analysis- Introduction to Time series and forecasting

### Course Outcomes:

CO1: To Study about basics of statistics and excel, Descriptive statistics and Data Visualization

CO2: To know about the basic probability concepts and probability distributions

CO3: To analyze chi square, correlation, and time series analysis

### CO- PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	1	1	0	0	1	1	1
CO2	1	1	0	0	0	0	1
CO3	1	1	0	1	0	1	0
	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>

### TEXT BOOKS:

1. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004
2. Levin R., and Rubin D, Statistics for Managers, Prentice Hall of India, New Delhi, 2006 (7<sup>th</sup> Edition)

### REFERENCES

1. Panneerselvam, R. (2012). Design and Analysis of Experiments, PHI, New Delhi
2. Wayne, Winston (2014). Microsoft Excel 2013: Data Analysis and Business Modelling, Micro soft Press, Washington
3. Christian Albright and Wayne L. Winston (2011). Business Analytics: Data Analysis and Decision Making, Cengage Learning, New Delhi [5th Edition]

### MAGAZINES & OTHER REFERENCES

1. [www.emeraldinsight.com](http://www.emeraldinsight.com) (A renowned research journal database)
2. [www.ficci.com](http://www.ficci.com) (Official web site of Federation of Indian chambers, Commerce and Industry)
3. [www.ibef.org](http://www.ibef.org) (Official web site of India Brand Equity foundation, a subsidy of CII)

4. [www.ncaer.org](http://www.ncaer.org) (National Council of Applied Economic Research – Govt. of India data resource)

**WEB RESOURCES:**

1. [www.stattutorials.com](http://www.stattutorials.com) (Statistics tutorials including worked examples using softwares like SPSS)
2. [www.analyzemath.com/statistics.html](http://www.analyzemath.com/statistics.html) (Statistics tutorials)
3. [www.burns-stat.com/pages/tutorials.html](http://www.burns-stat.com/pages/tutorials.html) (Statistics tutorials)
4. [www.search.ebscohost.com](http://www.search.ebscohost.com)

**Mode of Evaluation:**

- Continuous Internal Assessments– based on lab exercises

# COMMUNICATION SKILLS WORKSHOP

COURSE CODE: MBAH018

**No. of Credits: 2**

## **OBJECTIVES:**

- To understand the communication process in an organization
- To sharpen the communication skills – both oral and written - of the learner
- To simulate real-world business communication contexts and communicate effectively
- To facilitate experiential learning through use of role plays, presentations and so on.

## **METHODOLOGY:**

Entirely Experiential Learning based course. Briefings, case discussions, story-telling, role-plays, seminar presentations, position papers, mini-projects, social media content discussions

## **UNIT I: COMMUNICATION FOUNDATIONS**

Communication model – relevance and types of managerial communication – communication barriers – ethical communication

Professionalism in communication – team communication, meetings, listening, nonverbal communication

## **UNIT II: ANALYSIS OF BUSINESS COMMUNICATIONS**

Reading and understanding business related articles, company profiles, not-for-profit organizations, profiles of corporate leaders and styles of communication, using reference sources

Organizing and writing business messages – Patterns – Use of tools such as word cloud, mind maps – composing messages in various forms such a poster, videos, interviews and presentations

Crafting readable messages by using the principles of clarity and completeness, avoiding clutter and complexity

Writing business proposals and reports by doing a mini survey for a chosen problem or issue

## **UNIT III: WORKPLACE COMMUNICATION**

Electronic messages and digital media – Analyzing the use of audio visuals and their reach

Positive messages - Negative messages – structure and patterns in communicating news

Persuasive messages – Changing mindsets through social cause communications

Presentation skills – preparation for good content, overcoming stage fright – gaining and retaining attention

**Course Outcomes:**

CO1: To understand the communication process in an organization

CO2: To sharpen the communication skills – both oral and written - of the learner

CO3: To simulate real-world business communication contexts and communicate effectively and to facilitate experiential learning through use of role plays, presentations and so on

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	3	3	2
CO2	2	3	2	1	3	3	2
CO3	3	3	2	1	3	3	2
	<b>2.7</b>	<b>3</b>	<b>2</b>	<b>1.3</b>	<b>3</b>	<b>3</b>	<b>2</b>

**WEB RESOURCES:**

1. <http://gallocommunications.com/>
2. <http://www.businesscommunicationblog.com>
3. [http://www.networkedblogs.com/blog/journeys\\_in\\_communication/](http://www.networkedblogs.com/blog/journeys_in_communication/)
4. [www.globalindian.net.in](http://www.globalindian.net.in)

**ILLUSTRATIVE EXERCISES:**

- The continuous assessment is done based on components such as role play, presentation, active classroom participation, Web 2.0 based assignments related content

# **SPREADSHEET FOR MANAGERS**

COURSE CODE: MBAH019

## **OBJECTIVES**

- To familiarize students with the information needs of management.
- To introduce concepts and methods of data analysis
- To provide hands-on training in statistical data analysis using MS-Excel
- You will learn data analysis using MS Excel and gain proficiency in Excel's interface, data entry, formatting, data analysis, tables, data tools, and lookup functions.

## **METHODOLOGY**

The course will primarily use problem-solving through MS Excel, supplemented by lectures and case discussions. Students will undertake a project on a topic of their choice and apply the course concepts to their project as their evaluation submission.

### **UNIT I: Introduction to MS-Excel**

- MS-Excel Interface: Tabs and Ribbons, Document Windows, Navigation Tips, Office Button, and Save
- Multiple ways of Entering Data: Fonts, Fills, and Alignment, Cut, Copy, and Paste, Paste Special, Undo and Redo, Moving, Finding, and Replacing a Value, Cell Styles, Comments
- Formatting Numbers: Currency Format, Format Painter, Formatting Dates, Custom and Special Formats
- Managing Worksheets: Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting, and Hiding Worksheets, Grouping Worksheets, Moving, Copying, Deleting, and Hiding Grouped Worksheets

### **UNIT II: Data Analysis Techniques in MS-Excel**

- Modifying Rows and Columns: Inserting and Deleting Columns and Rows, Inserting and Deleting Cells, Inserting Multiple Columns and Rows, Modifying Cell Width and Height, Hiding and Unhiding Rows and Columns
- Understanding Formulas: Using Operations, Creating Formulas, AutoSum, Common Formulas, Searching for Formulas, Copying Formulas, Using Relative and Absolute References
- AutoFill and Custom Lists: AutoFill a Series, AutoFill Non-Adjacent Cells, AutoFill on Multiple Sheets, Creating Custom Lists, Series Formatting
- Conditional Formatting: Highlight Cell Rules, Top/Bottom Rules, Data Bars, Color Scales, Custom Formatting Rule

### **UNIT III: Advanced Data Analysis Techniques in MS-Excel**

- Tables: Insert a Table and Style Options, Add Rows and Columns, Perform a Function in a Table, Summarize with Pivot Table
- Data Tools: Data Validation, Drop-Down Lists, Removing Duplicates, Text to

- Columns, Goal Seek, Scenario Manager
- Referencing Formulas: Multiple Sheet References, Consolidating Data, With or Without Links, Trace the Precedents and Dependents, Using the Watch Window
- Ranges and Dates: Cell Names, Named Ranges, Formulas with Cell Names, Date Formulas
- Lookups: VLOOKUP, VLOOKUP Exact Match, HLOOKUP, HLOOKUP Exact Match

### **TEXTBOOKS**

1. “Excel 2016 Bible”, John Walkenbach
2. “Excel 2016 Power Programming with VBA”, Dick Kusleika and Michael Alexander
3. “Advanced Excel Essentials”, Jordan Goldmeier

### **WEB RESOURCES**

1. <https://www.myonlinetraininghub.com/microsoft-excel-online-training-syllabus>
2. <https://excelexposure.com/>
3. <https://corporatefinanceinstitute.com/resources/excel/study/basic-excel-formulas-beginners/>

### **Mode of Evaluation:**

- Continuous Internal Assessments through exercises

# PERSONALITY DEVELOPMENT WORKSHOP

COURSE CODE: MBAH019A

## **Duration and Mode of Evaluation:**

- Number Credits :2 Credit
- Number of Contact hours :30 Hours [30 Sessions] Maximum Marks :50
- Evaluation: Continuous Internal Assessment based on exercises

## **Learning Objectives:**

- Developing Favorable and balanced personality
- Understand Self, Identify potentials and limitations
- Building Self-esteem and Attitude
- Set the goals and Manage Emotions
- Understanding importance of Positive thinking and decision making
- Cultivate Interpersonal skills and manage conflicts for successful life.

## **Methodology**

- The methodology is predominantly by Activity based learning and incidental exercises that includes, Conceptual Discussion, Case study, Role play, Management Games, In-Basket exercise, Individual and Group presentation, Web-assisted instructions and tests and Guest lectures.

## **UNIT I: Self Development and Management**

Understanding the Self: Anatomy of the self-the mind-the intellect, Personality, The sub-conscious mind-Consciousness- States of awareness-Innate. Self-Evaluation, SWOT Analysis, Recognition of one's own limits and deficiencies, managing self – emotions, ego, pride, Building Self-Esteem, Self-Confidence and Self-Efficacy, Locus of Control, Setting Goals, Attitude (Positive and Negative Attitude).

## **UNIT II: Emotional Intelligence, Mindfulness, Positive thinking**

Emotional Intelligence: Meaning, components, developing EI. Mindfulness: Meaning, Principles of Mindfulness, Models and frameworks for mindfulness practices. Developing thought pattern: The power and effects of thoughts, Principles of positive thinking-Benefits of positive thinking, changing mind set- Steps to change cycle of thinking. Decision making: The key decisions, Group decision making, General aids and tips for improving decisions making.

## **UNIT III: Interpersonal Skill Development**

Communication: Verbal, Non-Verbal, Para-Verbal, Listening-It's Importance, Good & Bad Listening, Body Language, Empathy, Mutuality, Trust, Emotional Bonding. Managing interferences- Perceptual Challenges, Interpersonal Transactions, Tips for Improving interpersonal relationship, Assertiveness and negotiation skills, Conflict Management

**Text Books:**

1. Covey, S. R., & Covey, S. (2020). The 7 habits of highly effective people. Simon & Schuster.
2. Robbins, S. P., Judge, T. A., & Vohra, N. (2019). Organizational behaviour by Pearson 18e. Pearson Education India.
3. Jaikishan Roy. (2015). Improve your Personality by Mark publishers Jaipur.
4. R. N. Singh Yadav. (2016). The Dynamics of Successful personality by Mount Hill Publishing Company, New Delhi.

**References:**

1. Akpor-Robaro, M. O. (2018). Organizational Behaviour, Management Theory and Organizational Structure: An Overview of The Inter-Relationship.
2. Bradberry, T., & Greaves, J. (2006). The emotional intelligence quick book: Everything you need to know to put your EQ to work. Simon and Schuster.
3. Bradberry, T., & Greaves, J. (2009). Emotional Intelligence 2.0. TalentSmart.
4. Creswell JD (January 2017). "Mindfulness Interventions". Annual Review of Psychology. 68: 491–516. doi:10.1146/annurev-psych-042716-051139
5. Kabat-Zinn J (2013). Full Catastrophe Living: Using the Wisdom of Your Body and Mind to Face Stress, Pain, and Illness. New York: Bantam Dell. ISBN 978-0345539724.
6. Murphy, J. (2019). The Power of Your Subconscious Mind: The Complete Original Edition: Also Includes the Bonus Book" You Can Change Your Whole Life". St. Martin's Essentials.
7. Fox, A., & Fox, B. (2018). Beyond Positive Thinking: Putting Your Thoughts into Action: Putting Your Thoughts into Action. Gildan Media LLC aka G&D Media.
8. Dobelli, R. (2015). The Art of Thinking Clearly-Edisi Bahasa Melayu. PTS Publications & Distributors Sdn Bhd.
9. R.M.Onkar. (2008). Personality Development and Career management – by S Chand Publications

**Web resources:**

1. <https://www.managementstudyguide.com/importance-of-personality-development.htm>
2. <https://www.essentiallifekills.net/improveyourpersonality.html>
3. <https://lesley.edu/article/personality-development>
4. <https://sourcesofinsight.com/change-your-mindset-change-your-results/>
5. <https://icrrd.com/media/01-11-2020-205951Mindset%20by%20Carol%20S.%20Dweck.pdf>
6. [https://www.mindtools.com/pages/article/newLDR\\_45.htm](https://www.mindtools.com/pages/article/newLDR_45.htm)
7. <https://www.verywellmind.com/what-is-emotional-intelligence-2795423>
8. <https://study.com/learn/lesson/interpersonal-relationships.html>

# **SEMESTER - II**

## SEMESTER II

### LIST OF CORE PAPERS

<b>Title of the Paper</b>	<b>Code</b>
FINANCIAL MANAGEMENT	MBAH020
MARKETING MANAGEMENT	MBAH021
OPERATIONS MANAGEMENT	MBAH022
HUMAN RESOURCES MANAGEMENT	MBAH023
OPERATIONS RESEARCH	MBAH024
RESEARCH METHODOLOGY	MBAH025
MANAGEMENT INFORMATION SYSTEMS	MBAH026
SELLING & NEGOTIATION SKILLS	MBAH027
MINOR PROJECT	MBAH028
OPERATION RESEARCH LAB (SOFTWARE BASED)	MBAH029
CAREER DEVELOPMENT WORKSHOP	MBAH029A
INDUSTRY INTERFACE PROGRAM – 1	MBAH029B

# **FINANCIAL MANAGEMENT**

COURSE CODE: MBAH020

## **OBJECTIVES:**

- To know the various concept and sources of finance.
- To understand the various uses of finance.
- To familiarize oneself with the techniques used in financial management.

## **METHODOLOGY:**

- Assignment
- Test after completion of each UNIT
- Class room lectures for all UNIT s
- To solve problem self-made with all features will be used
- Importance should be given for solving problems in each UNIT.

## **UNIT I: FINANCIAL MANAGEMENT**

Importance of Finance; Meaning of Business Finance; Meaning of Financial Management; Objectives of Financial Management; Scope of Financial management, Role of Financial Manager in the Changing Scenario; Method of Financial Management; Organization of the Finance Function; Importance of Financial Management. Tools of Financial Management and Financial Forecasting, Financial Statement, Analysis and Interpretation; Practical Problems.

## **UNIT II: FINANCIAL PLANNING**

Meaning of Financial Planning; Pattern of Financing; Source of Finance; Security Financing; Convertible Debentures; Internal Financing; Loan Financing; Public Deposits; Bridge Financing; Loan Syndication, & Finance Decision, Leverage; Types of Leverage; Significance of Operating Leverage, Financial Leverage and Composite Leverage; Practical Problems

## **UNIT III: CAPITAL STRUCTURE**

Meaning of Capital Structure; Capital Structure and Financial Structure; Pattern of Capital Structure; Optimum Capital Structure; Capital Structure Theories, Determination of Capital Structure; Financial Break Even Point and EPS Analysis, Capital Gearing and Trading on Equity, Cost of Capital, Importance of Cost of Capital; Classification of Cost of Capital; Determination of Cost of Capital, Capital Assets Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC), Practical Problems.

## **UNIT - IV: WORKING CAPITAL MANAGEMENT**

Concept of Working Capital Management; Need for Working Capital; Types of Working Capital; Management of Working Capital, Projection of Working Capital, Conservative Asset Policy, Aggressive Asset Policy, Risk Return Trade Off, Source of Working Capital; Management of Cash, Tools of Cash Management, Cash budget, Playing on Float, Lock Box System; Management of Inventory, Tools of Inventory Management, ABC Analysis, VED

Analysis, EOQ Analysis, Perpetual Inventory System, Different Stock Level and Management of Receivable and Factoring Management; Practical Problems

## UNIT V: CAPITAL BUDGETING

Concept of Capital Budgeting, Importance of Capital Budgeting, Characteristic of Capital Budgeting Decisions; Limitations of Capital Budgeting Decisions; Capital Budgeting Process; Capital Rationing. Capital Budgeting Techniques- Accounting Rate of Return- ARR Method of Evaluation & Its Analysis; Payback Method of Evaluation & Its Analysis; Internal Rate of Return- IRR Method of Evaluation & Its Analysis; Net Present Value- NPV Method of Evaluation & Its Analysis; Profitability Index- PI Method of Evaluation & Its Analysis, Dividend, Bonus, Right Shares, Theories of Dividend, Types of Dividend, Determination of Dividend, Inflation; Inflation Accounting; Capital Market and Money Market, Practical Problems.

### Course Outcomes:

CO1: Define the term “Finance & Business Finance”, Describe objectives, scope, importance & methods of Financial Management, recognize the organization of Finance Function and the role of Financial Manager in Changing Scenario, demonstrates and apply the tools of Financial Management in analyzing and Interpreting Financial Statements.

CO2: Demonstrates the term “Financial Planning”, recognize the pattern of financing and sources of Finance, generalize the concepts such as Security Financing, Convertible Debentures, Internal Financing, Loan Financing, Public Deposits, Bridge Financing, Loan Syndication and Finance Decision, classify the types of leverages and compute the problems related to Operating, Financial and Operating Leverage.

CO3: Describe Capital Structure, Distinguish Capital Structure from Financial Structure, summarize Capital Structure Theories and apply it in determining capital structure of a Firm

CO4: Define the Term “Inventory Management”, apply its tools and technique to determine average inventory utilized and required (It includes EOQ Analysis, ABC Analysis, VED analysis etc.

CO5: Recognize and describe the concept of Capital Budgeting, Classify and apply tools and techniques of Capital Budgeting such as ARR (Payback Period Method, NPV (Net Present Value Method, ARR (Accounting Rate of Return, IRR).

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	1	0	0	3	3
CO2	2	3	1	0	0	3	3
CO3	3	3	0	0	0	3	3
CO4	2	3	0	0	0	3	3
CO5	3	3	0	0	0	3	3
	<b>2.4</b>	<b>3</b>	<b>0.4</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS:

1. Kapil Sheeba and Kapil Kanwal Nayan, FINANCIAL MANAGEMENT,

- STRATEGY, IMPLEMENTATION & CONTROL, Pragati Prakashan Publishers, Meeruti.
2. Khan MN. and Jain P.K: FINANCIAL MANAGEMENT, Tata McGraw-Hill co. Ltd, New Delhi.
  3. Pandey I.M.: FINANCIAL MANAGEMENT, Vikas Publishing House Pvt. Ltd, New Delhi.
  4. Prasanna Chandra: FINANCIAL MANAGEMENT, The McGraw-Hill Education Ltd., New Delhi.
  5. Maheshwari S.N.: FINANCIAL MANAGEMENT-PRINCIPLE AND PRACTICE, Sultan Chand & Sons Pvt. Ltd., New Delhi.

**REFERENCES:**

1. Abdelsamad, M.: A GUIDE TO CAPITAL EXPENDITURE ANALYSIS, New York, American Management Association, 1973
2. Beranack, W.: WORKING CAPITAL MANAGEMENT, Belmont, Wadsworth, 1968.
3. Bolten, S.E.: MANAGERIAL FINANCE, Boston, Houghton Mifflin co., 1976.
4. Heifert, E.H.: TECHNIQUES FOR FINANCIAL ANALYSIS, Homewood, Irwin, 1967.

**WEB SOURCES:**

1. [www.reoprfunction.ocm](http://www.reoprfunction.ocm)
2. [www.investorindia.com](http://www.investorindia.com)
3. [www.fms.org](http://www.fms.org)
4. [www.fmsfindia.org](http://www.fmsfindia.org)
5. [www.financialmanagement.in](http://www.financialmanagement.in)

# MARKETING MANAGEMENT

COURSE CODE: MBAH021

## OBJECTIVES:

- This is an introductory course that will help the learners acquire the vocabulary of Marketing, understand how marketing strategies are shaped and stimulate the learner to take up Marketing as a career or apply the learning to careers in other functional areas.

## METHODS

- Lectures for conceptual understanding, live cases, class discussions, reading and sharing of marketing related articles, experiential exercises.
- Live Cases of existing companies and brands will form a part of the entire learning process for understanding how marketing principles are applied in the local and global contexts

## SYLLABUS

### **UNIT I: Understanding marketing and the marketing process**

The importance and scope of marketing Evolution of marketing: From transaction-based to relationship marketing Fundamental marketing concepts Marketing and customer value - The marketing environment (macro and micro), ethics and social responsibility Marketing management process

*Experiential Exercise: Identify a product and company and the environmental forces shaping marketing strategies*

### **UNIT II: Marketing planning, information and strategy**

Strategic planning and the marketing process; Developing marketing plans Marketing research and Decision support systems Understanding consumer behaviour – marketing implications Market Segmentation, Targeting and Positioning Competitive strategies

*Experiential Exercise: Take up a multi-product conglomerate and study the STP for their brands in various markets. Learn how to make a Marketing Plan.*

### **UNIT III: Developing the marketing mix: Product and Price**

Product classifications, Product Mix Product management decisions, Product Life Cycle Strategies New Product Development Pricing considerations and approaches (cost-based, buyer based and competition-based), pricing strategies

*Experiential Exercise: Introduce a hypothetical new product/service adding to the existing product portfolio of a company and apply the principles of product policy and pricing*

### **UNIT IV: Developing the marketing mix: Place and Promotion**

Distribution channels and physical distribution – channel design decisions, channel management decisions Retailing and wholesaling – Retail classification, retailer marketing decisions, wholesaler marketing decisions Integrated marketing communication and promotion

strategy, Promotion mix

*Experiential Exercise: Continue the exercise as above and apply the principles of channel design and promotion mix decisions.*

### **UNIT V: Marketing applied**

Introduction to and the basic concepts of Industrial marketing, Services marketing, Rural marketing, international marketing, marketing for non-profit organizations, marketing in a connected world

*Experiential Exercises and Live Cases*

### **Course Outcomes**

CO1: Define market opportunities by analyzing customers, competitors, collaborators, context and the strength and weakness of a company

CO2: To develop effective marketing strategies to achieve organizational objectives

CO3: To design, create and to maintain the Product and pricing strategy for developing the business competencies.

CO4: To learn and decide place and promotion of Marketing practices

CO5: To apply marketing practices in varied corporate and geographic Scenarios.

### **CO-PO Mapping**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	<b>3</b>	3	2	3	0	3	3
CO2	3	3	2	1	3	3	3
CO3	0	2	0	3	0	3	3
CO4	3	3	0	0	0	3	3
CO5	3	3	2	2	0	3	3
	<b>2.4</b>	<b>2.8</b>	<b>1.2</b>	<b>1.8</b>	<b>0.6</b>	<b>3</b>	<b>3</b>

### **Text books:**

1. Kotler and Armstrong: Principles of Marketing Pearson Education ISBN-10 9789352865611
2. Kotler and Keller: Marketing Management 15<sup>th</sup> Edition (2017) Pearson Education ISBN:9789332587403
3. Ramaswamy and Namakumari: Marketing Management: Global Perspective Indian Context 5<sup>th</sup> Edition (2013) McGraw-Hill Education India Pvt. Ltd.

### **Reference books:**

1. Cravens, Hills and Woodruff: MARKETING MANEGEMENT
2. Pride and Ferrell: Marketing – Concepts and strategies (Indian adaptation) (Wiley-DreamTech)
3. Stanton: Fundamentals of Marketing (McGraw-Hill)
4. Ramesh Kumar: MARKETING NUGGETS

# **OPERATIONS MANAGEMENT**

COURSE CODE: MBAH022

## **OBJECTIVES**

- To understand the concepts and techniques of Operations Management
- To use the above for improving the Operational Productivity of Organizations.

## **UNIT I**

Systems Concept of Production, Types of Production System, Productivity, World Class Manufacturing. Process Planning & Design, Value Analysis/ Value Engineering, Make or Buy Decision. Capacity Planning, Forecasting: Demand Patterns, Measures of forecasting, Forecasting Models: Simple Moving Average Method, Weighted Moving Average, Simple(single) Exponential Smoothing, Linear Regression, Delphi Method.

## **UNIT II**

Facility Location: Factors influencing Plant Location, Break Even Analysis. Plant Layout & Materials Handling: Classification of Layout, Advantages and Limitations of Process Layout, Advantages and Limitations of Product Layout, Advantages and Limitations of Group Technology Layout. Layout Design Procedures: Introduction to CRAFT, ALDEP & CORELAP, Material Handling System, UNIT Load Concept, Material Handling Principles, Classification of Materials Handling Equipment's.

Line Balancing: Concept of Mass Production system, Objective of Assembly Line Balancing, Rank Positional Weight Method.

Inventory Control: Review of Basic Models of Inventory, Quantity Discount Model, Implementation of Inventory Systems, Introduction to P & Q system of Inventory

## **UNIT III**

Nature of Aggregate Planning Decisions, Aggregate Planning Strategies, Aggregate Planning Methods: Heuristic Method, Transportation Model for Aggregate Planning.

Material Requirement Planning: Product Structure/Bill of Materials(BOM), MRP Concept

Single Machine Scheduling: Types of Scheduling, Concept of Single Machine Scheduling, SPT Rule to Minimize Mean Flow Time, Minimizing Weighted Mean Flow Time, EDD Rule to Minimize Maximum Lateness, Flow Shop Scheduling: Introduction, Johnson's Problem, Extension of Johnson's Rule.

## **UNIT IV**

Work Study: Method Study – Recording Techniques, Steps in Method Study, Principles of Motion Economy, Time Study.

Quality Control: Introduction, need for Controlling Quality, Definition of a Quality System, Classification of Quality Control Techniques, Control Charts, Control Charts for Variable, Control Charts for Attributes, C-Chart, Acceptance Sampling: Operating Characteristic Curve (O.C. Curve), Single Sampling Plan.

## UNIT V

Maintenance Planning and Control: Maintenance Objectives, Types of Maintenance, Basic Reasons for Replacement (Need for Replacement), Group Replacement Vs Individual Replacement – Trade-off.

Reliability: Reliability Improvement, Reliability Calculations for systems in series and parallel, Just-in-Time Manufacturing: Introduction-Overview of JIT, Kanban Systems.

### Course Outcomes

CO1: To prepare the students for leadership positions in the productions and service industries.

CO2: To develops skills in problem solving, project management, communication, and managing effectively in team-based work environments.

CO3: To understand the importance of an effective production and operations strategy to an organization.

CO4: To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.

CO5: To gain some ability to recognize situations in a production system environment that suggests the use of certain quantitative methods to assist in decision making on operations management and strategy.

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	0	0	1	1	0	2	3
CO2	1	0	0	2	0	1	1
CO3	1	0	0	0	0	2	2
CO4	0	0	0	1	0	3	3
CO5	0	0	0	1	2	1	1
	<b>0.4</b>	<b>0</b>	<b>0.2</b>	<b>1</b>	<b>0.4</b>	<b>1.8</b>	<b>2</b>

### TEXT BOOK:

1. Panneerselvam. R, PRODUCTION AND OPERATIONS MANAGEMENT, 3<sup>rd</sup> Edition, PHI Learning, Delhi, 2013

### REFERENCES

1. Joseph G. Monks: OPERATIONS MANAGEMENT - THEORY AND PROBLEMS, (McGraw Hill).
2. Everett E. Adam & Ronald J. Ebert: PRODUCTION AND OPERATIONS MANAGEMENT, (Prentice Hall, 1994).
3. William J. Stevenson: PRODUCTION/OPERATIONS MANAGEMENT, Richard Irwin.
4. Norman Gaither: PRODUCTION AND OPERATIONS MANAGEMENT, (The Dryden Press).
5. Jack R. Meredith, The Management of Operation, (John Wiley & Sons).
6. S.N.Chary, PRODUCTION AND OPERATIONS MANAGEMENT, (Tata McGrawHill).
7. Jay Heizer & Barry Render: OPERATIONS MANAGEMENT, Prentice Hall International, Inc. 2001, International Edition.

# **HUMAN RESOURCES MANAGEMENT**

COURSE CODE: MBAH023

## **OBJECTIVES:**

- This subject provides the platform to the students of management to appreciate the critical managerial functions, processes and tasks of HRM in an organization.
- To become sensitive to the HR Management Processes and to adopt conceptual learning to real-life situations.
- To appreciate the methods and mechanics to bring out the best in people directing their energies towards corporate goals with personal satisfaction.
- The Class-room interaction is supplemented by Field HRM Visits, Case Study presentation & Discussion and team-oriented sharing of knowledge inputs via c-group.

## **METHODOLOGY:**

Consultative and participative involving role modeling and fieldwork, case studies, role-plays, simulation exercises, group discussions and structured and unstructured group work. Eminent competent professionals from HR and other industrial realms will interact with the students besides the faculty.

## **UNIT I**

**INTRODUCTION TO HUMAN RESOURCES MANAGEMENT:** Context and Concept of People Management– Organization and Functions of the HR– HR Structure and Strategy; Role of Government and Personnel Environment including that of MNCs.

## **UNIT II**

**HR PLANNING AND SELECTION:** Human Resource Information System (HRIS), Manpower Planning – Selection System including Induction – Performance and Potential Appraisal; Coaching and Mentoring; HRM issues and practices in the context of Outsourcing as a strategy and MNCs.

## **UNIT III**

**PERSONNEL DEVELOPMENT AND RETIREMENT:** Training and Development – Methods, Design & Evaluation of T & D Programs; Career Development – Promotions and Transfers – Retirement and Other Separation Processes.

## **UNIT IV**

**FINANCIAL COMPENSATION, PRODUCTIVITY AND MORALE:** - Principal Compensation Issues & Management – Job Evaluation – Productivity, Employee Morale and Motivation; Stress Management and Quality of Work Life.

## **UNIT V**

**CURRENT ISSUES AND TRENDS IN HRM:** Creating Safer Workplaces, Diversity

Management, Management of Multi-Generational workforce, Understanding International Human Resource Management, Hybrid workplace management, E-HRM, Green HRM, Workforce Analytics to improve business outcomes.

**Course Outcomes**

CO1: Define the meaning and definition of Human resource management context and concept of people management in system perspective and classify the functions of HR and personnel department- HR structure and strategy and by finding the role of Government and personnel environment including that of MNC's

CO2: Demonstrate the Human resource information system HRIS, manpower planning- Selection systems including induction system Explain performance appraisal and potential appraisal, coaching and mentoring. Illustrate the HRM issues and practices in the context of outsourcing as a strategy and MNC's

CO3: Describe the training and development- methods, Design and evaluation of training and development Programmes Summarize career development- Promotions and transfers- Personnel empowerment including delegation- Classify the Retirement and other separation processes.

CO4: Measure principal Compensation issues and management - Job evaluation- Productivity\_ Identify employee morale and motivation, Stress management and develop the strategies Quality of work life.

CO5: Recognize and describe the concepts of trade unions- Managing conflicts- disciplinary process- Collective bargaining - Measure the workers and management decision making- A discussion on Concept, Mechanics and experience.

**CO-PO Mapping**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	1	3	1	0	3	3
CO2	3	1	0	2	2	3	2
CO3	2	0	3	0	2	3	3
CO4	2	1	2	0	2	2	3
CO5	2	3	2	0	2	3	3
	<b>2.4</b>	<b>1.2</b>	<b>2</b>	<b>0.6</b>	<b>1.6</b>	<b>2.8</b>	<b>2.8</b>

**TEXT BOOKS:**

1. Aswathappa, K. E. M. A. L. (2013). Human resource management: Text and cases. Tata McGraw-Hill Education.
2. Mondy, R. W., & Noe, R. M. (2005). Human resource management. Pearson Educación.
3. Soundararajan, R., & Singh, K. (2016). Winning on HR analytics: Leveraging data for competitive advantage. SAGE Publications India.
4. Subba Rao, P. (2006). Essentials of human resource management and industrial relations. Text Cases and Games), Himalaya Publishing House, (265-267).

## REFERENCES:

1. Agrawal, S., & Puri, R. (2020). Green HRM: A Climate Conscious Route to Triple Bottom Line. Sage Publications Pvt. Limited.
2. Boroughs, A., & Palmer, L. (2016). HR transformation technology: Delivering systems to support the new HR model. Routledge.
3. Gratton, L. (2022). Redesigning Work: How to Transform Your Organization and Make Hybrid Work for Everyone. MIT Press.
4. Renwick, D. W. (Ed.). (2018). Contemporary developments in green human resource management research: towards sustainability in action? Routledge.
5. Ruel, H. J. M., Bondarouk, T., & Looise, J. C. (2004). E-HRM: innovation or irritation? An exploration of web-based human resource management in large companies. Lemma.
6. Schultz, C. (2015). Reinventing HR. eBook Partnership.
7. Thite, M. (Ed.). (2018). e-HRM: Digital approaches, directions & applications. Routledge.
8. Ulrich, D., Younger, J., Brockbank, W., & Ulrich, M. (2012). HR from the outside in: Six competencies for the future of human resources. McGraw Hill Professional.
9. Waddill, D. D. (2018). Digital HR: A guide to technology-enabled human resources. Society For Human Resource Management.
10. Waters, S. D., Streets, V. N., McFarlane, L., & Johnson-Murray, R. (2018). The practical guide to HR analytics: Using data to inform, transform, and empower HR decisions. Society for Human Resource Management.

## WEB RESOURCES:

1. <http://forum.hrdiscussion.com/>
2. <http://network.hrmtoday.com/forum>
3. <http://www.citeman.com/11853-evolution-of-the-concept-of-hrm/>
4. [www.citeHR.com](http://www.citeHR.com)

# **RESEARCH METHODOLOGY**

COURSE CODE: MBAH025

## **OBJECTIVES**

- To enable the students to know about the information needs of Management.
- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry.
- To enable them to conduct a Business Research Study and prepare the report.

## **METHODOLOGY**

- The methodology is predominantly by lecture mode and case discussion, complemented with a mini-project work. The students have to undertake a project work in a topic of their interest and product, whereby apply the concepts studied in the course.

## **UNIT I**

Research – Meaning – importance and definition, Research in business, manager's role revisited, role of research, measures of a good research.

Research process – the manager-researcher relationship, defining research problem and formulation of hypothesis, feasibility study and research proposal

## **UNIT II**

Research Design – types of research design-exploratory, descriptive and experimental studies. The sources and collection of data – primary and secondary data sources-Sampling design – sampling procedures, types of sampling plans, sample size determination, common sources of error in sampling and data collection

## **UNIT III**

Attitudinal measurements and scales - Basic methods of collecting data – survey methods, personal interviewing, telephone interviewing and self-administered surveys, instruments for respondent communication – Questionnaire design.

## **UNIT IV**

Analysis and interpretation of data: editing, coding and analysis of collected data- an Introduction-Univariate [T-tests Z-Tests] / Bivariate [Correlation-Regression-Chi Square, ANOVA]/ Multivariate Data analysis [Factor Analysis- Cluster Analysis-Multiple Regression-Discriminate Analysis, - Conjoint Analysis]

## **UNIT IV**

Presenting results, – written and oral reports – technical report, survey-based report research report Criteria-Application of research in functional areas of business- Guidelines for reviewing draft, Report format – Typing instructions, oral presentation

**Course Outcomes:**

CO1: Understand the Concepts of Research, research problems and explain the research process

CO2: Outline the Various types of scale, Basics statistical measures& Probability

CO3: To learn the meaning of Hypothesis, non-parametric tests

CO4: To learn about the Multivariate Analysis- ANOVA and discriminate Analysis

CO5: To learn about the various types of reports, reports formatting - Typing Instructions-Oral Presentations

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	0	2	3
CO2	3	3	3	3	0	1	3
CO3	3	3	3	3	0	3	3
CO4	3	3	3	3	0	1	3
CO5	3	2	3	3	0	3	3
	<b>3</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>3</b>

**Text Books**

1. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004
2. Donald R, Cooper and Pamela S. Schindler, Business Research Methods, 6th edition, Irwin/ McGraw Hill, 1998, New Delhi.

**Reference Books**

1. Harper W. Boyd Jr., Ralph Westfall & Stanley F. Stasch, Marketing Research, Text and Cases, 7th edition (AITBS, 1998), New Delhi.
2. Paul E.Green, Donald S. Tull, Gerald Albaum,, Research for Marketing Decisions, 5th edition, PHI, 1998, New Delhi.
3. Kothari C.R., Research Methodology, Methods & Techniques, New Delhi.
4. Aaker, David A Marketing research / David A Aaker, V Kumar and George S Day - 6th ed - New York: Wiley, 1998.
5. Malhotra, Naresh K Marketing research: an applied orientation - Englewood Cliffs: Prentice Hall
6. Panneerselvam, R. (2012). Design and Analysis of Experiments, PHI, New Delhi
7. Wayne, Winston (2014). Microsoft Excel 2013: Data Analysis and Business Modelling, Micro soft Press, Washington
8. Christian Albright and Wayne L. Winston (2011). Business Analytics: Data Analysis and Decision Making, Cengage Learning, New Delhi [5th Edition]

**MAGAZINES & OTHER REFERENCES**

1. [www.emeraldinsight.com](http://www.emeraldinsight.com) (A renowned research journal database)
2. [www.ficci.com](http://www.ficci.com) (Official web site of Federation of Indian chambers, Commerce and Industry)
3. [www.ibef.org](http://www.ibef.org)(Official web site of India Brand Equity foundation, a subsidy of CII)

4. [www.ncaer.org](http://www.ncaer.org) (National Council of Applied Economic Research – Govt. of India data resource)

**WEB RESOURCES:**

1. [www.stattutorials.com](http://www.stattutorials.com) (Statistics tutorials including worked examples using softwares like SPSS)
2. [www.analyzemath.com/statistics.html](http://www.analyzemath.com/statistics.html) (Statistics tutorials)
3. [www.burns-stat.com/pages/tutorials.html](http://www.burns-stat.com/pages/tutorials.html) (Statistics tutorials)
4. [www.spss.com](http://www.spss.com)
5. [www.search.ebscohost.com](http://www.search.ebscohost.com)

# **MANAGEMENT INFORMATION SYSTEMS**

COURSE CODE: MBAH026

## **OBJECTIVES:**

- To introduce the concepts of different business system
- To focus on different components of information systems and to plan, design and develop such systems

## **METHODOLOGY:**

- Power Point Presentation, Participative type classes, case study
- Assignments, test. Subject quiz, Factory visit and field study
- seminar, Game, Subject Video presentation
- Illustrative exercise

## **UNIT I**

Foundations of Information Systems in Business: Foundation Concepts: Information Systems in Business – Foundation Concepts: The Components of Information Systems  
Competing with Information Technology: Fundamentals of Strategic Advantage – Using Information Technology for Strategic Advantage.

## **UNIT II**

Telecommunications and Networks: The Networked Enterprise Telecommunications Network Alternatives  
Electronic Business Systems: e-Business Systems – Functional Business Systems

## **UNIT III**

Electronic Commerce Systems: Electronic Commerce Fundamentals – e-commerce Applications and Issues  
Enterprise Business Systems: Getting All the Geese Lined Up: Managing at the Enterprise Level – Enterprise Resource Planning: The Business Backbone

## **UNIT IV**

Decision Support Systems: Decision Support in Business – Artificial Intelligence Technologies in Business  
Developing Business/IT strategies:..... Planning Fundamentals – Implementation Challenges

## **UNIT V**

Developing Business/IT Solutions: Developing Business Systems – Implementing Business Security and Ethical Challenges: Security, Ethical, and Societal Challenges of IT – Security Management of Information Technology  
Enterprise and Global Management of Information Technology – Management of Information Technology – Managing Global IT

**Course Outcomes:**

CO1: Student can understand the foundation of information system in business with competitive with information technology

CO2: Students understand about the various types of telecommunication networks and E business systems

CO3: Students learned about the E commerce systems and E business functional systems

CO4: Students have learned about the decision support systems and IT strategies

CO5: Students learn about developing business/ IT, security and ethical challenges in IT

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	1	0	2	0	1	0
CO2	3	2	3	2	0	1	3
CO3	2	1	2	3	1	2	2
CO4	1	2	3	2	1	3	1
CO5	3	3	3	2	2	3	2
	<b>2.4</b>	<b>1.8</b>	<b>2.2</b>	<b>2.2</b>	<b>0.8</b>	<b>2</b>	<b>1.6</b>

**TEXT BOOKS:**

1. **James A. O'Brien, George M Marakas and Ramesh Behl 2011.** .....Management Information Systems, Tata McGraw Hill Education Private Limited, New Delhi.
2. **Kenneth C. Laudon and Jane P. Laudon, 2018.** [Management Information Systems](#), Pearson Education, Noida

**REFERENCES:**

1. **Ken J. Sousa, Effy Oz,2015.** Management Information Systems, **Cengage..** Learning India Pvt. Ltd, Delhi.
2. **McLeod, 2014.** Management Information Systems, Pearson Education, Noida.
3. **John McManus and Trevor Wood-Harper,2010.** Information Systems Project Management, Pearson Education, Noida.

**WEB SOURCES:**

1. [www.startwright.com/virtual.htm](http://www.startwright.com/virtual.htm)
2. [www.lamp.infosys.deakin.edu.au](http://www.lamp.infosys.deakin.edu.au)
3. [www.mbsportal.bl.uk](http://www.mbsportal.bl.uk)
4. [www.ibm.com](http://www.ibm.com)
5. [www.infoworld.com](http://www.infoworld.com)

**ILLUSTRATIVE EXERCISES:**

1. Develop an original case for a MIS project in a government organization, financial organization, hospital, educational institution.
2. Develop an original case for a MIS project in a company manufacturing any product
3. Develop an original case for a MIS project in a hotel, retail industry and Telecommunication Industry

# SELLING & NEGOTIATION SKILLS WORKSHOP

COURSE CODE: MBAH027

## OBJECTIVES:

- To appreciate the importance of persuasive communication in different professional and organizational contexts, and its process and principles
- To enhance salesmanship in non-sales roles to generate greater buy-in among different stakeholders
- To understand the principles and process of negotiation and conflict resolution in the professional and business context

## METHODOLOGY:

- Entirely experiential learning -based course. Briefings, case discussions, story-telling, role-plays, business and social media content discussions

## UNIT I: PERSUASIVE COMMUNICATION

Principles of persuasion – reciprocity, commitment or consistency, consensus or social proof, authority, liking, scarcity and UNIT y

Patterns of persuasion – Steps in in-direct pattern of persuasion – Use of attention builders, interest creators, resistance reducers and action motivators

Communicating negative news – Importance of getting a buy-in and goals in communicating negative news – 4-step communication process for different organizational contexts

## UNIT II: SALESMANSHIP AND SELLING SKILLS

Selling as a professional skill to generate buy-in – Selling as a systematic, micro-process to define the approach and organize the content

Organizing the ‘sales pitch’ for non-sales roles in different professional and organizational contexts

Approaches to objection handling and to close the deal; utility of ‘trial close’

## UNIT III: NEGOTIATION SKILLS

Types of negotiation – distributive and integrative, deal-making and dispute settlement

Components of negotiation – Strategy, process and behavior – Concepts of BATNA, ZOPA and Negotiator’s dilemma; Cognitive bias and common mistakes in negotiation

Conflict resolution styles – Accommodation, Collaboration, Compromise, Avoidance and Competition

Cross-cultural negotiation – Impact of cultural factors on negotiation

## Course Outcomes:

CO1: The students would have understood the Personal Selling process – the attributes of a good salesperson, knowledge, skill and attitude and the psychology of persuasion.

CO2: The students would have learnt to prepare the sales pitch, the steps in personal selling – the opening, need & problem identification, presentation and demonstration, objections

handling, closing the sale, follow up and after-sales service.

CO3: The students would have understood about the Phases of Negotiation and Conflict Resolution skills.

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	3	1	0	1	3
CO2	2	3	2	2	0	1	3
CO3	2	3	2	1	3	2	2
	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

### REFERENCE BOOKS:

1. David Hoffeld, The Science of Selling: Proven strategies to make your pitch, influence decisions (Penguin Random House), 2016
2. Deepak Malhotra and Max Bazerman, Negotiation Genius: How to overcome obstacles and achieve brilliant results at the bargaining table and beyond, (Harvard Business School Publishing), 2008

### WEB RESOURCES:

1. <https://www.influenceatwork.com/7-principles-of-persuasion/>
2. <https://www.richardson.com/blog/selling-skills-non-sales-roles/>
3. <https://www.kellogg.northwestern.edu/l/negotiation-skills-and-strategies.aspx>
4. <https://www.pon.harvard.edu/free-videos/>

### ILLUSTRATIVE EXERCISES:

The continuous assessment is done based on components such as role play, presentations, active classroom participation, Web 2.0-based assignments

# **OPERATIONS RESEARCH LAB (Using Software)**

COURSE CODE: MBAH029

## **OBJECTIVES:**

- To introduce various optimization techniques of operations research
- To apply Optimization Techniques and interpret solutions using software
- To facilitate the use of Quantitative Technique in various functional areas

## **METHODOLOGY**

- The methodology is predominantly by Problem Solving, case analysis complemented with lecture.

## **UNIT I**

Stages of Development of Operations Research, Applications of Operations Research, Limitations of Operations, Introduction to Linear Programming, Graphical Method, Simplex Method, Duality and Sensitivity Analysis-Transportation Problem, Assignment Problem-Project Management-CPM/PERT, Crashing of a Project network.

## **UNIT II**

Inventory Control – Introduction to Inventory Management, Basic Deterministic Models, Purchase Models, Manufacturing Models without Shortages and with Shortages. Dynamic Programming, Capital Budgeting Problem, Shortest Path Problem, Reliability Problem, Optimal subdividing Problems-Markov Analysis

## **UNIT III**

Game Theory: Two Person Zero-sum Games, Graphical Solution of  $(2 \times n)$  and  $(m \times 2)$  Games Introduction to Queuing Theory, Basic Waiting Line Models:  $(M/M/1) : (GD/\alpha/\alpha)$ ,  $(M/M/1) : (GD/N/\alpha)$ ,  $(M/M/C) : (GD/\alpha/\alpha)$ ,  $(M/M/C) : (GD/N/\alpha)$ , Introduction to queuing system simulation – Introduction to Basic Replacement Analysis: Economic Life of an Asset.

## **TEXT BOOKS:**

1. Panneerselvam, R., Operations Research, PHI Learning Pvt. Ltd., New Delhi, 2006.
2. Hillier and Lieberman, Introduction to Operations Research, Tata McGraw Hill, New Delhi, 2021 (Eighth Edition).

## **REFERENCES:**

1. J.K. Sharma. Operations Research – Theory and Applications. Trinity Press, New Delhi, 2017.
2. Hamdy A. Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi, 2004.
3. Frank S. Budrick, Dennis McLeay & Richard Mojena, Principles of Operations Research for Management; II Ed., Richard D. Irwin Inc., 1988.
4. Kanti Swarup, et al, Operations Research, Sultan Chand and Sons, New Delhi.

## **MAGAZINES & OTHER REFERENCES**

1. [www.or.pubs.informs.org](http://www.or.pubs.informs.org) (**Popular Operations Research Journal**)
2. [www.emeraldinsight.com](http://www.emeraldinsight.com) (**A renowned research journal database**)
3. [www.search.ebscohost.com](http://www.search.ebscohost.com) (**A renowned research journal database**)
4. [www.springer.com](http://www.springer.com) (**European Journal of Operations Research**)

## **WEB RESOURCES:**

1. [www.universalteacherpublications.com](http://www.universalteacherpublications.com) (**a website for OR Tutorial help**)
2. <http://www.mhhe.com/engcs/industrial/hillier/iortutorial/install/iordownload.html> (**text book Publisher help site for students**)
3. [www.rosemaryroad.org/brady/oss\\_ieor.html](http://www.rosemaryroad.org/brady/oss_ieor.html) (**Open source software's for Operations Research**)
4. <http://ocw.mit.edu/courses/sloan-school-of-management/> (**Open-source courseware for OR, From MIT**).
5. [www2.lib.udel.edu/subj/opre/internet.htm](http://www2.lib.udel.edu/subj/opre/internet.htm) (**internet resources for Operations Research**)

## **ILLUSTRATIVE EXERCISE:**

- The Internal mark is awarded based on the components.

# **CAREER DEVELOPMENT WORKSHOP**

COURSE CODE: MBAH029A

## **Duration and Mode of Evaluation:**

- Number Credits :2 Credit
- Number of Contact hours :30 Hours [30 Sessions]
- Maximum Marks :50
- Evaluation: Continuous Internal Assessment based on exercises

## **Learning Objectives:**

- Understand Career development theories
- Acquaint with the major career assessment instruments and techniques.
- Identify the major sources of career, occupational information and develop a career plan.
- Understanding career development programs.
- Engage in thoughtful academic, extracurricular, career and lifelong planning.
- Evaluate potential effects of career choices
- Implement appropriate resume writing
- Develop interview skills and Etiquette

## **Methodology:**

- The methodology is predominantly by Activity based learning and incidental exercises that includes Self-Study, Web-based Presentation, Forum Participation, Class Reflection, Assignment on Self-Assessment, Collaborative and Crossover Learning.

## **UNIT I: Career planning and development**

Career Planning, Career Planning Process, Career Development: Theories and models of career development, Portfolio (CPCP) and Key Assessment: Career Development Self-Study, Strategies for assessing abilities, interests, values, personality, identifying and using career information resources, facilitating skill development for career, assessment tools and techniques of career planning, Self-awareness and self-assessment, Setting goals and exploring opportunities and self-interests, Strong Interest Inventory (SII) assessment

## **UNIT II: Developing Professional Resume**

An Introduction to the Resume, define resume and its purpose, types of resumes, key components of resume, Gathering Information, Preparing Resume, draft a resume for presentation, writing a cover letter, resumes in the Digital Age, Enhancing Your Professional Resume.

## **UNIT III: Interview Skills and Business Etiquette**

Interview Preparation, Types of interviews, Pre- Interview, During Interview, Post- Interview: Attitude & Effort, Body Language, Common Interview Questions, Closing the Interview &

Follow-Ups. Essentials of Business Etiquette, Strategies for Building a Professional Image.

### **Text Books**

1. Arthur, N., & McMahon, M. (Eds.). (2018). *Contemporary theories of career development: International perspectives*. Routledge.
2. Sharf, R. S. (2010). *Applying career development theory to counseling*.
3. Reese, A. (2016). *Career development: a human resource development perspective*, edited by Kimberly McDonald and Linda Hite, Abingdon, Routledge, 1st edition, 2016, 200 pp., (Vol. 99, Issue 2014).

### **Reference Books**

1. Lurie, A., Elko, K., & Muzio, E. G. (2012). *Making It Work at Work : A Guide to Career Development and Fulfillment (Collection)*.
2. Burtnett, F. (2014). *Career errors: straight talk about the steps and missteps of career development*.
3. Richards Serena. (2015). Personal Development Plan: How to Guide for your Career, find yourself, manage your life and Achieve Success: Career Secrets and Development Techniques
4. Minor, F. J. (2014). Article: Introduction to the career planning process the career & education planning process.
5. Bye, D. J. (2011). Guide to business etiquette. Reference Reviews.
6. Martin, J. S., & Chaney, L. H. (2012). Global business etiquette: A guide to international communication and customs. ABC-CLIO.

### **Web resources:**

1. <https://www.managementstudyguide.com/importance-of-career-development.htm>
2. <https://www.fredonia.edu/student-life/career-development-office/c-c1>
3. <https://www.canva.com/resumes/>
4. <https://hbr.org/1964/01/strategies-of-effective-interviewing>
5. <https://www.kent.ac.uk/careers/sk/skillstest.html>
6. <https://www.kent.ac.uk/careers/sk/decisionmaking.html>
7. <https://www.kent.ac.uk/careers/sk/skillsmap.html>

# **INDUSTRY INTERFACE PROGRAM-1**

COURSE CODE: MBAH029B

[2-Credit Paper- Workshop Mode]

## **OBJECTIVES**

- To enable the students to know about basic concept of Management
- To understand about real-world business through interaction and direct visiting.

## **METHODOLOGY**

- The methodology is predominantly through lecture series from eminent persons. A workshop by field visits to various industries. Learning will be assessed through management events.

## **UNIT I**

Expert Lectures Series - Industry, NGOs and Government Organisations experts giving fundamental and practical trends in Management

## **UNIT II**

Industrial Visits – field study by visiting various industries, observing and understanding concepts of management by interacting directly

## **UNIT III**

Synergy– Man Meet event – a platform where learning through management events and panel discussion.

# **SEMESTER - III**

# SEMESTER III

## LIST OF CORE PAPERS

<b>Title of the Paper</b>	<b>Code</b>
STRATEGIC MANAGEMENT	MBAH031
PROJECT MANAGEMENT	MBAH032
QUALITY MANAGEMENT	MBAH033
MANAGEMENT CONTROL SYSTEMS	MBAH034
FUNCTIONAL ELECTIVES (4)	
MAJOR PROJECT	MBAH035

# **STRATEGIC MANAGEMENT**

COURSE CODE: MBAH031

## **OBJECTIVE:**

- To enable the students to apply the strategies studied in the foundation and fundamental courses, its specific strategic knowledge in different functional areas.
- This paper will enable the students to create, execute and evaluate different strategies in their everyday life as managers.

## **METHODOLOGY:**

- Students belonging to different functional areas form into groups, identify different organizations and study their strategies in depth and try to identify different strategies for the betterment of the organizations they chose.

## **UNIT I**

Strategic management – definition, need, dimensions – strategic planning – strategic decision-making process – benefit and risks of strategic management – ethics and social responsibility.

## **UNIT II**

Strategic management process – vision of the company – business vision models – objectives and goals. Business policies and strategies.

## **UNIT III**

Environmental scanning and analysis – types: international, external, internal – characteristics – SWOT – approaches of the environmental scanning.

## **UNIT IV**

Generic competitive strategies – integration strategies – outsourcing strategies – offensive and defensive strategies – strategic alliances and collaborative partnerships – merger and acquisition – diversifications – tailoring strategies to fit specific industry and company situations.

## **UNIT V**

Building resource strengths and organizational capabilities – frame work for executing strategy – strategy execution process – organizational structure – managing internal operations corporate culture of leadership – designing strategic control system, key success factors – monitoring success and evaluating deviation.

## **Course Outcomes:**

CO1: Describe about Strategic Planning, Strategic Decision Making & Corporate Social Responsibility of Business with the thorough understanding in the basic concepts, need, dimensions and benefits of Strategy.

CO2: Describe the Strategic Management Process steps and elements of Strategic Intent. Illustrate Business vision models, distinguish between objectives & goals and interpret

Business Policies & Strategies.

CO3: Point out the international, external & internal characteristics of business, critically scan and analyze the environment factors affecting business by using various scanning approaches and appropriate Tools and Techniques.

CO4: Demonstrate their proficiency by critically assessing a wide range of strategic concepts including generic competitive strategies, integration strategies, offensive and defensive maneuvers, strategic alliances, mergers and acquisitions and diversification strategies. Appraise how the strategies can be tailored to suit specific industry and company circumstances.

CO5: Formulate the framework for executing the chosen strategy and implementing it effectively using behavioral and structural dimensions with leadership qualities. Design a suitable strategic control system with key success factors; monitor success; evaluate it and take corrective action in case of deviation occurs.

#### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	1	2	2	1	3	3
CO2	3	3	3	2	1	3	3
CO3	2	2	2	3	1	3	3
CO4	2	3	3	3	2	3	2
CO5	3	2	3	3	3	3	3
	<b>2.6</b>	<b>2.2</b>	<b>2.6</b>	<b>2.6</b>	<b>1.6</b>	<b>3</b>	<b>2.8</b>

#### TEXT BOOKS:

1. Arthur A. Thomson, A.J. Strickland III, John E. Campbell, Crafting and Executing Strategy, Pearson Education, New Delhi.
2. Charles W.L. Hill, Gareth R. Jones. Strategic Management An integrated approach, Cengage Learning New Delhi

#### REFERENCES:

1. Vipin Gupta, Kamala Gollakota, R. Srinivasan, Business policy and strategic management concept and application, Oxford University Press, Chennai.
2. Sukul Lomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.

#### WEB RESOURCES:

1. [www.businessweek.com](http://www.businessweek.com)
2. [www.foxnews.com](http://www.foxnews.com)
3. [www.atimes.com](http://www.atimes.com)
4. [www.brandweek.com](http://www.brandweek.com)
5. [www.thenewstribune.com](http://www.thenewstribune.com)

#### ILLUSTRATIVE EXERCISE:

Choose a specific organization, study their strategies, critically analyse the performance and prepare a report.

# **PROJECT MANAGEMENT**

COURSE CODE: MBAH032

## **LEARNING OBJECTIVES**

- To appreciate the concepts of project management
- To prepare business proposals and
- To evaluate the projects using PM tools.
- To be effective as project managers and team members.
- To prepare students to acquire globally accredited certifications on PM.

## **METHODOLOGY FOR COVERING SYLLABUS**

- Class room teaching
- B-Plan Assignment and its presentation by students.
- Case Studies of real projects
- Role plays of major projects focusing on project issues.
- Problems for network analysis and evaluation of projects financially

## **UNIT I: Project Management Framework**

Project Management: Basic Concepts - Understanding Projects, Project Management, Project Lifecycle and Project Management Knowledge Areas - Triangular Relationship: Project, Program, and Portfolio - Project Environment: Identifying Environmental Factors and Process Assets - Understanding Organizational Structures and Organizational Culture - Introducing the Project Stakeholders - Technical Project Management Skills: Strategic and Business Management Skills, Leadership Skills, Three Skills: Negotiation, Influencing and Problem Solving - Project Integration Management: Developing Charter and Plan - directing, managing, monitoring and controlling project work, project closure.

## **UNIT II: Project Scope and Resources**

Project Scope Management: Developing the Project Scope Management Plan - Tools and Techniques for Collecting Requirements - Defining the Project Scope - Input and Output of Scope Definition - Creating a Work Breakdown Structure (WBS) - Controlling Scope - Validating the Scope of Project Deliverables - Project Resource Management: Developing the Resource Plan - Tools and Techniques - The Resource Management Plan - Estimating Activity Resources - Acquiring Project Resources - Developing the Project Team and its process - Managing and motivating the Project Team - Controlling Project Resources.

## **UNIT III: Project Schedule, Cost and Evaluation**

Project Schedule Management: Developing the project network – constructing a project network (Problems) – PERT – CPM – crashing of project network – resource levelling and resource allocation - Project Cost Management: Developing Cost Management Plan - Project Evaluation: Under certainty: Net Present Value, Benefit Cost Ratio, Internal Rate of Return, Payback Period, ARR – Theoretical Framework for Project Evaluation under Risk and Uncertainty: Risk Adjusted Rate Method, Certainty Equivalent Method, Probability Method,

Sensitivity Analysis and Decision Tree Analysis.

#### **UNIT IV: Project Cost, Stakeholders, and Communication**

Project Cost Management: Developing Cost Management Plan - Estimating Project Costs - Determining Project Budget - Controlling Costs - Performance Measurement Analysis for Cost Control - The Triple Constraint : Scope, Schedule, and Cost - Project Stakeholder Management: Identifying the Project Stakeholders – Planning, managing and monitoring Stakeholder Engagement - Project Communication Management: Project Communication Process, Tools and Techniques - Tools and Techniques for Managing Communication.

#### **UNIT V: Project Quality, Risk, and Procurement**

Project Quality Management: Planning Quality Management - Tools and Techniques Used for Quality Planning - Managing and Controlling Quality - Tools and Techniques for Quality Control - Project Risk Management: Planning and Developing the Risk Management Plan - Identifying - Analyzing Risks (Qualitative and Quantitative) - Risk Response Plan - Tools and Techniques - Implementing Risk Responses - Monitoring Risks - Project Procurement Management : Procuring the Project Resources - Procurement Planning, methods and management – Conducting and controlling procurements.

#### **Course Outcomes:**

CO1: Thorough with the basic concepts and steps of project management

CO2: Outline in detail about feasibility studies and managing resources from project planning to project completion

CO3: Apply the theories of project evaluation under certainty and uncertainty and to solve problems relevant to net present value, Payback period, Internal Rate of Return.

CO4: Illustrate the problems related to developing the project network and apply the theories of project control process

CO5: Identify the qualities of project managers and the stages of team development.

#### **CO-PO Mapping**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	1	2	2	3	3	2
CO2	3	3	3	2	1	3	2
CO3	2	2	2	2	1	3	3
CO4	2	3	2	1	1	3	3
CO5	3	2	3	3	3	3	3
	<b>2.6</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>	<b>1.8</b>	<b>3</b>	<b>2.6</b>

#### **TEXT BOOKS:**

1. CAPM IN DEPTH, Certified Associate in Project Management study guide for the CAPM Exam Second Edition, Paul Sanghera, <https://doi.org/10.1007/978-1-4842-3664-2> (2019), Apress
2. Project Management - 2nd Edition by Adrienne Watt and Watt, Adrienne (2014); BC CAMPUS

**REFERENCES:**

1. Project Management: The Managerial Process by Erik Larson and Clifford Gray (2019); McGraw Hill Education
2. UNIDO SERIES on Project Management.
3. Project Management: A Managerial Approach, 11th Edition (2021) by Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr.; Wiley
4. Project Management in Practice, 7th Edition (2020) by Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel Jr., Margaret M. Sutton; Wiley
5. Project Management, 7th Edition (2017) by Harvey Maylor; Pearson Education

**WEB RESOURCES**

1. [www.pmi.org](http://www.pmi.org)
2. [www.projectmanagement.com](http://www.projectmanagement.com)
3. [www.mindtools.com](http://www.mindtools.com)
4. [www.projectscentre.com](http://www.projectscentre.com)

# QUALITY MANAGEMENT

COURSE CODE: MBAH033

## OBJECTIVES:

- To recognize the importance of Quality Management
- To have comprehensive knowledge of quality management
- To study the tools and techniques which are needed for enhancing quality.

## UNIT I

Stages of quality control, History of quality, Quality management and its importance, Contributions of quality gurus, Impact of quality on business performance, Distinction between product quality and service quality, Desirable qualities of a leader, Leadership grid, Quality information system, Strategy development and deployment, need for quality approach to strategy, Quality and its types, Supporting policies

## UNIT II

Functions of human resource management (HRM), recruitment and selection, Training Methods, quality circles- Steps of quality circle meetings, Implementation of quality circle, Rewards and recognition, Customer Focus - Customer focus Vs Process focus, Internal customers and management, Quality edge, Factors affecting customer satisfaction, Role of marketing for customer satisfaction, Importance of customer retention, Impact of Customer Retention on Profitability, Steps of developing customer focus

## UNIT III

Process and Statistical Quality Control- quality system, Process Capability – Concepts and indices -control chart for variables (X and R) and (X and S charts ), control charts for attributes (p, c and u charts), Quality function deployment, Six Sigma - elements of sig sigma, DMAIC Methodology, DMADV Methodology, six sigma technical tools, Benchmarking - types of benchmarking, stages of benchmarking process, Cost of quality- Activity based costing, Introduction to Shainin techniques, Business performance management - performance measures and their importance, balanced score card, quality control activities during product cycle and balanced score card

## UNIT IV

Total productive maintenance - objectives of TPM, performance measures of maintenance system, pillars of TPM, stages of implementation of TPM, reliability, Failure modes and effects analysis (FMEA), Analysis of Variance (ANOVA) - complete factorial experiment with three factors, Orthogonal arrays - design of orthogonal arrays, ANOVA for orthogonal array with two-level factors, ISO 9000 series and ISO 9000:2000.

## UNIT V

Malcolm Baldrige National Quality Award - Baldrige criteria, criteria of Baldrige award for performance excellence, steps of effective Baldrige assessment, Business process

reengineering- steps of business process reengineering, measures of performance of BPR, applications of BPR, Building and sustaining total quality - role of quality professionals for quality organization, relevance of organizational culture to quality management, cultural change, employees role in cultural change, Sustaining quality organization - steps to Sustain Quality Organization, Quality Organization Sustenance Tools

**Course Outcomes:**

CO1: To recall conceptual frame work of quality, contribution of quality guru, service quality, quality information system and supporting policies.

CO2: To demonstrate the functions of quality circle and customer focus.

CO3: To apply statistical quality control, benchmarking, business performance management to assure quality and ensure quality control

CO4: To apply TPM, FMEA, ANOVA in the process of quality assurance

CO5: To recall the criteria of MALCOM BALDRIDGE award and comprehend implementation of Business Process Reengineering.

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	3	0	1	0
CO2	3	2	2	2	3	2	2
CO3	3	2	0	2	0	1	1
CO4	3	3	0	2	0	0	1
CO5	2	0	3	2	1	2	3
	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>

**Text Books**

1. Panneerselvam, R. and Sivasankaran, P., Quality Management, PHI Learning, New Delhi, 2014.
2. Besterfield, D.H., Carol Bsterfield- Michna, Besterfield, G.H., Mary BesterfiledSacre, Total Quality Management, Pearson Education, Inc., USA, 2003.

**Reference Books**

1. Feigenbaum, A.V., Total Quality Control, McGraw-Hill, New York, 1983.
2. Phillip J. Ross, Taguchi Techniques for Quality Engineering, Tata McGraw-Hill (Second Edition), New Delhi, 2005.
3. Saaty, T.L., Fundamentals of Decision Making and Priority Theory with the Analytic Hierarchy Process, Vol.6, RWS Publications, Pittsburg, PA., 2000.
4. Summers, C.S., Quality Management: creating and Sustaining Organizational Effectiveness, Prentice-Hall of India, New Delhi, 2005.

# MANAGEMENT CONTROL SYSTEMS

COURSE CODE: MBAH034

## Course Objectives:

- The main aim of the course is to appraise the students about the newer paradigms of management control systems and its role in efficiently managing public and private sector organisations in various functional areas.

## METHODOLOGY:

- Classroom lectures for all UNITS;
- Problem in the course will be solved in the classroom;
- More emphasis will be given on working with case studies and discussions in the class.

## Illustrative Exercises:

- Students would be required to take private and public sector undertakings and come out with a study on the best control practices exercised by them in respect of Finance, Marketing, HR and Operations.

## Internal Assessment:

- Students will be required to appear for pre-announced tests and surprise class tests;
- Students will be required to prepare for presentation on topics assigned to them and make a presentation on the same;
- Finally, students will be required to make a presentation about the good control practices exercised by the firms in respect of the functional areas of Finance, HR, Marketing and Operations.

## Syllabus:

### UNIT I: The Newer Paradigms of Management control systems

Definition, Meaning, nature and purpose of Management Control Systems-four paradigms of control-four levels of control-Twelve commandments of control design-management, administration and organisation-organisational structure-management control structure-Management control process-strategic planning-organisational goals-organisational climate-Six sources of tensions in control systems-Span of control and determination of span of control-MBO; MBE; SBU-360 Degree Technique-SWOT analysis-Delegations and decentralisations-new peoples management (NPM)-social responsibility-conflict management-mutual supportive management systems.

### UNIT II: Traditional instruments of control in organisations

Definition of audit-Types of audit-External audit, Internal audit, Internal controls, Operational audit, Social audit, Statutory audit, marketing audit, distribution audit, Cost audit, Special audit, Efficiency audit, proprietary audit, compliance audit, energy audit, Government audit-Management audit, Procedure for introduction of management audit, uses of management audit- Environmental accounting and Green accounting- Multiple role of an auditor- Difference

between auditing and investigation.

### **UNIT III: Accountability and Responsibility in organisations**

Responsibility Accounting-Concept of responsibility centre, cost centre, profit centre, investment centre- ABC costing- Transfer prices- Budgetary control-flexible budget, zero base budget, performance budgeting, master budget- control ratios- performance report- analysis of variance (standard costing control)- Financial statement and control- CVP Analysis- Sensitivity analysis (what if analysis).

### **UNIT IV: The Newer dimensions of control**

Behavioural aspect of management control-motivations, quality of work life, morale, participatory management; learning curves- HR accounting- knowledge management control- risk management- replacement technique- controls for different situations- measuring performance to match strategy- Balanced score cards.

### **UNIT V: Management control in specialised organisations (Public utility)**

- Sectorial applications-
- controlling banking sector-the balance sheet concept, the concept of schedule of advances for bankers-
- controlling insurance sector- controlling non-profit organisations- controlling public service organisations- Control mechanism used on subsidiary companies; controlling public utility service providers; controlling co-operative business.

### **Course Outcomes:**

CO1: Understand the Meaning, Nature and purpose of control systems. The new paradigms of Management Control Systems, four elements of control, organizational structure, organizational goals, organizational climate, strategic planning. Explaining the concepts of balancing the four levers of control, balancing the tensions in control systems, six sources of tensions in control systems, opportunities and limitations of the span of control, key control variables, delegation and decentralization, mutual supportive management systems

CO2: Discuss about External audit, internal controls, internal audit, role of financial controllers, multiple roles of an auditor, management control process. An outline about budgetary control, flexible budget, zero base budget, performance budgeting, master budget, analysis of variance, accounting aspect of control is explained to the students. Students are explained about the topics like management audit, marketing and distribution control, different types of audits.

CO3: Describe about the concept of responsibility centre, management control structure, responsibility accounting, explaining the concepts of cost centre, profit centre, investment centre, ABC costing, transfer prices, CVP analysis, process control.

CO4: Reciprocate the Behavioral aspect of management control, motivations, morale, participative management, learning curves, HR accounting, knowledge management control, management control with reference to risk management to different students. To discriminate the controls for different situations, measuring performance to match strategy, balanced score cards

Explain the concepts of Sectoral applications, controlling the financial sector, the banking sector, the balance sheet concept, the concept of schedule of advances, the use of ABC costing standard.

CO5: Describing the insurance, system of insurance accounts, non-profit organizations, legal environment of non-profit organization, public service organizations, public utility accounts, holding company accounts, government and co-operative business, control in projects to students. To recognize the twelve-step process of designing controlling system.

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	0	1	0	3	3
CO2	3	3	3	0	0	3	3
CO3	2	0	1	3	0	2	0
CO4	3	2	1	0	3	3	2
CO5	2	0	1	2	3	2	0
	<b>3</b>	<b>1.6</b>	<b>1.2</b>	<b>1.2</b>	<b>1.2</b>	<b>3</b>	<b>1.6</b>

### Text Books:

1. RC Sekhar: Management control systems, Tata Mc Graw-Hill, Publishing Co. New Delhi
2. Robert N Antony: Management Control Systems, Tata Mc Graw-hill, New Delhi
3. N. Ghosh, Management Control System, Prentice-Hall of India, New Delhi
4. M C Shukla & TS GREWAL: Advance Accounts, S. Chand co., New Delhi
5. R L Guptha: Advance Accounts, Sultan Chand and Sons, New Delhi
6. SK Gupta, Saxena, Maheswari: Management Accounting, Sultan Chand and Sons, New Delhi
7. S.N Maheshwari: Management Accounting and Financial Control Sultan, Chand and Sons, New Delhi
8. S P Jain, K.L. Narag, Advance Cost Accounting, Kalyani Publishers, Ludhiana
9. R.K. Gupta, Operation Research, Krishna Prakashan Media Pvt. Ltd. Delhi
10. Kanti Swarup, Operation Research, Sultan Chand and Sons, New Delhi I I . MN Arora, Cost and Management Audit, Sultan Chand and Sons, New Delhi
11. TP Ghosh, Corporate Governance and Management Audit, ICWAI, Kolkata
12. LM Prasad, Principles and Practice of Management, Sultan Chand and Sons, New Delhi
13. T N Chhabra, Principles and Practice of Management, Dhanpat Rai & Sons, New Delhi
14. S A Sherlekar, Management value —Oriented Holistic Approach, Himalayan Publishing House, Mumbai
15. Tandon, Principles and Practice of Auditing, Sultan Chand and Sons, New Delhi
16. S P Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi
17. N Das Gupta, Environmental Accounting, S. Chand Co., New Delhi

# **SEMESTER - IV**

# SEMESTER IV

## LIST OF CORE PAPERS

Title of the Paper	Code
PUBLIC SYSTEMS MANAGEMENT	MBAH041
ENTREPRENEURSHIP	MBAH042
BUSINESS ETHICS & CORPORATE GOVERNANCE	MBAH043
BUSINESS VALUATION LAB	MBAH044
FUNCTIONAL ELECTIVES (4)	
INDUSTRY INTERFACE PROGRAM - II	MBAH045

# **PUBLIC SYSTEMS MANAGEMENT**

COURSE CODE: MBAH041

## **Objectives**

- To bring theoretical tools and practical experience to bear on the relationship among Business, Government, and Society.
- To understand the significance of various Public Systems and their relevance with respect to the Quality, Transparency and Sustainability.
- To enhance the awareness of diverse issues affecting the governance of the nation and world at large.

## **Methodology**

- Teaching and Learning involves multiple and varied pedagogical tools with an emphasis on interactivity, which include the following:
- Classroom Lectures, Group Discussion on selective Articles taken from Newspapers, Magazines, Journals, Online Sources, and Various Reports.
- Case Studies, Seminar Presentations, Written Assignments, Role Plays and Field Visits

## **UNIT I: INTRODUCTION**

- Meaning, Definition, Scope and Significance of Public Systems.
- Public Policy Formation, Implementation and Evaluation.
- Centre – State Relations, Regional Disputes.

## **UNIT II: GOVERNANCE**

- Civil services, training and development of government employees, bureaucracy, work culture of public sector employees.
- Processes and procedures of government administration, filing system, proactive versus reactive government regulation, cost benefit analysis of regulation, citizen friendly services, Plain language in government administration.
- Transparency and Accountability – Objectivity versus Subjectivity, Process versus Objectivity/Outcome based approach in decision making.
- Open Government, E-Democracy, Computerization and E-Governance,
- Leadership Issues – Significance of Ethics, Integrity and Wisdom

## **UNIT III: DEVELOPMENT AND REGULATION**

- Inclusive growth and development, agenda and ideological issues of multi-party versus two-party system and nationalism.
- Privatization and Public-Private Partnerships: Different forms of relationship between public, private and voluntary sectors and alternative forms of institutional arrangements for service delivery to citizens.
- Networking with NGOs, private companies, other organizations and individual experts for the synergistic benefits for the citizens

- Productivity – Systemic Efficiency, Futuristic and Visionary Planning.
- Subsidies – Analysis of Career versus carrot approach of Public Welfare Schemes

#### **UNIT IV: GRIEVANCE REDRESSAL MECHANISM:**

- Awareness through multiple media channels,
- Citizen care services - Online and offline      Online frauds, social media Role of Media in the society.

#### **UNIT V: SYSTEMIC ISSUES**

- Significance of systemic issues on the society, nation and world
- Corruption - Meaning, Adverse impact of corruption on societal attitude towards life.
- Types of Corruption - Systemic and Sporadic/Individual, Petty and Grand, Moral and Legal, Rumors and Reality.
- Societal Issues - Bribery, Dowry, Embezzlement, Nepotism, Patronage System
- Eradication of - Slums, Poverty, Extremism, Regionalism, Fundamentalism

#### **Course Outcomes:**

CO1: To comprehend the theoretical foundations of the evolution of the concept, the nature and scope of public systems management; and highlight the characteristics of public systems management.

CO2: To Outline the Processes and procedures of government administration, E-Democracy and Bureaucracy. Highlight the citizen friendly services and work culture of public sector employees.

CO3: To describe the impact of managerial reforms that are undertaken to enhance the efficiency of public systems management through NGO'S, public and Private partnerships.

CO4: To identify the citizen care offline and online services through the awareness of social media.

CO5: To categorize the systematic and societal issues prevailing in the nation and predict the ways of eradication.

#### **CO-PO Mapping:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	1	-	2	-	1	-
CO2	3	2	3	2	-	1	3
CO3	2	1	2	3	1	2	2
CO4	1	2	3	2	1	3	1
CO5	3	3	3	2	2	3	2
	<b>3</b>	<b>1</b>	-	<b>2</b>	-	<b>1</b>	-

#### **Text Books:**

1. Indian Public Administration by Ramesh K. Arora & Rajni Goyal, Wishwa Prakashan Publisher
2. Barun Kumar De, (2006), "Public System Management", New Age International, New Delhi.

3. Indian Administration by Hoshiar Singh, Kitab Mahal Publishers, Allahabad
4. Public Enterprise Management by Laxmi Narain, S.Chand Publishers, New Delhi, India

**References:**

1. Intelligent Governance for the 21<sup>st</sup> Century: A middle way between West and East, Nicolas Berggruen, Nathen Gardels, John Wiley and Sons, 2013.
2. Public-Private Partnerships, Theory and Paractice in International Perspective, Stephen P. Osborne
3. Creating citizen-Consumers: Changing Publics and Changing Public Services, John Clarke, Janet Newman, Nick Smith, Elizabeth Vidler, Louise Westmarland, Sage Publications, 2007, London.
4. Rules and Procedure & Conduct of Business in Lok Sabha, Lok Sabha Secretariat, New Delhi
5. Motions and Resolutions in Parliament, Lok Sabha Secretariat, New Delhi
6. Public Enterprise Management & Privatization by R.K. Narain, S. Chand Publishers
7. Constitution of India by Durga Das Basu
8. New Public Management by Dr. S.S. Gadkari, Himalaya Publishing House
9. Magazines, Journals and Newspapers,
10. T.V. Programmes on varied social issues of National & International importance.

**Web Sources:**

1. [http://en.wikipedia.org/wiki/Civil\\_service](http://en.wikipedia.org/wiki/Civil_service)
2. [http://en.wikipedia.org/wiki/Civil\\_service#India](http://en.wikipedia.org/wiki/Civil_service#India)
3. [http://en.wikipedia.org/wiki/All\\_India\\_Services](http://en.wikipedia.org/wiki/All_India_Services)
4. <http://forums.e-democracy.org/>
5. <http://www.forbes.com/pictures/eglg45ehhje/no-1-denmark/>
6. <http://www.undp.org/content/undp/en/home/presscenter/pressreleases/2013/09/10/education-health-care-honest-and-responsive-government-and-jobs-top-prioritiesfor-people-worldwide-un-report.html>
7. <http://ase.tufts.edu/gdae/>
8. [http://en.wikipedia.org/wiki/Indian\\_Civil\\_Service](http://en.wikipedia.org/wiki/Indian_Civil_Service) For Civil Services, Privatization
9. <http://government.cce.cornell.edu/doc/summary.asp?id=osborne1997>
10. <http://ideas.repec.org/p/iim/iimawp/1053.html>
11. <http://journals.cambridge.org/action/displayJournal?jid=JPS>
12. <http://labourbureau.nic.in/TU%20k2%20contents.htm> – for trade unions in detail
13. <http://planningcommission.nic.in/>
14. <http://planningcommission.nic.in/plans/planrel/fiveyr/welcome.html>- details about five year plans
15. <http://planningcommission.nic.in/plans/planrel/plndx.pdf> - Planning Commission
16. <http://www.transparency.org>
17. <http://www.aceee.org/pubs/u002.htm>
18. <http://www.eaue.de/winuwd/186.htm>
19. <http://www.fhwa.dot.gov/ppp/defined.htm>

20. <http://www.goidirectory.nic.in>
21. <http://www.goidirectory.nic.in/exe.htm#min>
22. <http://www.ilo.org/public/english/dialogue/sector/techmeet/tmpu99/tmpure1.htm>
23. <http://www.mpg.de/english/researchFields/index.html>
24. <http://www.oecd.org>
25. <http://www.partnershipsforchange.com/index.html>
26. <http://www.pedap.org/peRef/privatization.asp> - For Privatization.
27. <http://www.pppinindia.com/>
28. <http://www.sdgateway.net/introsd/definitions.htm>
29. <http://www.worldbank.org/>
30. <https://www.cia.gov/cia/publications/factbook/geos/in.html> - general statistics of India

**Illustrative Exercises:**

- Term Paper on any topic from the syllabus to be studied in depth and submit at 15 days before the end of a semester.
- Small team project to understand the practical working of government in offering citizen-friendly services and submit a report as well as make presentation.

# **ENTREPRENEURSHIP**

COURSE CODE: MBAH042

## **OBJECTIVES:**

- Providing the knowledge base of Entrepreneurship, and
- Developing tomorrow's owners of business by providing the necessary inputs for the creation of the new ventures.

## **UNIT I**

Entrepreneur and entrepreneurship: Characteristics, Functions, Types, Ethics and Social Responsibilities of an Entrepreneur. Entrepreneurship: Importance, Growth and Role of Entrepreneurship in Economic Development– EDPs in India and Social Entrepreneurship.

## **UNIT II**

Small Scale Enterprise: Definition, Characteristics, Role of Small Enterprise in Economic Development, Problems of SSE, Steps involved to start SSE, Package for promotion of Small-Scale Enterprise.

## **UNIT III**

Institutional support to small enterprise: Need, Institutional support by State and Central Government, Creativity and Innovation in Business, Creative problem-solving methods, International Entrepreneurship opportunities, SWOT Analysis.

## **UNIT IV**

Project management: Objectives, Financial Marketing and HR Planning, Project Report Preparation. Project Appraisal: Introduction, Technical Analysis, Economic Analysis, Financial Analysis, Market Analysis and Social Cost Benefit Analysis – Environmental Clearance of Small-Scale Enterprise.

## **UNIT V**

Women Entrepreneurship – Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.

## **Course Outcomes:**

CO1: To know about the Characteristics, Functions, Types, Ethics and Social Responsibilities of an Entrepreneur. EDPs in India and Social Entrepreneurship.

CO2: To identify the Characteristics, Role of Small Enterprise in Economic Development, Problems of SSE, Steps involved to start SSE, Package for promotion of Small-Scale Enterprise.

CO3: To know the various schemes provided like Institutional support by State and Central Government, Creativity and Innovation in Business, Creative problem-solving methods, International Entrepreneurship opportunities, SWOT Analysis.

CO4: Project Report Preparation. Project Appraisal: Introduction, Technical Analysis, Economic Analysis, Financial Analysis, Market Analysis and Social Cost Benefit Analysis – Environmental Clearance of Small-Scale Enterprise.

CO5: Project Report Preparation. Project Appraisal: Introduction, Technical Analysis, Economic Analysis, Financial Analysis, Market Analysis and Social Cost Benefit Analysis – Environmental Clearance of Small-Scale Enterprise.

**CO-PO Mapping:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	3	3	3	2	3	3
CO2	0	3	3	2	1	2	2
CO3	0	3	3	2	1	2	3
CO4	3	3	1	3	2	3	3
CO5	0	3	3	2	2	3	3
	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>

**Text Book:**

1. S.S. Khanka: **Entrepreneurial Development** (S. Chand).

**Reference Books**

1. Poornima M. Charantimath: **Entrepreneurship Development in Small Business Enterprises** (Pearson Education)
2. Hisrich Peters shepherd: **Entrepreneurship** (Tata McGraw Hill)
3. Prasanna Chandra: **Projects Planning Analysis, Reductions implementation & Review**  
(Tata McGraw Hill)
4. Sahey and Nirjar: **Entrepreneurship** (Excel)
6. Arya Kumar: **Creating and Leading an Entrepreneurial Organisation** (Pearson 2012)
7. Vasant Desai: **The Dynamics of Entrepreneurial Development and Management**  
(Himalaya Publishing House)
9. K. Nagarajan: **Project Mangement** (New Age International Publishers)

**Web Resources**

1. [www.ediindia.org](http://www.ediindia.org)
2. [www.enterweb.org/entrship.htm](http://www.enterweb.org/entrship.htm)
3. [www.bdu.ac.in/skillbased/etd.pdf](http://www.bdu.ac.in/skillbased/etd.pdf)
4. wikieducator.org/Lesson\_11: Entreprene...
5. [www.suite101.com/content/entrepreneur...](http://www.suite101.com/content/entrepreneur...)

**Illustrative Exercise**

The Internal mark is awarded based on the components

# **BUSINESS ETHICS AND CORPORATE GOVERNANCE**

COURSE CODE: MBAH043

## **OBJECTIVES:**

- To introduce the concept and importance of business ethics and corporate governance
- To know the facets of ethics management
- To know the ethical values and Indian ethos in Management

## **METHODOLOGY:**

- Lectures, Group Discussion, Case Studies
- Seminar Presentations, Field works and Term projects

## **UNIT I: BUSINESS ETHICS:**

Meaning – Definition –Scope – Ground Rules –Classification- Myths –Ethics Vs Morality- Functional Areas in Business Management: Some Ethical Issues – Business Ethics: Cross-Country Perspectives.

Case discussion, Web exercises, Field Based Activities-Visiting Organisation for Studying Ethical Issues, importance of personal and professional ethics

## **UNIT II: ETHICS MANAGEMENT:**

Ethical Dilemma – Ethical Decision Making – Ethical Reasoning – Ethical issues – Ethics Management Programmes – Benefits of Managing Ethics in Work Place – Organisation Ethics Development System (OEDS) –Code of ethics – Guidelines for developing Comprehensive Ethics programme –Value based leadership.

Case discussion, Web exercises, Self-Awareness Exercises & Situation Analysis - Studying Ethical Dilemmas, Ethical Reasoning and Value Based Leadership in Pandemic Period

## **UNIT III: ETHICAL VALUES:**

Values - Characteristics- Types- Importance - Work Ethics – Work Culture – Ethical Theories – Ethical Values- Professional Ethics- Environmental Ethics – Challenges of Cyber Age- Intellectual Property rights.

Video case discussion, Web exercises, Ethics Application-Group Based Activities- Making Short Videos on Real Time Ethical Issues and Developing Solution in Pandemic Period

## **UNIT IV: CORPORATE GOVERNANCE:**

Meaning –Mechanism-Principles - Code of Corporate Governance – Audit Committee – Role of Independent Directors – Protection of Stakeholders – Corporate Social Responsibility – Changing Roles of Corporate Boards with changing times – Issues in Corporate Governance- Emerging Trends.

Video case discussion, Web exercises, Self-Awareness Exercises & Group Activities- Corporate Social Responsibility

## UNIT V: INDIAN ETHOS IN MANAGEMENT:

Principles – Approaches – Role of Gita – Karma Yoga – Wisdom Management- Gandhian Ethics-Spirituality-Humanism-Morals Standards in Indian Ethics.

Video case discussion, Web exercises, Self-Awareness Exercises and Presentation – Indian Ethos in Management

### Course Outcomes:

CO1: Describe the meaning& definition of business ethics, find out the nature &importance of Business Ethics, Recognise the Ground rules, myths, list out the sources of ethics, Factors Influencing business Ethics, and Professional ethics

CO2: Demonstrate ethical dilemma, Classify the steps in ethical decision making, and explain the ethical issues, Outline the concept OEDS and generalize Organizational Culture, Recognize the tools & guidelines for developing the code of Ethics, Value Based Leadership

CO3: Identify and measure Ethical Values, develop work ethics, outline Environmental ethics, Consumer Protection

CO4: Explain the Corporate Governance, apply the Role of Audit committee, Identify the role of Board of Directors, Corporate Social Responsibility

CO5: Identify the principle &approaches of Management, Role of Gita in Management – Karma Yoga – Wisdom management - Gandhi an ethics – Spirituality – Humanism - Morale standard in Indian ethics

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	3	3
CO2	0	3	3	2	1	2	2
CO3	0	3	3	2	1	2	3
CO4	3	3	1	3	2	3	3
CO5	0	3	3	2	2	3	3
	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS:

1. Bhatia, S.K., Business Ethics and Corporate Governance, Deep & Deep Publication.
2. B.N Ghosh, Business Ethics and Corporate Governance, Mc Graw Hill.

### REFERENCES:

1. Daniel Albuquerque, Business Ethics, Oxford Univ. Press
2. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.
3. Chakraborty, S.K., Management by Values, Oxford Univ. Press

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

**WEB RESOURCES:**

- [www.business-ethics.com](http://www.business-ethics.com)
- [www.oecd.org](http://www.oecd.org)
- [www.corpgov.net/news](http://www.corpgov.net/news)
- [www.icsi.edu](http://www.icsi.edu)
- [www.ethicsinbusiness.net/](http://www.ethicsinbusiness.net/)

## **BUSINESS EVALUATION LAB**

COURSE CODE: MBAH044

### **OBJECTIVES:**

- To understand the macro-economic factors that affect valuation.
- To understand the various techniques of valuation.
- To enhance the skill level in financial analytics for business valuation.
- To enable to do financial projections and write valuation reporting.

### ***Methodology:***

- Teaching and Learning involves multiple and varied pedagogical tools with an emphasis on interactivity, which include the following:
- Classroom Lectures, Group Presentation and Discussion on selective Articles taken from Newspapers, Magazines, Journals, Online Sources (videos), Various Research Reports and Papers and Interactive sessions.
- Excel based calculation, Case Studies, Quiz, Viva, Report writing, Seminar Presentations and Written Assignments.

### **UNIT I: Introduction and Approaches to Valuation**

Introduction to valuation – Principles of valuation - Intrinsic value foundation - Fundamental analysis- Economy, Industry, Company analysis, Financial Statement Analysis - Calculation of Financial Ratios - Discounted cash flows, Free Cash Flow to Equity and Free Cash Flow to Firm - Calculation of unlevered beta - Understanding role of Working capital in valuation - Concepts of valuation techniques relative valuation, Residual Income and Replacement Value - Intrinsic value vs market price - undervaluation and overvaluation, Dark side of valuation, emotions and mispricing in market, market anomalies.

### **UNIT II: Industry Analysis and Building Financial Models for Business Valuation**

Understanding the Industry for the purpose of valuation- Reading the industry specific parameters – Analysis of ratios of various sectors - Macro economic factors affecting the industry- Market structure- Use of Porters five force model to understand industry for the purpose of valuation- Industry concentration using Herfindahl-Hirschman Index Understanding the value drivers of the industry- Understanding the key trends in the Industry - Firm valuation models - Free cash flow to firm models (FCFF Model), Excess return model, Equity valuation models- Relative valuation models (P/E Model- earnings multiples, P/B Model- book value multiples, Revenue multiples), Ohlson model, Capital asset pricing model - Reading the Company Annual Report to get key inputs for valuation- Understanding the strategies and the competitors - Understanding the business model- Revenue and cost drivers - Building the financial model from the scratch- Forecasting financial statements using Excel - Estimation of capital expenditure and working capital requirement - Projection of Free Cash Flows, Calculation of Weighted Average Cost of Capital– Selecting a terminal growth rate - Arriving at the equity value of the company using FCFE and FCFF.

### **UNIT III: Application of Financial Valuation Methods and Report Writing**

Review of valuation models using spreadsheet - Sensitivity analysis of the valuation model– Arriving at the range of equity value of the company – Calculating the market multiple UNIT Other Methods of Valuation: Relative Valuation- Residual Income and Replacement Value methods of Valuation and its application in the real life - Report Writing: Investment Note writing- principles of logic and structure of the report - Use of Infographic and use of linking words in report writing - Special Cases in Valuation: Valuation of young companies, financial service firms, privately held companies, distressed companies - value enhancement strategies of firms.

#### **Course Outcomes:**

CO1: Analyze the balance sheet of the firm using excel formats

CO2: Analyze beta value of the Firm to determine Fluctuations

CO3: Perform valuation using financial comparable with excel formula

#### **CO-PO Mapping:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	2	1	3	3	3
<b>CO2</b>	2	3	2	1	0	3	2
<b>CO3</b>	3	2	3	2	1	3	3
	<b>2.7</b>	<b>2.7</b>	<b>2.3</b>	<b>1.3</b>	<b>1.3</b>	<b>3</b>	<b>2.7</b>

#### **Text Books:**

1. Aswath Damodaran (2007) Damodaran on Valuation: Security Analysis for Investment and Corporate Finance.
2. Graham, B. and D.L. Dodd. (2009). Security Analysis: Principles and Technique. New York: McGraw Hill Companies, Inc.
3. Tim koller, Marc goedhart, David wessels (2010). Measuring and managing the value of companies.
4. Palepu, G., & Healy, M. P. (2015). Business Analysis and Valuation Using Financial Statements (5th ed.). New Delhi: Cengage Learning

## **INDUSTRY INTERFACE PROGRAM- 2**

COURSE CODE: MBAH045

[2-Credit Paper- Workshop Mode]

### **OBJECTIVES**

- To enable the students to know about advanced concept of Management and business
- To understand about real-world business through interaction and direct visiting.

### **METHODOLOGY**

- The methodology is predominantly through lecture series from eminent persons. A workshop by field visits to various industries to gain practical knowledge.

### **UNIT I**

Expert Lectures Series- Industry, NGOs and Government Organisations experts giving present and advanced scenario in all functional areas of Management.

### **UNIT II**

Industrial Visits – field study by visiting directly to various industries, observing and understanding the functionality of management Studio

### **UNIT III**

Synapse – Institute Industry Interface Event –a platform for interaction about present scenario in industry through panel discussions.

**ELECTIVES  
(SEMESTER - III  
AND  
SEMESTER - IV)**

**LIST OF ELECTIVES  
(SEMESTER III AND SEMESTER IV)**

**FINANCE**

Title of the Paper	Code
ADVANCED DATA ANALYSIS	MBAS101
APPLIED ECONOMETRICS	MBAS102
BANK FINANCIAL MANAGEMENT	MBAS103
BANKING & INDIAN FINANCIAL SYSTEM	MBAS104
BLOCKCHAIN FOR BUSINESS	MBAS105
BUSINESS ACCOUNTING & ADVANCED FINANCIAL MANAGEMENT	MBAS106
CORPORATE COMPLIANCE MANAGEMENT	MBAS107
CORPORATE FINANCE	MBAS108
CORPORATE TAX MANAGEMENT	MBAS109
DIRECT TAXES LAW AND PRACTICE	MBAS110
ENVIRONMENTAL ACCOUNTING & COSTING	MBAS111
EXPORT MANAGEMENT	MBAS112
FINANCIAL ENGINEERING	MBAS113
FINANCIAL MARKETS & SERVICES	MBAS114
FINANCIAL SERVICES MANAGEMENT	MBAS115
GLOBAL FINANCIAL MARKETS	MBAS116
INDIAN ECONOMIC POLICY ENVIRONMENT	MBAS117
INDIAN FINANCIAL FRAME WORK	MBAS118
INFRASTRUCTURE FINANCE	MBAS119
INTERNATIONAL FINANCE	MBAS120
MERGERS & ACQUISITIONS	MBAS121
MICRO FINANCE	MBAS122
RISK MANAGEMENT AND INSURANCE	MBAS123
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	MBAS124
STRATEGIC COST MANAGEMENT	MBAS125
STRATEGIES FOR FINANCIAL SERVICES	MBAS126
INTERNATIONAL FINANCIAL REPORTING STANDARDS FOR SMALL AND MEDIUM BUSINESS ENTITIES	MBAS127
BEHAVIORAL FINANCE	MBAS128
FINANCIAL ANALYTICS	MBAS129
NGO MANAGEMENT	MBAS130
CORPORATE REPORTING AND DISCLOSURE	MBAS131

## HUMAN RESOURCE MANAGEMENT

<b>Title of the Paper</b>	<b>Code</b>
ADVANCED ORGANIZATION BEHAVIOUR	MBAS201
COMPENSATION MANAGEMENT	MBAS202
CROSS CULTURE MANAGEMENT	MBAS203
GLOBAL HR PRACTICES	MBAS204
HR ANALYTICS	MBAS205
HRIS (HR INFORMATION SYSTEM)	MBAS206
HRM IN KNOWLEDGE BASED ORGANIZATION	MBAS207
INDUSTRIAL RELATIONS & LABOUR LEGISLATION	MBAS208
KNOWLEDGE MANAGEMENT	MBAS209
MANAGEMENT OF CHANGE AND DEVELOPMENT	MBAS210
QUALITY PERFORMANCE MANAGEMENT	MBAS211
STRATEGIC HUMAN RESOURCE DEVELOPMENT	MBAS212
STRESS MANAGEMENT	MBAS213
TECHNOLOGY FOR PERSONAL PRODUCTIVITY MANAGEMENT	MBAS214
TRAINING AND DEVELOPMENT	MBAS215
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	MBAS216
TALENT PLANNING AND ACQUISITION	MBAS217

## MARKETING

Title of the Paper	Code
BRAND MANAGEMENT	MBAS301
CONSUMER BEHAVIOUR	MBAS302
CUSTOMER RELATIONSHIP MANAGEMENT	MBAS303
INDUSTRIAL MARKETING	MBAS304
INTEGRATED MARKETING COMMUNICATION	MBAS305
INTERNATIONAL MARKETING	MBAS306
INTERNET MARKETING	MBAS307
MARKETING ANALYTICS - I	MBAS308
MARKETING ANALYTICS - II	MBAS309
MARKETING FOR NON-PROFIT ORGANISATIONS	MBAS310
MARKETING OF FINANCIAL SERVICES	MBAS311
MARKETING OF HIGH TECH PRODUCTS & INNOVATIONS	MBAS312
MARKETING RESEARCH	MBAS313
PRODUCT DEVELOPMENT AND MANAGEMEN	MBAS314
RETAIL MANAGEMENT	MBAS315
SALES & DISTRIBUTION MANAGEMENT	MBAS316
SERVICES MARKETING	MBAS317
SOCIAL MARKETING	MBAS318
SOCIAL MEDIA MARKETING	MBAS319
STRATEGIC MARKETING	MBAS320
CREATIVITY AND INNOVATION MANAGEMENT	MBAS321
CONSUMER NEUROSCIENCE AND NEUROMARKETING	MBAS322

## OPERATIONS

<b>Title of the Paper</b>	<b>Code</b>
ADVANCED MATERIALS MANAGEMENT	MBAS401
ADVANCED OPERATION RESEARCH	MBAS402
ADVANCED PRODUCTION MANAGEMENT	MBAS403
COMPUTER INTEGRATED MANUFACTURING SYSTEMS	MBAS404
COMPUTER SIMULATION	MBAS405
FUNDAMENTALS OF SIX SIGMA	MBAS406
INNOVATION AND PRODUCT DEVELOPMENT	MBAS407
SERVICE OPERATIONS MANAGEMENT	MBAS408
SUPPLY CHAIN ANALYTICS	MBAS409
SUPPLY CHAIN MANAGEMENT	MBAS410
TOTAL QUALITY MANAGEMENT	MBAS411

## SYSTEMS

<b>Title of the Paper</b>	<b>Code</b>
BUSINESS INTELLIGENCE	MBAS501
DATABASE MANAGEMENT SYSTEMS	MBAS502
DECISION SUPPORT SYSTEMS	MBAS503
E-COMMERCE	MBAS504
OBJECT-ORIENTED PROGRAMMING WITH C++	MBAS505
SOFTWARE ENGINEERING MANAGEMENT	MBAS506
SOFTWARE PROJECT MANAGEMENT	MBAS507
SYSTEMS ANALYSIS AND DESIGN	MBAS508
VISUAL BASIC FOR BUSINESS APPLICATIONS	MBAS509
ADVANCED EXCEL	MBAS510

# **FINANCE ELECTIVES**

# ADVANCED DATA ANALYSIS

COURSE CODE: MBAS101

## Objective

- The objective of this paper is to give exposure to students on various quantitative techniques used for fact-based decision making. The next objective is to give exposure on how business problems can be solved using quantitative techniques.

## Methodology

- Giving importance to application of software to solve business problem.
- The students should use SPSS or SAS, Eviews and DEA software
- Preparation of record note book is a must
- The question will be on interpretation of output
- The students should collect data from CMIE database

## UNIT I

Collection and editing of live data- Hypothesis based analytics- Chi-Square, t-test, paired t-test, non-parametric chi-square - Correspondence analysis – Analysis of variance, Factorial ANOVA, Repeated measures ANOVA-correlation – partial correlation

## UNIT II

Predictive Analytics – Simple linear regression – Multiple linear regressions - Logistic and step wise regression, non-linear regression.

## UNIT III

Multivariate Analytics – MANOVA -Factor Analysis – Cluster Analysis – Discriminant Analysis, Multidimensional Scaling, Structural Equation modeling

## UNIT IV

Efficiency analysis – Data Envelope Analysis (DEA) – Corrected OLS – MOLS, DFA

## UNIT V

Econometric models – ARIMA – ARCH- GARCH – Box Jenkins method of forecasting

## Course Outcomes (COs)

1. **CO1:** Apply statistical and data mining techniques to analyze business data and extract meaningful insights.
2. **CO2:** Develop and implement data-driven decision-making models for business problems.
3. **CO3:** Utilize advanced data visualization techniques to communicate complex findings effectively.
4. **CO4:** Critically evaluate the quality and reliability of data for analysis.

5. **CO5:** Employ appropriate data analysis tools and software for business problem-solving.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	2	3	2
CO2	3	3	2	2	3	3	3
CO3	3	3	2	1	2	3	2
CO4	2	3	2	2	2	2	2
CO5	3	3	2	2	2	3	2
	<b>2.8</b>	<b>3</b>	<b>2</b>	<b>1.8</b>	<b>2.2</b>	<b>2.8</b>	<b>2.2</b>

### Text Books

1. Joseph Hair, Rolph Anderson, Barry Babin, 'Multivariate Data Analysis' Prentice Hall, 7th ed. 2009.
2. Damodar, N. Gujarathi, 'Basic Econometric', Tata McGraw Hill, 4 ed. 2004.
3. Pavkov, 'Ready, Set, Go! A Students Guide to SPSS', Tata McGraw Hill, 2010.
4. Srivastava, 'Statistics for management', Tata McGraw Hill, 2010.
5. Wichern, 'Applied Multivariate Statistical Analysis', PHI learning, 5 ed. 2010.
6. Asthana and Braj Bhushan, 'Statistics for Social Sciences (with SPSS Applications)', PHI learning, 2010.

### Reference Books

1. Naresh K Malhotra, 'Marketing Research', Pearson Prentice Hall, 4 ed. 2006.
2. Sarma, 'Statistics Made Simple-Do it yourself on PC, PHI learning, 2 ed. 2010.
3. [Jeffery E. Aspelmeier](#), [Thomas W. Pierce](#), 'SPSS: A User-Friendly Approach for Versions 17 and 18, W H Freeman & Co, 2010.
4. [Andy P. Field](#), 'Discovering statistics using SPSS for Windows: advanced techniques for the beginner', SAGE, 2000.
5. [George Arthur Morgan](#), [Orlando V. Griego](#), 'Easy use and interpretation of SPSS for Windows: answering research questions with statistics, Routledge, 1998.

### Web resources

- [www.uq.edu.au](http://www.uq.edu.au)
- [www.ats.ucla.edu](http://www.ats.ucla.edu)
- [www.sas.com](http://www.sas.com)
- [www.spsstools.net](http://www.spsstools.net)

# **APPLIED ECONOMETRICS**

COURSE CODE: MBAS102

## **COURSE DESCRIPTION:**

The purpose of this course is to expose students to the econometric techniques frequently used in economics, finance and business research. This course is intended to be an introduction to specification, estimation, and prediction with econometric models. The course provides a large number of applications of econometric models to finance and business research and an introduction to standard software for econometric analysis, such as E-Views and STATA. The objective of the course is to train students in applied econometrics, including single and multiple regression estimation and related hypothesis testing. Emphasis will be placed on practical use of such methods in a variety of economic and finance examples. The course therefore has two components: econometric theory and “Hands-on” experience.

## **Learning Outcomes:**

- After successful completion of the course students are able to.
- Critically assess empirical research, and to thoughtfully produce their own empirical research.
- Formulate economic and business interactions in analytical terms and analyse them using tools provided by the theory.
- Make informed decisions about the model building process and the relevance of theoretical models in conducting applied work.
- Model and interpret data with the problems of omitted variables, endogenous regressors, problems that are prevalent in most economic data.
- Apply a range of econometric models and tools that are useful when dealing with different types of data sets
- Use regression models to forecast future values.
- Use software such as EViews and STATA for effective econometric modelling.

## **Course Contents**

### **UNIT I**

Introduction to Econometrics, Structure of Data (Cross sectional, Time series and Panel data), Sampling, Random Variables and Probability Distributions, The Meaning Of Linearity, Normal Distribution, Key Concepts in Statistical Inference. Time Series Analysis: Introduction, UNIT Root Test, Simple (Two-variable) Linear Regression Model, Multiple Regression Models, Auto Regressive Integrated Moving Average (ARIMA), Auto Regressive Conditional Heteroskedasticity (ARCH) and Residual Checking.

### **UNIT II**

Introduction to Error Correction Modelling (ECM), Co-integration, Vector Auto Regression (VAR), Vector Error Correction Modelling (VECM), and Structural Vector Auto Regression (SVAR).

### **UNIT III**

Generalised Auto Regressive Conditional Heteroskedasticity (GARCH), TGARCH, GARCH-M, EGARCH, GJR-GARCH (Asymmetric GARCH Models) Seasonal ARIMA, Generalized Methods of Moments (GMM) and Regime Switching.

### **UNIT IV:**

Panel Data Structure and Panel Data Model, Panel Data Models Estimation: Pooled OLS, Fixed Effect Model (FEM), Random Effect Model (REM), Panel with dummies, Panel Unit Root Tests, Panel Co-Integration Tests, Panel Causality Testing, Dynamic Panel Data Model and Auto Regressive Distribution Lag (ARDL)

### **UNIT V:**

Data Envelopment Analysis (DEA), Stochastic Frontiers Analysis (SFA), Corrected Ordinary Least Square (Corrected OLS), Simultaneous Equation Modelling (SEM) and Limited Dependent Variable Models.

### **Text Books**

1. Wooldridge, Jeffrey. 2009 Introductory Econometrics: A Modern Approach, 4th or 5th Edition
2. Chris Brooks (2002). Introductory econometrics for finance, Cambridge University Press. (CB)
3. Baltagi (2013), "Econometric Analysis of Panel Data ", Fifth Edition.
4. Gujarati, Damodar N., (2003) Basic Econometrics. 4th Edition. McGraw Hill, New York.
5. W.H. Greene. Econometric Analysis. 5th ed. Prentice Hall. 2002.
6. Kennedy, P., (2003) A Guide to Econometrics, 5th Edition, Blackwell Publishing, 1998
7. Stock, James H., & Mark W. Watson, 2015, Introduction to Econometrics, Third edition updated, Pearson Addison-Wesley.
8. Hamilton, J. (1994), Time Series Analysis, Princeton University Press, Princeton. (JH)

# **BANK FINANCIAL MANAGEMENT**

COURSE CODE: MBAS103

## **OBJECTIVES:**

- To know the scope of bank financial management
- To understand the various types of risks faced by banks
- To study the various tools and techniques of measuring and managing bank risks.

## **METHODOLOGY FOR COVERING SYLLABUS**

- Class room teaching
- Assignments based on data collection from CMIE Prowess for measuring various types of risks,
- Brain Storming Session on Convergence of financial markets
- Quiz Programme

## **UNIT I**

Bank Financial Management – Introduction – objectives – New types of risks for bank customers and banks – Evolution of financial management function in banks – major areas of bank financial management: Strategic Planning, Performance Planning, Risk Management, Treasury Operations, Profitability measurement, financial, management and cost accounting, Tax planning and compliance and Internal control systems – Organisational structure, systems and skills – Emerging trends in financial management function of banks - convergence of financial markets (universal banking).

## **UNIT II**

Financial Risks faced by bankers – Credit Risk – Market Risk: Liquidity Risk and Interest Rate Risk – Categories of interest rate risk: Mismatch risk, basis risk, yield curve risk, embedded option risk, reinvestment risk, price risk – Operational Risk - Organisational structure for Risk Management in banks – Risk management process – ALCO – Functions of Treasury Department: Dealing Room, middle office and the back office, linkages with other business units – Liquidity and liquidity risk,– need for liquidity by banks – sources of liquidity risks – Static Liquidity Gap Analysis – Structural Liquidity Gap Analysis – Dynamic Liquidity Gap analysis – Scenario Analysis: Bank Specific and Market Specific - Liquidity Adjustment Facility.

## **UNIT III**

Interest Rate Risk – Theories on interest rates: Pure Expectation Theory, Liquidity Preference Theory and Market Segmentation Theory – Asset Liability management strategy – Methods used for measuring Interest Rate Risk: Traditional & Standardised Gap Analysis (problem) and its pros & cons, Duration Gap Analysis and its pros and cons, Simulation Method, Standard Deviation and Volatility, co-variance and correlation, measurement of volatility, Value at Risk Method, Parametric or Delta Normal Method of Computing VaR, Applications of VaR, Back testing – Techniques of management of interest rate risk: Derivatives, Interest Rate Options, Forward Rate Agreements (interest rate derivative), Interest Rate Futures, Interest Rate Swaps,

on balance sheet techniques and off-balance sheet techniques.

#### **UNIT IV**

Credit Risk: default risk, exposure risk, recovery risk, collateral risk, third party guarantee risk, legal risk - default, default probability - credit risk management in banks: Limit Systems and credit screening, risk quality and rating, external ratings, internal ratings, credit enhancement, covenants, structured transactions, securitization – measuring credit risk in banking transactions: Historical frequencies of defaults, agency ratings and default frequencies, default rate volatility and horizon, interbank exposure, contingencies, expected exposures and the time profile, loss in the event of default, credit risk and potential losses, expected losses and unexpected losses, risk based capital, default probabilities over different time horizon, default risk vs. term structure, default risk vs. transition matrices – Operational Risk and its types – organizational setup for operational risk – Operational Risk Management (ORM) Process in banks.

#### **UNIT V:**

Bank Capital – Tier I and Tier II capital – Computation of capital adequacy: Capital to Risk-weighted Assets Ratio (CRAR) – Risk weights of Funded assets and off- balance sheet items - Profits and profitability – Need for Profits – NPA and its impact on profitability of banks - Bank Profitability Model – Measures of Return (Problem): ROE, ROA, Return on Risk Weighted Assets, Equity Multiplier, Profit Margin, Asset Utilization, Net Income, Total Income, Total expenditure, spread and burden, average assets – Measures of Risk (problem): Liquidity risk, interest rate risk, credit risk and capital risk – EVA - Performance parameters of Indian Banks: Business parameters, efficiency parameters, productivity parameters and vulnerability parameters – Measures to improve profitability.

#### **Course Outcomes (COs)**

1. **CO1:** Understand the fundamentals of bank financial management and its role in the overall financial system.
2. **CO2:** Analyze various types of bank risks, their impact on bank profitability, and develop risk mitigation strategies.
3. **CO3:** Apply quantitative techniques and models to measure and manage bank risks effectively.
4. **CO4:** Evaluate the regulatory environment and its impact on bank risk management practices.
5. **CO5:** Demonstrate an understanding of the ethical considerations in bank risk management.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	3
CO3	3	3	2	2	2	3	2
CO4	3	2	2	3	2	3	2
CO5	2	2	3	2	2	2	3
	<b>2.8</b>	<b>2.4</b>	<b>2.2</b>	<b>2.6</b>	<b>2</b>	<b>2.8</b>	<b>2.4</b>

### TEXT BOOKS:

1. Bank Financial Management, IIBF.
2. Professional Handbook of Financial Risk Management, Marc Lore & Lev Borodovsky, Butterworth and Heinemann Finance.

### REFERENCES:

1. RBI Annual Reports & Basle Committee Reports.
2. Financial Risk Manager Handbook, Phillippe Jorian, Global Association for Risk Professionals.
3. Risk Management and Financial Derivatives, Satyajit Das, Mc Graw Hills Publications.
4. Commercial Bank management, Peter S. Rose.

### WEB RESOURCES:

1. [www.rbi.org.in](http://www.rbi.org.in) Speeches
2. [www.afajof.org](http://www.afajof.org)
3. [www.bankmanagement.com](http://www.bankmanagement.com)
4. [www.defaultrisk.com](http://www.defaultrisk.com)
5. [www.iibf.org.in](http://www.iibf.org.in)
6. [www.nibmindia.org](http://www.nibmindia.org)

### ILLUSTRATED EXERCISES:

1. Assignments based on data collection from CMIE Prowess for measuring interest rate risk by using GAP Analysis Method – 10 Marks
2. Students have to collect minimum of 3 research papers related to BFM from journals and viva will be conducted based on those research papers – 5 Marks
3. Brain Storming Session on Convergence of financial markets – 5 Marks
4. Quiz programme based on all the UNIT s – 5 Marks

# **BANKING AND INDIAN FINANCIAL SYSTEMS**

COURSE CODE: MBAS104

## **OBJECTIVES**

- To get an insight into the constitutions, structure, objectives and working of the Banking Institutions in India.
- To evaluate the performance of Banking Institutions and their contribution to the growth of Indian Corporate Sector.
- To have a Bird's view of the Indian Financial System and in the context of Global Indian Banking System.

## **METHODOLOGY**

- Class room lectures, assignments and field visits to financial intermediaries

### **UNIT I: BANKING SYSTEMS:**

Definitions- Functions- Types- Central Banking- Structure of Banking System- Rural Financing- Banker and Customer Relationship- Deposit Mobilization- Loans and Advances- Assets and Liabilities Management- Secured Advances- Endorsement and Crossing of Cheques- Payment of Cheques- Collection of Cheques.

### **UNIT II: CENTRAL BANKING SYSTEM:**

Nature- Organization and Management- Functions- Methods of Credit Controls- Objects of Monetary Policy- Autonomy of Central Bank Systems- Indian Money Market- Indian Capital Market- New Issue Market- Banking Legislations in India.

### **UNIT III: INDUSTRIAL AND AGRICULTURAL BANKING SYSTEMS:**

All Indian Development Banks- Investment Institutions- State Level Institutions- Specialized Financial Institutions- International Finance Institutions- IBRD- IFC- IDA- NABARD-NHB- Micro Financing Institutions.

### **UNIT IV: FINANCIAL SYSTEMS:**

Introduction- Overview of Indian Financial System- savings and Financial Intermediation- financial Markets- Listing Regulations- Primary Markets- Secondary Markets- Mutual Funds- Indian Fiscal Systems.

### **UNIT V: FOREIGN INVESTMENTS:**

Foreign Capital- Foreign Collaboration- Foreign Direct Investment- foreign Institutional Investors- Offshore Country Funds- Overseas Venture Capital Investments- International Capital Market

### **Course Outcomes:**

CO1: Understand the Central Banking Structure of Indian Banking System

CO2: Comprehend about Indian Money Market- Indian Capital Market- New Issue Market Banking Legislations in India

CO3: Describe about Development Banks- Investment Institutions- State Level Institutions- Specialized Financial Institutions- International Finance Institutions- IBRD- IFC- IDA- NABARDNHB- Micro Financing Institutions.

CO4: Determine the Functions of Development Banks- Investment Institutions- State Level Institutions- Specialized Financial Institutions- International Finance Institutions- IBRD- IFC- IDA- NABARDNHB- Micro Financing Institutions

CO5: Know about Foreign Capital- Foreign Collaboration- Foreign Direct Investment- foreign Institutional Investors- Offshore Country Funds- Overseas Venture Capital Investments- International Capital Market

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	0	2	0	0	3	3
CO2	3	2	2	0	0	3	3
CO3	2	0	2	0	0	3	2
CO4	3	2	2	0	0	3	3
CO5	3	1	0	0	0	3	3
	<b>2.8</b>	<b>1</b>	<b>1.6</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2.8</b>

### TEXT BOOKS:

1. M.Y. Khan, Indian Financial System, Tata Mc Graw Hill
2. Sundharam and Varshney, Banking and Financial System, Sultan Chand & Sons

### REFERENCES:

1. H.R. Machiraju, Indian Financial System, Vikas Publishing House
2. Varshney, Banking and Financial Systems, S Chand
3. SriVastava, Management of Financial Institutions, Himalaya Publications.

### WEB RESOURCES:

1. [www.rbi.org.in](http://www.rbi.org.in) Speeches
2. [www.afajof.org](http://www.afajof.org)
3. [www.bankmanagement.com](http://www.bankmanagement.com)
4. [www.defaultrisk.com](http://www.defaultrisk.com)
5. [www.iibf.org.in](http://www.iibf.org.in)
6. [www.nibmindia.org](http://www.nibmindia.org)

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

# **BLOCKCHAIN FOR BUSINESS**

COURSE CODE: MBAS105

## **Course Objectives:**

With blockchain fast emerging as a safe and secure technology, organisations across various sectors are exploring the option of using this in their operations. However, there is severe shortage of blockchain professionals. It is regarded as one of the safest and most secure technology and as a result, organisations not just fintech companies but also those from other domains are experimenting with it, necessitating the need for blockchain experts, this trend is here to stay and more jobs will be created in the blockchain domain

## **After this course,**

- students will develop a global vision of Blockchain's disruptive potential, and learn about the future challenges that this technology is likely to face, both technical and regulatory.
- students will learn why blockchain is disrupting all sectors and actors across the value chain, and will be given the tools to understand the long-term transformation that all sectors are likely to undergo through blockchain's implementation.
- This practical program goes beyond the conceptual aspect of Blockchain. It provides theoretical as well as practical aspects of blockchain. It will enable students in understanding the opportunities and challenges in adoption of blockchain technology in different areas of business.

## **Methodology:**

- The methodology includes, explaining cores concepts, read, research and discuss the issues through written papers, presentations, Lectures, term papers, case discussions and role plays in class seminars.

## **UNIT I**

Blockchain- Definition- Types of blockchain – Blockchain and Traditional data storage systems - Consensus mechanisms - Blockchain applications – Merits of Blockchain Technology to Business – How Blockchain Work - What is a block - Peer to Peer network- Distributed consensus - Public and Private Blockchains - Immutability, Security, Privacy, Anti-fragility - Security and Safeguards - Challenges in adoption – Scalability problems - Types of Blockchain and Enterprise

## **UNIT II**

History of Centralized Services – trusted third party- Smart Contracts- Why is this revolutionary- Comparison to legal - Cryptography- Hashing- Data Integrity- Public vs Private Key - Decentralized Applications - Potential Application In Different Fields - Barriers and potentials for blockchain - Regulation and legal frameworks - Distributed ledger technology - Ethereum Platform - Scalability and distributed ledgers - Consensus Protocols and Byzantine Fault Tolerance (BFT) – cryptocurrencies- Regulation of blockchain - Regulation and Anonymity.

### UNIT III

Blockchain applications- Industry Applications of Blockchain - Applications in Fintech Regtech and insurtech- Application for banking - Application HRM, Operations, Marketing, SCM- Blockchain for sustainable business - How people are using blockchain - Numerai, DAO, etc. - Lightning networks and plasma – Sidechains.

### UNIT IV

Digital Rights - Paradigm shift/future/big picture - ownership and accessibility, education - Industry – healthcare – identity - finance - Elections and Voting - Auto execution of contracts- Blockchain applied to mobility etc.

### UNIT V

Development of Blockchain – Pros and cons of different implementations- Use Case - Business Case - Business Model.

### Course Outcomes (COs)

1. **CO1:** Understand the fundamental concepts, technologies, and applications of blockchain.
2. **CO2:** Analyze the potential business implications and opportunities of blockchain technology.
3. **CO3:** Evaluate the legal, regulatory, and ethical challenges associated with blockchain implementation.
4. **CO4:** Develop blockchain-based solutions for business problems and challenges.
5. **CO5:** Communicate effectively about blockchain technology to various stakeholders.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	3
CO4	3	3	2	3	3	3	2
CO5	2	3	2	2	2	2	2
	2.8	2.8	2.2	2.8	2.2	2.8	2.4

### References-Books:

1. Blockchain Revolution: How the Technology Behind Bitcoin and Cryptocurrency Is Changing the World by Don Tapscott
2. Blockchain: Blueprint for a New Economy by Melanie Swan
3. The Book of Satoshi: The Collected Writings of Bitcoin Creator Satoshi Nakamoto by Phil Champagne

# **BUSINESS ACCOUNTING AND ADVANCED FINANCIAL MANAGEMENT**

COURSE CODE: MBAS106

## **OBJECTIVES:**

- To know the various business accounting methods.
- To understand the various sources and uses of funds.
- To understand the various tools of financial management

## **METHODOLOGY:**

- Lectures, Numerical Problems solving, regular exercises and surprise tests

## **UNIT I: BUSINESS ACCOUNTING**

Accounting for Partnership Business – Branch Accounts- Departmental accounts- Hire Purchase Accounts- Corporate Accounting- Issue of Shares- Forfeiture of Shares- Redemption of Preference Shares- Preparation of Balance Sheet- Amalgamation- Mergers and Acquisition- Absorption- Internal and External Reconstruction- Practical Problems.

## **UNIT II: SPECIAL ACCOUNTS:**

Public Utility Accounts- Railways, Electricity Accounts- Insurance Company Accounts- Bank Company Accounts- Holding Company Accounts- Consolidated Balance Sheet- Inflation Accounting- Human Resource Accounting- Concept of Environmental Accounting- Difference between Double Accounting and Double Entry Book Keeping- Practical Problems.

## **UNIT III: BUSINESS FINANCE:**

Financial Planning, financial forecasting, forecasting models, Quantitative models (multiple, discriminate analysis) in Financial Analysis, short term financial decisions, advance credit analysis, factoring, credit insurance, cash management models.

## **UNIT IV: FINANCIAL DECISIONS:**

Interaction of investment and financing decisions, assessing borrowing capacity of the firm, Innovative of Option Embedded Corporate Liabilities, Leasing.

## **UNIT V: BUSINESS RESTRUCTURE:**

Corporate restructuring, forms of corporate restructuring, mechanics of mergers and acquisitions, corporate turnaround strategies, international financial managements, international investment decisions, cost of capital for foreign investment, financing foreign operations.

## **Course Outcomes (COs)**

1. **CO1:** Apply accounting principles and concepts to analyze financial information for decision-making.
2. **CO2:** Evaluate the financial performance of a business using various financial ratios

- and analysis techniques.
3. **CO3:** Understand the sources and uses of funds and their impact on a company's financial position.
  4. **CO4:** Apply financial management techniques to optimize resource allocation and investment decisions.
  5. **CO5:** Analyze and interpret financial statements to assess a company's financial health and prospects.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	2	2	3	2	3	2
CO4	3	3	2	3	3	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2.2</b>	<b>3</b>	<b>2.2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Shukla M.C., Corporate Accounting, S. Chand & Co, New Delhi
2. Tony Davies., Business Accounting and Finance, Tata Mc Graw Hill

### REFERENCES:

1. Khan, M. Y and Jain P. K., Financial Management, Tata Mc Graw Hill
2. Bolten, S, E., Managerial Finance, Boston, Houghton Mifflin Co.
3. Pandey, I. M. Financial Management, Vikas Publishing House.

### WEB RESOURCES:

1. [www.accountingformanagement.com](http://www.accountingformanagement.com)
2. <http://www.business.com/directory/accounting/software/>
3. [www.icai.org](http://www.icai.org)
4. [www.icsi.edu](http://www.icsi.edu)
5. [www.icwai.org](http://www.icwai.org)

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

# **CORPORATE COMPLIANCE MANAGEMENT**

COURSE CODE: MBAS107

## **UNIT I: Corporate compliance**

Concept and significance – systems approach to compliance management – process of establishment of compliance management system – Compliance in letter and spirit.

## **UNIT II: Due Diligence**

Nature, Objectives, Significance and Scope of due diligence – Steps in the process of due diligence - Initial Public Offer (IPO) – Follow-on Public Offer – Right Issue – Employees Stock Option Plans (ESOPs) – Preferential Allotment – Takeovers and acquisitions – Setting up of business UNIT s in India and abroad – Setting up joint ventures – Compliance of listing agreement.

## **UNIT III: Legal Framework**

Competition Act, 2002; Secretaries Contracts (Regulation) Act, 1956; Depositories Act, 1996, Foreign Exchange Management Act, 1999; Water (Prevention and Control of Pollution) Act, 1981; Environment Protection Act, 1986; Consumer Protection Act, 1986,

## **UNIT IV: Search/ Status Reports**

Importance, Scope and Verification of documents relating to charges – Requirements of financial institutions and corporate lenders – Preparation of reports

## **UNIT V Securities Management and Compliances**

Meaning, Need and Scope of self-regulation – Mechanism for self-regulation – Advantages to company – Regulator and investors.

## **TEXT BOOKS**

1. Bhargava, Mamta: Compliances and procedures under SEBI law, Shreeji Publishers., New Delhi, 2004.
2. Khilani, D.T: Foreign Exchange Management Manual, Snow White, Bombay, 2004.

## **REFERENCES**

1. Company Law Procedures Author MC Bhandari ISBN:9788180384967 Year: 2009 Edition:21
2. Company Law And Compensation Laws (2011) Author ND Kapoor 3<sup>rd</sup> Edition

# **CORPORATE FINANCE**

COURSE CODE: MBAS108

## **OBJECTIVES:**

- To understand the concept of Business Finance and Finance Techniques.
- To gain experience in financial policies, strategies and practices towards efficient corporate financial accounting and management.

## **METHODOLOGY:**

Lectures, Numerical Problems solving, regular exercises and surprise tests

### **UNIT I: Introduction to Corporate Finance & Tools of Corporate Finance Analysis:**

What is Corporate Finance—Corporate Securities as Contingent Claims on Total firm value — The Corporate Firm - Goals of Corporate Firms—Importance of Corporate Finance — Functions of Corporate Finance — Organisation Structure for Corporate Finance - Scope of Corporate financing — Financial Planning — Financial Forecasting — Forecasting Techniques — Profit Planning — Marginal Costing, Standard Costing—Leverage Analysis - Economic Value-Added Analysis.

### **UNIT II: Corporate Promotion & Entrepreneurship**

Promotion—Procedure for Promotion—Company Promotion in India—Function of Entrepreneurs —Venture Capital Funds—Capital rationing — Sensitivity analysis— Public utility accounts— Repairs and replacements — Banking company accounts — Insurance company accounts **(Practical Problem)**.

### **UNIT III: Corporate Securities & Capital Market**

Corporate Securities, Marketing of Securities — Financial markets — Money markets — Capital Markets — Stock exchange — Different kinds of securities — Valuation of Shares— Bond— Double Accounts—Valuation of Goodwill — Tools of risk investment analysis — Inflation. **(Practical Problem)**

### **UNIT IV: Corporate Accounting & Strategic Decision**

Corporate Merger—Amalgamation—Absorption—External Reconstruction— Holding Company — Merchant Banking - Non-Banking Finance company- Foreign Capital and Collaboration — Mutual Funds in India. **(Practical Problem)**

### **UNIT V: Development Financial Institution & Project Appraisal**

Development Banks- Projects appraisal — Financial Analysis—Technical Analysis—Social Cost Benefit Analysis—International Corporate Finance.

## **Course Outcomes (COs)**

1. **CO1:** Understand the fundamental concepts of corporate finance and its role in business decision-making.
2. **CO2:** Analyze financial statements and calculate financial ratios to assess a company's

- financial health.
3. **CO3:** Evaluate investment opportunities and make sound investment decisions using financial analysis tools.
  4. **CO4:** Understand and apply different capital budgeting techniques for project evaluation.
  5. **CO5:** Develop and implement effective working capital management strategies.

#### **CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2.2</b>	<b>3</b>	<b>2.2</b>	<b>3</b>	<b>2.2</b>

#### **TEXT BOOKS:**

1. S.C. Kuchal: CORPORATE FINANCE.
2. S.K. Stephen A. Ross, Corporate Finance, Mc Graw Hill/Irwin

#### **REFERENCES:**

1. Basu: INDUSTRIAL FINANCING IN INDIA.
2. S.M. Sukia: ADVANCED ACCOUNTANCY
3. Richard A Brealey, Stewart C. Myers, Alan J Marcus, Fundamentals of Corporate Finance, Mc Graw Hill.

# **CORPORATE TAX MANAGEMENT**

COURSE CODE: MBAS109

## **OBJECTIVES**

- To make the students understand the canons of taxation.
- To train them to calculate income tax for individuals and corporate
- To make the students to appreciate the tax applications in managerial and financial decision making.

## **METHODOLOGY**

- Lectures, numerical problems solving, training on filing tax returns for individuals and corporate

## **UNIT I**

Basic concepts- assessment Year- Previous Year-Person- Assesse- Income-Gross Total income- Total Income- Capital Asset- Company- Capital Receipts Vs Revenue Receipts Capital Expenditure Vs Revenue Expenditure- Methods of Accounting- Amalgamation. Residential Status and Tax Incidence- Incomes Exempt from Tax.

## **UNIT II**

Computation of Profits and Gains of Business or Profession- General Principles- Deductions and Allowances- Deemed Profits- Income from Undisclosed Sources- Valuations of Stock- Problems on Computation of Income from Business or Profession.

## **UNIT III**

Taxation of Companies: Definitions of Indian Company-Domestic Company, Foreign Company, Industrial Company, Widely Held Company, Closely Held company, Investment Company, Consultancy, Service Company and Trading company. Deductions available Company- Carry Forward and Set off of Losses in the cases of certain companies- Tax on undistributed Profits of Domestic Companies- Problems on Computation of Taxable Income of Corporate Assessees.

## **UNIT - IV**

Tax Consideration in Specified Managerial Decisions and Their Implications on Cash Flow, Make or Buy, Own or Lease, Retain or Replace, Export or Domestic Sales, Shutdown or Continue, Purchase by Installation or Hire, Expand or Reduce the Size of Business.

## **UNIT V**

Tax Consideration in Special Areas- Foreign Collaboration Agreements, Mergers, Amalgamation, Reconstructions, Acquisition, Capital Structure, Dividend Policy Depreciation and Other Allowances- New Industrial Undertakings and Tax Relieves- Personal Compensation Plan.

### Course Outcomes (COs)

1. **CO1:** Understand the Indian tax system, its structure, and the principles of taxation.
2. **CO2:** Compute income tax for individuals and corporations as per the prevailing tax laws.
3. **CO3:** Analyze the tax implications of business transactions and decisions.
4. **CO4:** Apply tax planning strategies to minimize tax liabilities for individuals and corporations.
5. **CO5:** Understand the role of indirect taxes (GST, customs, excise) in business operations.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	2	2	3	2	3	2
	<b>3</b>	<b>2.6</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS:

1. Vinod K. Singhanian, DIRECT TAXES; LAW AND PRACTICE, Taxmann Publications, New Delhi. Mehrotra and Goyal, INCOME TAX LAW AND PRACTICE, Sahitya Bhawan, Agra.

### REFERENCES:

1. Lakhotia, R. N., and S. Lakhotia, CORPORATE TAX PLANNING HAND BOOK, Vision Books, New Delhi.
2. Palkivala, N.A., and Palkivala B. A., KANGA AND PALKIVILA'S LAW & PRACTICE OF INCOME TAX, N.M. Tripathi.
3. Bhagwati Prasad, DIRECT TAXES LAW AND PRACTICE, Wishwa Prakash, New Delhi.
4. B.B. Lal, DIRECT TAXES PRACTICE AND PLANNING, Konark.

### WEB RESOURCES

1. [www.etaxportal.com/](http://www.etaxportal.com/)
2. [www.taxmanagementindia.com](http://www.taxmanagementindia.com)
3. [www.companysecretaryindia.com](http://www.companysecretaryindia.com)
4. [www.accountant-search.com/](http://www.accountant-search.com/)

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

# **DIRECT TAXES LAW AND PRACTICE**

COURSE CODE: MBAS110

## **COURSE OBJECTIVES**

- To provide a basic foundation on concepts and principles of direct tax laws;
- To demonstrate the application of tax laws in tax planning.

## **METHODOLOGY**

- Class sessions comprise a mixture of lectures, interactive discussions, case presentations and problem solving.
- In addition to the in-class exams and assignments, each student will undertake a short project comprising of survey on tax related issues.

## **SYLLABUS**

### **UNIT I: Introduction to Income Tax Act of 1961**

Income Tax Act 1961-Concept of Income; Residential status and Tax Liability; Incomes exempted from Tax; Computation of Income under Salaries; Income from House Property.

### **UNIT II: Gross Income Computation**

Computation of Income from Profits and Gains of Business or Profession; Income from Capital Gains; Income from other sources.

### **UNIT III: Deductions and Relevant Provisions**

Clubbing of Income; set off and carry forward of losses; Deductions from Gross Total Income; Relief and rebate in respect of Income Tax.

### **UNIT IV: Tax Assessment**

Assessment of Individuals, HUFs, Firms and Thrust; Tax Administration; Income Tax Authorities; Procedure for Assessment.

### **UNIT V: Wealth Tax Act 1957**

Incidence of Tax; Net Wealth Assets; Deemed Assets; Exempted Assets; Computation of Wealth Tax liability.

## **Course Outcomes (COs)**

1. CO1: Understand the fundamental concepts, principles, and structure of direct tax laws in India.
2. CO2: Apply direct tax laws to compute income tax liabilities for individuals and corporations.
3. CO3: Analyze the tax implications of business transactions and decisions.
4. CO4: Identify tax planning opportunities and develop strategies to minimize tax liabilities.
5. CO5: Stay updated with the latest developments and amendments in direct tax laws.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXTBOOKS

1. Dr. V.K. Singhania, Direct Taxes Law & Practice, Taxman Publications (P) Ltd.
2. Bhagawati Prasad, Direct Taxes Law & Practice WishwaPrakashan, New Delhi.

### REFERENCE BOOKS

1. Dinkarpagare, Direct Taxes, Sultan Chand & Sons, New Delhi.
2. B.B. Lal, Direct Taxes, Konark Publishers (P) Ltd, Delhi.

### WEB MATERIALS

1. <https://www.scribd.com>
2. [https://en.wikipedia.org/wiki/Income\\_tax\\_in\\_Ind](https://en.wikipedia.org/wiki/Income_tax_in_Ind)
3. <https://www.bankbazaar.c>
4. <https://moneyexcel.co>

# **ENVIRONMENTAL ACCOUNTING AND COSTING**

COURSE CODE: MBAS111

## **OBJECTIVES:**

- To get an insight into the environmental accounting and costing system.
- To cover the inter relationship between the costing system and cost computations.
- To understand the importance of environmental accounting

## **METHODOLOGY:**

Lectures, numerical problem solving, term projects

## **SYLLABUS:**

### **UNIT I: CONCEPT OF ENVIRONMENTAL ACCOUNTING**

Environment- National Accounts- Importance of National Resource and Environment-Sustainable Development- Origin and Development of Environmental Accounting Natural Resource and Environmental Accounting in Other countries- The UNSO System- SNA System- SEEA.

### **UNIT II: VALUATION OF NATURAL ASSETS**

Market Value Approach- Present Value Approach- Net Price Approach- Maintenance Cost Approach- Compensation Cost Approach-Valuation of Welfare Losses from Environmental Deterioration- Merits and Demerits of Environmental Accounting- Implementation of Environmental Accounting- Environmental Accounting for Developing Countries- Practical Problems.

### **UNIT III: CONCEPT OF COSTING**

Scope- Objectives- Benefits and Functions of Costing Systems- Cost UNIT Cost Center- Cost Classification- Types of Costing- Material Costing- Labor Costing- Overhead Costing- Practical Problems.

### **UNIT IV: COSTING MEHTODS**

UNIT Job- Batch- Contract –Process- Joint Product- By-product- Operating Cost Reconciliation- Practical Problems

### **UNIT V: SPECIAL COSTING**

Standard Costing- Cost Value Profit Analysis- Margin of Safety- Key Factor Analysis- Master Budgets- Production Budgets- Zero Budgets- Control Ratios- Cost Audit- Practical Problems.

## **Course Outcomes (COs)**

1. CO1: Understand the concept of environmental accounting and its role in business.
2. CO2: Apply environmental accounting principles to measure and report environmental costs.
3. CO3: Evaluate the impact of environmental costs on business performance.
4. CO4: Develop environmental cost management strategies to improve organizational efficiency.

- CO5: Communicate environmental performance information to stakeholders effectively.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	3
CO2	3	3	2	4	2	3	3
CO3	3	3	2	4	2	3	3
CO4	3	3	2	4	2	3	3
CO5	3	3	2	4	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

- Das Gupta: Environmental Accounting, S. Chand
- Das Gupta: Advanced Costing, Sultan Chand

### REFERENCES:

- Jain and Narang: Advanced Costing, Kalyani Publications
- S.P. Iyenar: Cost Accounting, Sultan Chand
- M. L. Agarwal: Cost Accounting, S Chand

### WEB RESOURCES

- [www.ecological-economics.org](http://www.ecological-economics.org)
- [www.gdrc.org/sustdev/concepts/07-ema.html](http://www.gdrc.org/sustdev/concepts/07-ema.html)
- [www.fsn.co.uk/.../environmental\\_accounting\\_an\\_activity\\_based\\_costing\\_approach.ht](http://www.fsn.co.uk/.../environmental_accounting_an_activity_based_costing_approach.ht)
- [www.icaai.org/resource\\_file/10355720-726.pdf](http://www.icaai.org/resource_file/10355720-726.pdf)
- [www.unpei.org/PDF/.../Environmental-accounting.pdf](http://www.unpei.org/PDF/.../Environmental-accounting.pdf)

### ILLUSTRATIVE EXERCISE:

The Internal mark is awarded based on the components.

# **EXPORT MANAGEMENT**

COURSE CODE: MBAS112

## **OBJECTIVES:**

- To make the students well aware about the formalities associated with export trade.
- To make the students aware of the external environmental factors having a bearing on the export trade.
- To make the students aware of the export stimulation efforts of the government and the opportunities available to exporters to make good business.

## **METHODOLOGY:**

- Lectures shall be delivered on the theory aspects of the paper.
- Students shall be made to submit assignments about the various issues related to exports and the institutional support available for promotion of exports.
- Students shall be asked to assess the support available for boosting exports in Puducherry and the impact of such measures in the UT.

## **SYLLABUS:**

### **UNIT I**

Exports- Meaning, scope and difference between export and domestic trade; Difficulties in export trade- fishing in turbulent waters- Impact of external and internal environment on export trade; Identifying and selecting foreign markets- modes of entering foreign markets.

### **UNIT II**

Product planning for exports; Product designing - standardization Vs. Adoption; Export pricing; Factors influencing export price; Pricing process; Methods of pricing; International price quotations; Payment terms.

### **UNIT III**

Promotion of product for export; Methods of international promotion; Direct mail and sales literature; Advertising, personnel selling; Trade fairs and exhibitions. Branding and packaging; Labelling; Quality issues; After sales services. Distribution channels and logistics decisions for export trade; Selection and appointment of foreign sales agents.

### **UNIT IV**

Export policy and practices in India; EXIM Policy; Legislative framework regarding exports- Customs Act, FERA and FEMA; Trends in India's foreign trade; EXIM Bank; Measures for Export promotion and incentives offered for exports by the government of India- EPZs, EOUs, and FTZs.

### **UNIT V**

Export documentation; Export procedure; Free Trade Agreements negotiated by India; WTO and its impact on India's agriculture and textiles trade; TRIPs and TRIMs.

### Course Outcomes (COs)

1. **CO1:** Understand the fundamentals of international trade and export procedures.
2. **CO2:** Analyze the global export environment and identify potential export markets.
3. **CO3:** Develop effective export marketing and promotional strategies.
4. **CO4:** Manage export documentation and shipping processes efficiently.
5. **CO5:** Understand the role of government policies and incentives in export promotion.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	2	2	3	2	3	2
CO5	3	2	2	4	2	3	2
	<b>3</b>	<b>2.4</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Dr Francis Cherunilam, International Trade and Export Management Himalaya Publications (Students Edition, Edition No. 14)
2. Export Import Management by Parul Gupta (2017); McGraw Hill Education; First edition
3. Export Import Management by Ajay Pathak (2016); Educreation Publishing
4. Eugene W Perry, Practical Export Trade Finance; ISBN: 1556230184. Publisher: Irwin Professional Publications; Published date: May 1 1989.
5. John E Ray, Managing Official Exports, Publisher: Peterson Institute

### REFERENCES

1. An introduction to Export & Import: Based on practical knowledge by Mukesh Kalal (2015); Nine Planets Group; 2 editions
2. RBI Annual Report and bulletins published by the RBI.
3. The government of India website.

### WEB RESOURCES

1. [www.indiadata.com](http://www.indiadata.com), [www.indianindustry.com](http://www.indianindustry.com)
2. [www.dateyvs.com](http://www.dateyvs.com), [www.dacnet.nic.in](http://www.dacnet.nic.in)
3. [www.thaitrade.com](http://www.thaitrade.com), [www.tradeindia.com](http://www.tradeindia.com)
4. [www.ieport.com](http://www.ieport.com), [www.infodriveindia.com](http://www.infodriveindia.com)
5. [www.export.gov](http://www.export.gov), [www.exportvirginia.org](http://www.exportvirginia.org)
6. [www.scribd.com](http://www.scribd.com), [www.taonline.com](http://www.taonline.com)
7. RBI Annual Report and bulletins published by the RBI.
8. The government of India website.

# FINANCIAL ENGINEERING

COURSE CODE: MBAS113

## OBJECTIVES

- To introduce the concept of Financial Engineering and its evolution
- To acquaint the students with the conceptual tools of Financial Engineering
- To make the student understand the physical tools of Financial Engineering, its processes and strategies.
- To appraise the students with the recent developments and future trends in Financial Engineering

## METHODOLOGY FOR COVERING SYLLABUS

- Class room teaching of all the UNITS
- Practical assignment and its presentation
- Viva based on research papers related to strategies for financial services
- Quiz programme for all the UNITS.

## UNIT I

Introduction – Scope – Financial Engineering Versus Financial Analysis - Financial Engineering Team, Productizing the solution – career opportunities for Financial Engineers- Factors contributing to the growth of Financial Engineering (Case study): Environmental Factors (price volatility, globalisation, tax asymmetries, technological advances, advances in financial theory, regulatory changes, competition and transaction cost) and Intrafirm factors (liquidity needs, risk aversion, agency cost, quantitative sophistication, management training and accounting benefits) – Knowledge Base of Financial Engineer: Financial theory, mathematical and statistical skills, modelling skills, product knowledge, knowledge of relevant technology, accounting, tax and legal expertise – Financial Innovations in India: any five instruments/processes/strategies with the factor(s) responsible for the same (Case Study).

## UNIT II

Conceptual Tools of the Financial Engineer – Valuation relationships and applications: cash flows, time value, sensitivity analysis, applications, spreadsheets, compounding, absolute vs. relative valuation – Measuring return: Utility theory, profit vs. rates, before and after tax rates of return, rates of return and compounding, investment horizon – Risk: volatility, sources of price risk, expressing price risk, mathematics of portfolio analysis, risk aversion and portfolio analysis, role of investment horizon – Measuring Risks: Measuring exposure to risk – Managing Risk: Insurance, Asset/Liability Management, Hedging - Understanding interest rates: Debt instrument, coupon, yield curve, investment risks in debt markets, interest rate risk (duration and dollar value of a basis point), default risk, reinvestment risk, call risk, prepayment risk, purchasing power risk - Exchange rates: Basics, determinants (interest rate parity, purchasing power parity and the Fisher equation), other factors influencing exchange rates – Speculation and its methods – Arbitrage and its forms – Efficient Market Hypothesis.

### **UNIT III**

Physical tools of the Financial Engineer : New Product Development Model: Direction, Design, Testing, Introduction and Instruments Preview – Futures and Forwards: Forward Rate Agreements – Swaps: structure of a swap, interest rate swap, currency swap, commodity swap, variants, swap dealer's role – Single Period Options: call and puts, pay off profiles, hedging with options, cash settled options – Debt Market Innovations: zero coupon securities, collateralized mortgage obligations (CMOs), Asset Backed Security, Repo and reverse repo, junk bond, shelf registrations – Equity related innovations: equity options, equity warrants, rights issue, pooled investment vehicles, index futures and index options, American Depository Receipts and Global Depository Receipts – Hybrid securities: process of constructing new hybrid securities, types of structured hybrid securities based on security linkage, security structure, derivative form, distribution method–Investor motivation and issuer motivation.

### **UNIT IV**

Financial Engineering, Process and Strategies: Evolution of ALM (Asset – Liability Management), Five foundation concepts in ALM strategy (liquidity, term structure, interest rate sensitivity, maturity composition, and default), Gap Management, Investment Banker in ALM: Total Return Optimisation and Risk Controlled Arbitrage – Hedging: Hedge ratios, composite hedging, size of hedge, measuring hedge effectiveness and cost of hedging, Building Block Approach (BBA) to hedging – ways to visualize the BBA: risk and pay off profiles, boxed cash flow diagrams and time line cash flow diagrams – Other Risk Management Techniques: OTC options market (path-dependent options, look-back options and option-linked loans), diversification, credit enhancement, overcollateralization, assignment(reinsurance) – Synthetic securities: synthetic puts and synthetic zeros, cash and carry synthetic.

### **UNIT V**

Impact of Globalisation on the financial services industry: international commercial banking, international security markets, international investment banking - Legal Protections for Innovative Financial Products and Services: Copy right, Patent, Trademark or service mark.

### **Course Outcomes (COs)**

1. CO1: Understand the fundamental concepts and principles of financial engineering.
2. CO2: Apply quantitative methods and financial modeling techniques to solve financial problems.
3. CO3: Develop and implement financial derivatives and structured products.
4. CO4: Evaluate the risks associated with financial instruments and develop risk management strategies.
5. CO5: Stay updated with the latest trends and developments in financial engineering.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. John F. Marshall & Vipul K. Bansal FINANCIAL ENGINEERING – A COMPLETE GUIDE TO FINANCIAL INNOVATION, Prentice Hall India.
2. Salih N. Neftci, Principles of Financial Engineering, Elsevier, Academic Press, 2004.

### REFERENCES

1. Keith Cuthbertson and Dirk Nitzsche, Financial Engineering: Derivative and Risk Management, John wiley, 2001
2. John Hull, Options, Futures, and Other Derivatives, Prentice Hall
3. Salih Neftci, Introduction to the Mathematics of Financial Derivatives, Academic Press.
4. Paul Wilmott, Derivatives: The Theory and Practice of Financial Engineering, Wiley

### WEB RESOURCES

1. [www.fea.com](http://www.fea.com)
2. [www.iafe.org](http://www.iafe.org)
3. [www.financialcomputing.org](http://www.financialcomputing.org)
4. [www.global-derivatives.com](http://www.global-derivatives.com)
5. [www.quantfinancejobs.com](http://www.quantfinancejobs.com)

### ILLUSTRATED EXERCISES

1. Students are to collect 3 research articles in the area of financial services strategies and viva will be held based on those research papers – 5 marks
2. Assignments based on CMIE data base and excel on arbitrage eg., tax asymmetries, etc. -5 marks
3. Developing a blueprint for a financial service of your choice – 5 marks
4. Brain storming session on Challenges for Future Financial Managers and submission of individual reports – 5 marks
5. Quiz programme based on all the UNIT s – 5 marks.

# FINANCIAL MARKETS AND SERVICES

COURSE CODE: MBAS114

## OBJECTIVES

- To know about the Indian financial system and its players
- To understand the security market regulations
- To keep abreast of recent financial services

## METHODOLOGY

Class room lectures, practical assignment, group discussions

## UNIT I

Indian financial system – overview of financial markets in India – Capital markets – money market – government securities markets – foreign exchange market – derivative markets – financial sector reforms.

## UNIT II

Structure and institutions in capital market and money market – new issues market – new Instrument – role of new issues in industrial financing – floating of new issues – options and futures.

## UNIT III

Securities market in India – origin and emergence – types of securities – investment environment -sources of investment information – stocks exchange in India – trading in stock exchange – listing of securities.

## UNIT IV

Security market regulations: securities contract and regulation act, 1945 – regulation and control of stock exchanges, OTCE, NSE – market intermediaries: stock bookers – underwriters. SEBI Act: guidelines relating to capital issues, pricing, insider trading and investor protection.

## UNIT V

Overview of financial services – merchant banking – functions, regulation – leasing and hire purchasing, factoring, venture capital, mutual funds, credit rating agencies, depositories.

## Course Outcomes (COs)

1. **CO1:** Understand the structure and functioning of the Indian financial system.
2. **CO2:** Analyze the various financial markets and their role in the economy.
3. **CO3:** Evaluate the regulatory framework governing financial markets and institutions.
4. **CO4:** Assess the risks and opportunities associated with financial markets and instruments.
5. **CO5:** Understand the role of financial services in the growth and development of the economy.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Khan M.Y., FINANCIAL SERVICES Tata MC Graw Hill 1998.
2. Varshney, P.N., INDIAN FINANCIAL SYSTEM, Sultan chand & Sons 2000.

### REFERENCES

1. SEBI guidelines, Nabhi publications New Delhi.
2. Gordon and Natarajan, FINANCIAL MARKETS AND SERVICES, Himalaya publishing House 2001.
3. Sontomero and Babbel, FINANCIAL MARKETS, INSTRUMENTS AND INSTITUTIONS, MC Graw Hill 1998.
4. Vasant Desai, THE INDIAN FINANCIAL SYSTEM, Himalaya publishing House.

### WEB RESOURCES

1. [www.ibef.org/industry/financialservices.aspx](http://www.ibef.org/industry/financialservices.aspx)
2. [www.capgemini.com](http://www.capgemini.com) › Services & Solutions ›
3. [www.financialservicesbiz.com/](http://www.financialservicesbiz.com/)
4. [business-services.exportersindia.com/financial/](http://business-services.exportersindia.com/financial/)

### ILLUSTRATIVE EXERCISE

The Internal mark is awarded based on the components.

# **FINANCIAL SERVICES MANAGEMENT**

COURSE CODE: MBAS115

## **OBJECTIVES**

- To examine Financial Services management as an important and contemporary area of financial management
- To understand the various financial services and their future
- To determine the most suitable financial service, given the situations and contingencies
- To appreciate the role of management in superior Financial Services

## **METHODOLOGY**

Class room lectures, practical assignment, group discussions, case studies, updation of news from financial dailies

## **SYLLABUS**

### **UNIT I**

Introduction – Financial Services Industry – Emergence – Developments – Fund Based and Non-fund-based activities – modern activities – New Financial Products and Services, Innovative Financial Instruments – Challenges Ahead.

### **UNIT II**

Merchant Banking: Origin, growth and services rendered by merchant bankers: Issues Management and other services – Problems and scope of merchant banking in India – Mergers and Acquisitions: Motives, Merger Analysis, Terms of Exchange, Cash purchase, Stock Exchange Acquisitions, Leverage Buyouts and Management Buyouts.

### **UNIT III**

Leasing: Concept, Types, Lease Agreements – Potentiality of Leasing as a means of financing – Advantages and Disadvantages – Accounting Treatment and sales tax provisions – Lease Financing in India – Factoring: Meaning, Modus operandi, types, functions – Factoring in India.

### **UNIT IV**

Mutual Funds: Meaning, Origin, Types/Classification of Funds, Importance, Mutual Funds Industry in India – Venture Capital: Meaning, Origin, Importance, Methods, India Scenario.

### **UNIT V**

Insurance: Meaning, Types, Insurance Industry in India and related reforms – Other Financial Services: Hire Purchase, Commercial paper, Credit Cards, Credit Rating, Recent trends in marketing financial services.

## **Course Outcomes (COs)**

1. **CO1:** Understand the concept, scope, and evolution of financial services.
2. **CO2:** Analyze the various types of financial services and institutions.
3. **CO3:** Evaluate the role of financial services in economic development.

4. **CO4:** Develop strategies for effective financial services management.
5. **CO5:** Assess the regulatory environment and ethical considerations in financial services.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Khan, M.Y., Financial Services, Tata McGraw Hill, 2001.
2. Gordon,E., and Natarajan, K., Financial Markets and Services, Himalaya Publishing House, 2003.

### REFERENCES

1. Avadhani, V.A., Marketing of Financial Services, Himalaya Publishing House.
2. All relevant journals and periodicals.
3. Reports of relevant Committees or workgroups published by RBI.
4. Reports and guidelines of RBI and SEBI on different types.

### WEBSOURCES

1. [www.ibef.org/industry/financialservices.aspx](http://www.ibef.org/industry/financialservices.aspx)
2. [www.capgemini.com](http://www.capgemini.com) › Services & Solutions ›
3. [www.financialservicesbiz.com/](http://www.financialservicesbiz.com/)
4. [business-services.exportersindia.com/financial/](http://business-services.exportersindia.com/financial/)

### ILLUSTRATED EXERCISES

1. To analyse the benefits (before and after) of merger or acquisition of companies and submission of report (each student can take one case in any of the sectors); data can be taken from CMIE data base – 10 marks
2. Group discussion on recent trends in financial services industry and submission of report by each student. – 5 marks
3. Submission of assignment based on the exploration of websites of financial intermediaries to understand the latest products and services offered by them.
4. Collection of news items from financial news dailies to understand the innovative financial instruments used by corporate.

# GLOBAL FINANCIAL MARKETS

COURSE CODE: MBAS116

## OBJECTIVES

- To have exposure of Foreign Exchange Market
- To make the students aware of the International Exchange systems
- To make the students aware of the Global financial instruments
- To have exposure of resource mobilization in International Capital market

## UNIT I

Foreign Trade and Foreign Exchange – Exchange rate - Management of Foreign Exchange– History of Exchange control in India – FEMA - The Foreign Exchange Market – Transactions in interbank markets – Quotations – Interbank rates and Arbitraging – Determination of Exchange rates - The Purchasing Power Parity (PPP) theory – The Fisher Effect (FE) theory - The International Fisher Effect (IFE) theory – The Interest Rate Parity theory - The Spot Market - The Forward Market – Forecasting exchange rates

## UNIT II

International Exchange systems – Fixed and Floating exchange rates – Exchange rate system prior to IMF – Exchange rate system under IMF – Convertibility of Rupee – Balance of Payments (BOP) – Components – Disequilibrium in BOP

## UNIT III

Currency derivatives: Forward contracts – Futures and Options – Currency Futures – Currency Options – Interest Rate Risk – Concept – Managing Interest rate risk – Exchange risk – Transaction Exposure – Translation Exposure – Economic Exposure – Ready exchange rates – Ready rates based on cross rates - Foreign Exchange rates – Execution of Forward contracts – Interbank dealings – Exchange Management by Banks

## UNIT IV

Foreign Direct Investment (FDI) – Meaning – Strategies – Theories of FDI – Product Cycle theory – Hymer’s Theory of Imperfect Markets – Internalization theory – The Eclectic theory – The Theory of Strategic Response – Other theories – Modes of Investment –Joint Ventures – Mergers and Acquisitions – FDI Benefits and Costs.

## UNIT V

Portfolio - Risk reduction through Portfolio construction – Systematic risk - Unsystematic risk – International Portfolio – Cross border flow of Equity investment – Depository receipts – FII investments – FII investments in India – Risk and Return of International Portfolio investments – Integration of Global Capital Markets. International financial market Instruments-Secondary market operations, short term and medium-term instruments Foreign Currency Convertible Bonds (FCCBs) – Procedure for issuance – External Commercial Borrowings (ECB) – Automatic Route – Approval route.

### Course Outcomes (COs)

1. **CO1:** Understand the structure and functioning of global financial markets.
2. **CO2:** Analyze the role of foreign exchange markets in international trade and finance.
3. **CO3:** Evaluate the various international financial instruments and their derivatives.
4. **CO4:** Assess the impact of global economic and political factors on financial markets.
5. **CO5:** Understand the process of international capital markets and resource mobilization.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### REFERENCE BOOKS

1. Jeevanandam. C, INTERNATIONAL BUSINESS, M/s Sultan & Chand, Delhi, 2008
2. Kevin. S, Fundamentals of International Financial Management, PHI, New Delhi, 2010
3. Sumathi Varma, INTERNATIONAL BUSINESS, Ane, Delhi, 2010
4. Alan C. Shapiro: Multinational Financial Management
5. Dr.Francis Cherunilam: International Economics, Tata McGraw Hall Publishing Co Ltd New Delhi.
6. I an H. Giddy: Global Financial Markets, A.I.T.B.S Publishers and Distributors New Delhi.
7. C. Jeavanandam: Foreign Exchange Practice, Concepts Sultan & Control Chand & Sons, New Delhi.
8. Vyuptakesh Sharan: International Financial Management, published by PHI 6th Edition.

# **INDIAN ECONOMIC POLICY ENVIRONMENT**

COURSE CODE: MBAS117

## **OBJECTIVES**

The objective of this course is to expose the students of management to a wide range of contemporary issues and challenges related to the economic policy environment in India that have critical ramifications for business decisions. An understanding of the real-world issues is important for effectively operating in the existing business environment, as well as to assess the forthcoming economic conditions. Overall, the course aims to enable the management students to take informed decisions as they enter into a profession of their choice.

## **METHODOLOGY**

Mainly participative type classroom lectures and discussions using PPT and other available technology aided methods of instructions. The course will also include case study analysis, assignments, tests, subject quiz, seminar, etc.

## **SYLLABUS**

### **UNIT I: INDIAN ECONOMY: REVIEW AND PROSPECTS**

Historical overview of the economic policy changes occurred in India since Independence and the impacts of these changes on the Indian economy and business – Reviewing economic performance in India using various indicators during pre-reform versus post reform-period – Understanding how economic policies played critical role in shaping economic performance in the Indian economy

### **UNIT II: REAL SECTOR POLICY ISSUES**

Economic reforms and Indian agriculture: Long-term issues and recent experience – Contract farming as a solution to current growth crisis in Indian agriculture – Paradigm shifts in India's industrial policy – Labour market reforms and Indian manufacturing: Issues and challenges – Service sector growth miracle in India

### **UNIT III: MONETARY AND FINANCIAL SECTOR POLICIES**

The role of monetary policy in an economy – Conduct of monetary policy India: Changing dimensions in the post-reform period – Current challenges and issues related to RBI's monetary policy – Banking sector reforms in India and issues related to financial stability – Reforming India's financial sector: Changing dimensions and emerging issues – Global financial crisis and its fallout

### **UNIT IV: ISSUES RELATED TO FISCAL POLICY AND BUDGET MANAGEMENT**

Fiscal policy for achieving and sustaining higher economic growth in India – Importance of fiscal responsibility – Dynamics of debt accumulation in India – Analysis of the latest Union Budget

## UNIT V: EXTERNAL SECTOR ISSUES

Globalisation of the Indian economy and its impact – India’s current foreign trade policy – India’s foreign investment policy with emphasis on policy framework for FDI – Issues related to management of foreign exchange rate and forex reserves

### Course Outcomes (COs)

1. **CO1:** Understand the evolution of Indian economic policies and their impact on the economy.
2. **CO2:** Analyze the macroeconomic environment and its influence on business decisions.
3. **CO3:** Evaluate the impact of government policies on various sectors of the economy.
4. **CO4:** Develop strategies to align business operations with government policies and regulations.
5. **CO5:** Assess the challenges and opportunities arising from the Indian economic policy environment.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Uma Kapila 2013 (Ed). Indian Economy Since Independence, Academic Foundation, New Delhi, (latest edition).
2. Y.V. Reddy, 2009. India and the Global Financial Crisis: Managing Money and Finance, Orient Blackswan, Hyderabad.
3. C. Rangarajan, 2009. India: Monetary Policy, Financial Stability and Other Essays, Academic Foundation, New Delhi

### REFERENCES

1. Arvind Subramanian, 2008. India’s Turn: Understanding the Economic Transformation, Oxford University Press, New Delhi.
2. Various Issues of Economic and Political Weekly, policy documents such as Economic Survey published by the Government of India, RBI Annual Report, etc.
3. Various financial newspapers such as Business Line, Business Standard, Financial Express, etc.

## **WEB RESOURCES**

- [www.rbi.org.in](http://www.rbi.org.in)
- [www.epw.org.in](http://www.epw.org.in)
- <http://ajayshahblog.blogspot.in/>
- <http://www.economist.com/>
- <http://indianeconomy.org/>

# **INDIAN FINANCIAL FRAMEWORK**

COURSE CODE: MBAS118

## **LEARNING OBJECTIVES**

- To know about the Indian financial system and its players
- To understand the securities market regulations
- To keep abreast of recent financial services
- To get an insight into the constitutions, structure, objectives and working of the Banking Institutions in India.
- To evaluate the performance of Banking Institutions and their contribution to the growth of Indian economy.
- To have a Bird's view of the Indian Financial System and in the context of Indian Banking and Insurance System.
- To get an insight into the working of the Indian Insurance industry.

## **METHODOLOGY**

- Lectures will be delivered on various concepts related to the financial system of India.
- Cases related to functioning of banks and their legal implications will be discussed.

## **SYLLABUS**

### **UNIT I: INDIAN FINANCIAL MARKET STRUCTURE**

Capital Markets – Importance and Classification; Recent changes in Indian Capital markets; Steps taken by government for promoting capital market in India.

Money Markets- Meaning, Instruments dealt, Constituents, Importance, Characteristics of a well-developed money market, causes for under development of Indian Money market; Measures of Indian government to tone up the Money market; Difference between Money market and Capital market; Difference between Indigenous bankers and Money lenders; London and New York Money markets.

Foreign Exchange Market: Structure and the Participants, Types of Transactions, Mechanics of Currency Dealing, Exchange Rate Quotations, Arbitrage, Forward Rates, Evolution of Exchange control and the foreign Exchange Market in India, Exchange Rate Computations.

### **UNIT II: SECURITIES MARKET IN INDIA**

Primary market – Advantages, classification, Functions, role industrial financing, and Parties involved; Government and statutory agencies, Collection centers; Placement of the issue; Pricing of New issues; Allotment of shares; Investors protection in the primary market; Underwriting – Types and Advantages; Responsibilities of underwriters; Merits of underwriting; Syndicate underwriting; Reasons for poor performance of Primary market in India.

Secondary Market – Growth of Stock exchanges in India; Organisational structure of stock exchanges of India; Functions of stock exchanges; Admission of members in recognized stock exchanges; Governing body and regulatory framework; Present position of stock Markets in India; Need to control stock exchanges in India; Types of orders; Online trading; Margns based

on turnover and exposure limits (Initial margin); Listing of securities- Merits and Demerits; qualifications for listing; listing of rights shares; Chandratre committee report 1997; Delisting- Compulsory and voluntary; Types of securities; investment environment; Sources of Investment information.

SEBI- Objectives, Functions, Organisation, Role in primary and secondary markets; SEBI guidelines regarding Mutual funds, FIIs, New Issues, Capital market, capital issues, pricing, insider trading and investor protection.

### **UNIT III: BANKING SYSTEM IN INDIA**

Banks-Definition, Functions and Classification of banks; Economic and monetary implications of modern banking operations in India; Social responsibility of banks; role of banks in economic development; contribution of banks in developing three sectors of the economy; Modern functions of banks; Deposit banking; Investment banking; Mixed banking; retail banking; wholesale banking; universal banking; Rural Financing; Banker and Customer Relationship; Deposit Mobilization; Secured Advances;

Endorsement and Crossing of Cheques; Payment of Cheques; Collection of Cheques; Opening of accounts of various types of customers; Priority sector advances; Nationalisation of commercial banks- Arguments in favour; Banks in the post- nationalisation period.

Central banking- Features of central bank; Difference between Central and commercial banks; Need and functions of central bank; Techniques of credit control; Commercial banks; cooperative banks- flow of cooperative funds; urban cooperative banks; LDBs; Development banks; Exchange banks; NABARD- its capital structure and functions; RRBs; Difference between RRBs and Commercial banks; EXIM Bank; SIDBI- Its functions; NBFCs; Reforms in banking sector; Banking Technology- Essentials of bank computerization, payment systems and electronic banking, Data Communication Network and EFT system; role of technology upgradation and its impact on functioning of banks; Security considerations; cyber crime.

### **UNIT IV: BANKING REGULATORY FRAMEWORK**

Banking Regulation Act of 1949- Regulation of business of banks; Control over management of banks; Suspension and winding up of banks; Penalties for violation of provisions of the act. Securitisation and Reconstruction of Financial Assets And Enforcement of Security Interest Act, 2002- Constitutional validity of the Act; Definitions; Registration of securitization or reconstruction company and cancellation of the registration.

The Banking Ombudsman Scheme 2006- Objects of the scheme, General powers of Banking Ombudsman; Procedure for redressal of grievance. Recovery of Debt Due to Banks And Financial Institutions (DRT)Act 1993- Definitions; Jurisdiction, Powers and authority of Tribunal.

The Bankers' Books Evidence Act 1891- Definitions and applicability; Conditions in the printout.

The Law of Limitations 1963- Definitions; Provisions related to period of limitations for various suits; Limitation and its computation.

Licensing of banks; Paid up capital and reserves requirements; pattern of Shareholdings; Subsidiaries of banks; Management of banks; Restrictions on employment; Corporate governance; Regulations regarding Deposit acceptance, Nomination, loans and advances,

interest rates, payment system, Internet banking guidelines, Money market instruments, Banking Ombudsman and RBI Directions; Foreign banks; Maintenance of Cash reserves and liquid assets; Submission of returns, Inspection and scrutiny, Acquisition and Amalgamation of banks; Laws relating to creation of charge under Mortgage, Hypothecation and pledge; Letter of Credit- General considerations, Parties to LC, types of LC, Documents under LC, UCPDC 600, Payment under LC.

## UNIT V: INSURANCE

Insurance Market in India- Public and Private players; Functions of Insurance companies; Pricing of Insurance; Insurance Regulation (IRDA) Features of Insurance Contracts; property and liability coverage; Classification of Policies; Surrender Values; Valuation and Surplus; Types of Insurance - Life Insurance – Marine Insurance – Fire Insurance – Motor Insurance – Fidelity Insurance – Burglary Insurance- Double Insurance – Re-insurance – Business Insurance Programs – Health Care financing – Health Care insurance – Employee Benefit Plans.

### Course Outcomes (COs)

1. **CO1:** Understand the structure and components of the Indian financial system.
2. **CO2:** Analyze the role of various financial institutions in the economy.
3. **CO3:** Evaluate the regulatory framework governing the Indian financial system.
4. **CO4:** Assess the performance of the Indian banking and insurance industry.
5. **CO5:** Understand the challenges and opportunities in the Indian financial sector.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Khan M.Y., Financial Services Tata MC Graw Hill 2017.
2. Bank Management and Financial Services by Peter S Rose and Sylvia C. Hudgins (2017); McGraw Hill Education, Eighth Edition
3. Management of Banking and Financial Services by Padmalatha Suresh and Justin Paul (2017); Pearson Education, Fourth Edition

### REFERENCES

1. B. Santhanam “Banking and Financial System” Margham Publications, Chennai Fifth Edition 2008.

2. PUNIT havathyPandian “Security Analysis and Portfolio Management” Vikas Publishing House Private Limited, Noida Second Edition 2010
3. Indian institute of Banking and Finance, “Legal and Regulatory Aspects of Banking”, Macmillan Publisher, India Limited, Second Edition 2008.
4. Indian Institute of Banking and Finance “Principles and Practices of Banking”, Macmillan Publishers India Limited, Second Edition 2008. IRDA publications.
5. Patterson, Edwin, W., Essentials of Insurance Law, McGraw Hill.
6. Varshney, P.N., Indian Financial System, Sultan chand & Sons 2000, SEBI guidelines, Nabhi publications New Delhi.
7. Gordon and Natarajan, Financial Markets and Services, Himalaya publishing House 2001.
8. Sontomero and Babbel, Financial Markets, Instruments and Institutions, MC Graw Hill 1998.
9. Vasant Desai, The Indian Financial System, Himalaya publishing House.
10. Sundharam and Varshney, Banking and Financial System, Sultan Chand & Sons
11. H.R. Machiraju, Indian Financial System, Vikas Publishing House
12. Sri Vastava, Management of Financial Institutions, Himalaya Publications.

#### **WEB RESOURCES**

1. [www.imf.com](http://www.imf.com)
2. [www.cob.ohio-state.edu/fin/faculty/werner/825/Introduction.ppt](http://www.cob.ohio-state.edu/fin/faculty/werner/825/Introduction.ppt)
3. [www.mhhe.com](http://www.mhhe.com)
4. [www.mhhe.com/business/finance/er2e/ppt.mhtml](http://www.mhhe.com/business/finance/er2e/ppt.mhtml)
5. [www.ifmanet.org/en/event.htm](http://www.ifmanet.org/en/event.htm)

#### **EXERCISES**

1. Students will be asked to deliberate on cases related to banking law and factors.

# INFRASTRUCTURE FINANCE

COURSE CODE: MBAS119

## OBJECTIVES:

- To identify the sources of infrastructure finance
- To know the mechanism of infrastructure finance
- To understand the importance of infrastructure finance

## METHODOLOGY

- Class room lectures, field projects, group discussions

## SYLLABUS

### UNIT I: PROJECT FINANCE

Infrastructure finance Vs Project Finance- Evaluation of Private and Commercial Financed infrastructure Projects- Structural Issues- Dissatisfaction with the Performance of Existing PSUs- Lack of Funds with Government

### UNIT II: STRUCTURAL FINANCE

Concept- Risk Participation- Assistance- types of Guarantees- Contemporary Products- Pricing of Issues- Commercialization.

### UNIT III: PRIVATIZATION

Outlook for Infrastructure Projects- Demand for Infrastructure in future- Supply of infrastructure finance- Scope and Avenues- Business and Major Players

### UNIT IV: PRODUCTS

Funded and Non-funded- Types- Take Out Products- Tax Implication- Role of FI and Banks- Portfolio of FI and Banks- Skill Required for infrastructure finance- Flow chart of infrastructure Projects

### UNIT V: PROJECT PROCESS

MOU Projects- Types of Projects- BOT – BOOTBOLT- BOO- LROT- RMOT- Concession on Agreement- Key Contracts- EPC- O&M- Financial Closure- Functions of TAMP, CERC, SERC, TRAI- Risk analysis- infrastructure Project appraisal.

## Course Outcomes (COs)

1. **CO1:** Understand the concept of infrastructure finance and its importance in economic development.
2. **CO2:** Analyze the various sources of infrastructure financing, including public-private partnerships (PPPs).
3. **CO3:** Evaluate the financial feasibility of infrastructure projects.
4. **CO4:** Understand the role of financial institutions in infrastructure financing.
5. **CO5:** Assess the risks and challenges associated with infrastructure financing.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Moris, Sebastian Indian Infrastructure Report ED.,Oxford University Press
2. Raghuram S.Infrastructure Development and Financing,Delhi,Macmillan

### REFERENCES:

1. International Finance Corporation Financing Private Infrastructure: Less of Experience,Work Bank,Washington,D.C.
2. Dieter, Helm and Tim Jenkinson, Competition in Regulated Industries,UK,Oxford University Press
3. Bamford, C.G.Transport Economics,Heinemann Pub,Oxford.

### WEB RESOURCES

1. [www.iifcl.org/](http://www.iifcl.org/)
2. [ifmr.ac.in/pdf/workingpapers/21/SourcesInfraFin.pdf](http://ifmr.ac.in/pdf/workingpapers/21/SourcesInfraFin.pdf)
3. [www.idfc.com](http://www.idfc.com)
4. Moneycontrol.com
5. [planningcommission.nic.in/reports/genrep](http://planningcommission.nic.in/reports/genrep)
6. [www.pppinindia.com/pdf/deepak\\_parekh\\_report.pdf](http://www.pppinindia.com/pdf/deepak_parekh_report.pdf)
7. [www.iimcal.ac.in/.../FINANCING%20INFRASTRUCTURE%20PROJECTS.pdf](http://www.iimcal.ac.in/.../FINANCING%20INFRASTRUCTURE%20PROJECTS.pdf)

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

# **INTERNATIONAL FINANCE**

COURSE CODE: MBAS120

## **OBJECTIVES**

- To have exposure on international aspects of Financial Management
- To understand the Foreign Exchange Management
- To introduce derivatives aspect of International Finance

## **METHODOLOGY**

Class room lectures for all UNITS

## **SYLLABUS**

### **UNIT I**

Financial Management in a Global Perspective: Globalisation. Trends in international Trade and Cross Border Financial Flows. India in the Global Economy. Challenges of International Financial Management. International Monetary System and Financial Markets: Balance of Payments. International Monetary System. An Overview of International Financial Markets. Exchange Rate Determination and Forecasting. Purchasing Power Parity. The Fishers' Effect. Interest Rate Parity.

### **UNIT II**

The Foreign Exchange Market: Structure and the Participants, Types of Transactions, Mechanics of Currency Dealing, Exchange Rate Quotations, Arbitrage, Forward Rates, Evolution of Exchange control and the foreign Exchange Market in India, Exchange Rate Computations.

Currency Derivatives: Currency Futures, Currency Options.

### **UNIT III**

Foreign exchange Exposure and Risk: Economic Exposure, Transaction Exposure, Translation Exposure, Management of Exposures.

### **UNIT IV**

Working Capital Management in a Multinational Context: Short-term Borrowing and Investment, Centralised Vs. Decentralised Cash Management, Cash Transmission. International Equity Investment: Risk and Return, The International CAPM, Equity Financing in the International Markets.

Long-term Borrowing in International Capital Markets: The Major Market Segments, The International Financing Decision, International Leasing.

### **UNIT V**

International Project Appraisal: Review of NPV approach, Adjusted Present Value Framework, Project appraisal in the International Context, Exchange Rate Risk and Cost of Capital, International Joint Ventures.

An Introduction to Financial Swaps: Major Types, Motivations Underlying Swaps, Application of Swaps, Valuation of Swaps.

International Accounting and Taxation: Accounting for Foreign Currency Transactions, Accounting for Foreign Operations.

### Course Outcomes (COs)

1. **CO1:** Understand the fundamentals of international finance and its role in global business.
2. **CO2:** Analyze the foreign exchange market and its impact on international transactions.
3. **CO3:** Evaluate different international financial instruments and their applications.
4. **CO4:** Manage international financial risks through hedging and other strategies.
5. **CO5:** Understand the international monetary system and its implications for businesses.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Cheol S.Eun, Bruce G. Resnick, INTERNATIONAL FINANCIAL MANAGEMENT, Irwin McGraw Gill, 1998.
2. Apte,P.G., INTERNATIONAL FINANCIAL MANAGEMENT, 2nd Ed., Tata McGraw Hill, 1998.
3. Ephraim Clark., INTERNATIONAL FINANCIAL MANAGEMENT, 2nd Ed., Cengage Learning India Edition, 2002.

### REFERENCES

1. Jeff Madura, INTERNATIONAL FINANCIAL MANAGEMENT, 6th Ed., South-Western, 2000.
2. Maurice D. Levi, INTERNATIONAL FINANCE, 3rd Ed., McGraw Hill, 1996.
3. Alan C. Shapiro, MULTIMATIONAL FINANCIAL MANGEMENT., Prentice Hall of India.
4. Madhu Vij., INTERNATIONAL FINANCIAL MANAGEMENT, 2th Ed., Excel Books, 2006.
5. Reid W.Click and Joshua D.Coval., THE THEORY AND PRACTICE OF INTERNATIONAL FINANCIAL MANAGEMENT., Prentice-Hall of India private limited.New Delhi-2004

**WEB RESOURCES**

1. [www.imf.com](http://www.imf.com)
2. [www.cob.ohio-state.edu/fin/faculty/werner/825/Introduction.ppt](http://www.cob.ohio-state.edu/fin/faculty/werner/825/Introduction.ppt)
3. [www.mhhe.com](http://www.mhhe.com)
4. [www.mhhe.com/business/finance/er2e/ppt.mhtml](http://www.mhhe.com/business/finance/er2e/ppt.mhtml)
5. [www.ifmanet.org/en/event.html](http://www.ifmanet.org/en/event.html)

**ILLUSTRATIVE EXERCISE**

- The students will be asked to submit reports on factors determining foreign exchange
- The students will be asked to visit forex dealer office
- The students should bring some success stories of companies in international finance

# **MERGERS & ACQUISITIONS**

COURSE CODE: MBAS121

## **OBJECTIVES**

- To provide concrete understanding of Mergers & Acquisitions
- To familiarize the concepts to the students with the current issues in M&A
- To expose the students about the process and methods of M&A, measures to evaluate the performance of M&A

## **METHODOLOGY**

Lectures, Problems, Case studies with practical examples, Group or Class learning activities, Seminars, Projects on M&A will be given

## **SYLLABUS**

### **UNIT I**

Mergers & Acquisitions Process – Forms of M&A – Types of Mergers – Reasons for Buying and Selling a Business – Stake holder groups in M&A activities - Framework for M&A strategies – Motivational Hypothesis for M&A – M&A Theories – The Efficiency Theory – The Monopoly Theory – The Valuation Theory – The Empire Building Theory – The Process Theory – The Disturbance Theory

### **UNIT II**

Valuation of Merger and Acquisitions – Objectives – Sources of Information – Valuing the Business Vs Valuing the Company – Net Asset Valuation Model – Dividend Valuation Model – PER Model – EVA and APV Model an overview – Economic Gains and Costs of M&A – The Share Exchange Ratio. Intangible Assets: Types – Importance –Classification – Approaches to Valuation of Intangible Assets  
Disinvestments and Privatisation – Methods – Approaches to Valuation – Alternative Valuation approaches for Private Companies – Family Business Valuation and its issues

### **UNIT III**

Synergy – Benefits from Synergy – Synergy Equation – Theories of Synergy – Pricing of M&A – All-cash Acquisition – All-share Exchange Acquisition – Cash and Share Offer – Break-even Synergy – Determining the Price Range of Acquisition – Synergy and Value creation in M&A – Acquiring Poorly Managed Firm – Acquiring Undervalued Firms – Synergy and Merger Success

### **UNIT IV**

Payments for M&A – Methods – Factors Affecting Choice of Financing Method – Stock Deal or Cash Deal – Financing the Cash Offer – Payment for Cross-Border Acquisitions – Leveraged Buyout – Structuring – Characteristic of LBO Candidates – Sources of LBO Targets – Factors determining LBO returns

## UNIT V

Due Diligence – Scopes and Types – Process – Due Diligence in Cross-Border Deals – Integration – Levels of organizational distance – Types – Corporate Cultures – Acculturation – Major Laws of M&A in India Text

### Course Outcomes (COs)

1. **CO1:** Understand the concept of mergers and acquisitions and its strategic implications.
2. **CO2:** Analyze the different types of mergers and acquisitions and their motivations.
3. **CO3:** Evaluate the valuation and financial aspects of mergers and acquisitions.
4. **CO4:** Develop strategies for successful merger and acquisition integration.
5. **CO5:** Understand the regulatory and legal framework governing mergers and acquisitions.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### BOOKS

1. Donald M. DePamphilis, Mergers, Acquisitions and other restructuring Activities, 5th Edn, Elsevier – 2010
2. J. Weston, Mark Mitchell, J. Harold Mulherin, Takeovers, Restructuring, and Corporate Governance, 4th Edition, Pearson – Aug 2003
3. Kamal Ghosh Ray, Mergers and Acquisitions Strategy, Valuation and Integration, PHI - 2010
4. Peter Howson, Acquisition Essentials, Denzil Rankine, Pearson - Oct 2005
5. Weston, Chung & Hoag, Mergers, Restructuring, and Corporate Control, PHI - 2010

### TEXT BOOKS

1. Gaughan, Patrick A., Mergers - What Can Go Wrong and How to Prevent it, 1st Edn., Wiley Finance - 2005
2. Gaughan, Patrick A., M&A and Corporate Restructuring, 4th Edn., Wiley - 2007
3. Godbole, Mergers, Acquisitions and Corporate Restructuring, 1st Edn., Vikas – 2009
4. Rajesh Kumar., Mergers and Acquisitions - Text and Case, Tata McGraw Hill – 2011
5. Ramanujan, Mergers: The New Dimension for Corporate Restructuring, Tata McGraw Hill – 2000

**WEB RESOURCES**

1. [http://www.amazon.com/Mergers-Acquisitions-Restructuring-ActivitiesSecond/dp/0122095529#reader\\_0122095529](http://www.amazon.com/Mergers-Acquisitions-Restructuring-ActivitiesSecond/dp/0122095529#reader_0122095529)
2. [http://www.amazon.com/Complete-Guide-Mergers-AcquisitionsIntegration/dp/0787947865#reader\\_0787947865](http://www.amazon.com/Complete-Guide-Mergers-AcquisitionsIntegration/dp/0787947865#reader_0787947865)
3. [http://www.amazon.com/Art-Merger-Acquisition-BuyoutGuide/dp/0070526605#reader\\_0070526605](http://www.amazon.com/Art-Merger-Acquisition-BuyoutGuide/dp/0070526605#reader_0070526605)

**Illustrated exercise:**

- Every student should present one case study

# **MICROFINANCE**

COURSE CODE: MBAS122

## **OBJECTIVE**

The course on microfinance is intended to give an exposure to the theoretical underpinnings on microfinance. It would cover the basic practices including the diverse approaches used in the profit and non-profit sector.

## **METHODOLOGY**

- Only theoretical perspective
- Practical exposure on micro finance institution and micro-organisation
- Preparation of project report
- Interaction with SHG members

## **SYLLABUS**

### **UNIT I**

Economics of Poverty - An overview- Economic Growth & Development: Poverty as an impediment of growth - Poverty alleviation measures - Micro finance – Concept – Need, scope, assumptions, Importance -Micro-finance as a development tool – lessons from international experience

### **UNIT II**

Fundamentals of Banking - Social Banking: concept and its relevance in developing countries -Delivering Financial Services to the Poor - Micro-finance delivery Methodology-Legal and Regulatory framework - Governance and Managerial Aspects - Microfinance models and characteristics - Designing a Microfinance Programme.

### **UNIT III**

Impact and issues of Micro-finance – Gender sensitivity and focus- Gendered microfinance–concept- worldwide outreach and future direction of Micro-finance- Innovative and creative micro-finance Models-Impact of micro-finance - Emerging issues- impact assessment and social assessment.

### **UNIT IV**

Financial products and Services-Revenue models of micro-finance: profitability, efficiency and Productivity-Risk Management-Basics of Banking-Development banking and priority sector lending- Financial accounting and reporting.

### **UNIT V**

Micro-finance in India - History, Models, Current Practices and Trends - Indian Financial Sector and Financial inclusion – Micro-finance movement in India – Characteristics of micro-finance in India – Future of micro-finance in India.

## **Course Outcomes (COs)**

1. **CO1:** Understand the concept, principles, and evolution of microfinance.

2. **CO2:** Analyze the role of microfinance in poverty alleviation and economic development.
3. **CO3:** Evaluate different microfinance models and their impact on borrowers.
4. **CO4:** Assess the financial sustainability and social performance of microfinance institutions.
5. **CO5:** Develop strategies for effective microfinance delivery and outreach.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	3
CO2	3	3	2	4	2	3	3
CO3	3	3	2	4	2	3	3
CO4	3	3	2	4	2	3	3
CO5	3	3	2	4	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

1. Fisher and Sriram, Beyond Micro Credit: Putting Development Back into Microfinance, Sage-Vistaar
2. Micro - Finance: Perspectives and Operation, Indian Institution of Banking and Finance, Macmillan - 2009
3. Armendariz and Morduch, (2010), The Economics of Microfinance, PHI learning Pvt. Ltd. Delhi.
4. Overview - Microfinance Handbook, 1st Edn. Ledgerwood, World Bank Publications – 1998.

### REFERENCE BOOKS

1. Dowla and Barua, (2006), The Poor Always Pay Back: The Grameen II Story, Kumarian Press Inc.
2. Access for All: Building Inclusive Financial Services, 1st Edn., Helms, World Bank Publications - 2006
3. Lidgerwood, White and Brand, (2006), Transforming Microfinance Institutions: Providing Full Financial Services to the Poor, World Bank Publications.
4. Rhyne, (2001), Mainstreaming Microfinance: How Lending to the Poor Began, Grew and Came of Age in Bolivia, 1st Edn., Kumarian Press.
5. Somanath V. S. (2009), Microfinance redefining the future, excel books.
6. Karmakar K. G. (2008), Microfinance in India, sage publication ltd.

### WEBSITES

1. [www.microfinancegateway.org](http://www.microfinancegateway.org), 2. [www.nabard.org](http://www.nabard.org), 3. [www.tamilnaduwomen.org](http://www.tamilnaduwomen.org)
4. [www.rural.nic.in](http://www.rural.nic.in), 5. [www.urbanindia.nic.in](http://www.urbanindia.nic.in)
6. [www.tnrd.gov.in](http://www.tnrd.gov.in), 7. [www.nird.org.in](http://www.nird.org.in)

# **RISK MANAGEMENT AND INSURANCE**

COURSE CODE: MBAS123

## **OBJECTIVES**

- To introduce the concept of risk management and insurance
- To familiarize the conceptual frame work of risk management and insurance decisions
- To understand the business risk management and public policy issues

## **METHODOLOGY**

Class room lectures, field projects, group discussions

## **SYLLABUS**

### **UNIT I: RISK MANAGEMENT**

Introduction to risk and uncertainty – introduction to risk management – Rationale for Risk Management in organizations.

### **UNIT II: RISK ASSESSMENT**

Risk identification – risk analysis – Exposures – physical assets – financial assets – human assets – legal liability – work-related injury – Risk measurement - Risk Control Tools – Risk financing techniques – Risk Management Decisions – Data Organisation and Analysis.

### **UNIT III: INSURANCE MARKETS AND FUNCTIONS**

Insurance Industry –Pricing of Insurance – Insurance Regulation (IRDA) – Financial assessment – Legal Aspects of Insurance Contracts – Insurance Contract Analysis – property and liability coverage – Classification of Policies – Annuities – Surrender Values – Valuation and Surplus.

### **UNIT IV: TYPES OF INSURANCE**

Life Insurance – Marine Insurance – Fire Insurance – Motor Insurance – Fidelity Insurance – Double Insurance – Re-insurance – Business Insurance Programs – Health Care financing – Health Care insurance – Employee Benefit Plans.

### **UNIT V: INSURANCE ACCOUNTS**

Valuation Balance Sheet – Life Insurance Accounts – Fire Insurance Accounts – Marine Insurance Accounts – Essential Elements of Insurance Contract – Practical Problems.

### **Course Outcomes:**

CO1: Measure risk portfolio of any security using Beta; apply equity valuations to analyze Business Performance.

CO2: Describe the approaches of Fundamental analysis and analyze financial statements using Forecasting and Earning Models

CO3: Demonstrate about Bond Valuation and describe different types of Options Strategies

CO4: Apply Technical Analysis using various charts patterns

CO5: Understand about Capital Market Theory, CAPM theory, V Sharpe Index, Treynor Index, Jensen's Model

### CO-PO Mapping:

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	3	1	1	0	3	3
CO2	3	3	1	1	0	3	3
CO3	3	3	1	1	0	3	3
CO4	3	3	1	1	0	3	3
CO5	3	3	1	1	0	3	3
	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

1. Scott Harrington and Gregory Niehaus, Risk Management and Insurance, Tata Mc Graw Hill.
2. Arthur. C. Williams and Richard M. Heins, Risk management and Insurance, Mc Graw Hill.

### REFERENCES

1. Mishra, M.N., Insurance – Principles, and practices, S. Chand & Co.
2. IRDA publications.
3. Patterson, Edwin, W., Essentials of Insurance Law, Mc Graw Hill.

### WEB RESOURCES

1. [www.bseindia.com](http://www.bseindia.com)
2. [www.nseindia.com](http://www.nseindia.com)
3. [www.indiaipo.com](http://www.indiaipo.com)
4. [www.capitalmarket.com](http://www.capitalmarket.com)

### ILLUSTRATIVE EXERCISE

- The Internal mark is awarded based on the components.

## SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

COURSE CODE: MBAS124

### OBJECTIVES

- To provide understanding and insights into investment avenues
- To give exposure on functioning of capital markets
- To provide knowledge and skills on portfolio management

### METHODOLOGY

Class room discussion for all the UNITS

Latest information about market movements, Emphasis will be given to problems.

### SYLLABUS

#### UNIT I: INTRODUCTION TO INVESTMENT

Meaning of investment – speculation and Gambling – Investment avenues: Non- marketable financial Assets – Money market instruments – Bonds or debentures – Equity shares – Mutual

fund schemes – Financial derivatives – Life insurance – Real assets. Types of investors – Investment objectives – Factors of sound investment – Investment Basics: Time value of money – Risk-Return analysis in investment – concept and measurement of return – concept of risk – sources of risk – types of risk and measurement of risk – problems on risk and return calculations.

## **UNIT II: INDIAN CAPITAL MARKET**

Financial Market - Segments – Types - Participants in financial Market – Regulatory Environment, Primary Market: Methods of floating new issues – steps in floating a public issue – Book building – Role of primary market – Regulation of primary market. Secondary market: Functions of stock exchanges – Stock exchanges in India – BSE, OTCEI, NSE, ISE, MCX-SX and Regulation of stock exchanges – listing of securities – Trading system in stock exchanges –SEBI.

## **UNIT III: FUNDAMENTAL ANALYSIS**

Meaning – EIC Analysis framework – Economy Analysis: Economic forecasting – Forecasting techniques. Industry Analysis: Industry classification, Industry life cycle – Company Analysis: Financial statements – Analysis of financial statements – Stock return and valuation models: Balance sheet valuation – Dividend discount models – Earnings multiplier approach – Bond return and valuation: Bond basics– Bond returns and risks – Bond pricing theorems – problems on stock valuation and bond valuation

## **UNIT IV: TECHNICAL ANALYSIS**

Meaning – Dow theory – Basic principles of technical analysis – Price charts – Trends and trend reversals – Chart patterns – Elliot Wave theory – Mathematical indicators: Moving averages – Oscillators. Market Indicators: Breadth of the market – Short interest – Odd lot index – Mutual fund cash ratio – Technical analysis Vs. Fundamental Analysis – Efficient Market theory: Random Walk theory – The efficient market hypothesis – EMH vs Fundamental and Technical analyses.

## **UNIT V: PORTFOLIO MANAGEMENT**

Meaning – Portfolio management process – Portfolio Analysis: Measuring expected risk and return of a portfolio with two securities and more than two securities – portfolio risk diversification – Portfolio Selection: Markowitz model of portfolio selection – Problems. CAPM: Assumptions – SML and CML – APT – Portfolio revision: portfolio revision strategies – Portfolio evaluation: measuring portfolio risk adjusted returns – Sharpe ratio – Treynor ratio – Jensen ratio – problems on portfolio evaluation.

### **Course Outcomes (COs)**

1. **CO1:** Understand the fundamentals of securities markets and investment vehicles.
2. **CO2:** Apply financial analysis techniques to evaluate securities.
3. **CO3:** Construct and manage diversified investment portfolios.
4. **CO4:** Evaluate the performance of investment portfolios.
5. **CO5:** Understand the role of risk management in portfolio management.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXTBOOKS

1. S. Kevin, Securities Analysis and Portfolio Management, Second edition, PHI Learning, Delhi, 2018.
2. Prasanna Chandra, Investment analysis and Portfolio Management, Third edition, Tata McGraw Hill, New Delhi, 2010.

### REFERENCES

1. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, Pearson Education, New Delhi, Sixth edition, 2009
2. Reilly & Brown, Investment Analysis and Portfolio Management, eighth edition, Cengage Learning, 2011.
3. PUNIT havathy Pandian, Securities Analysis and Portfolio Management, second edition, Vikas Publishing House, New Delhi, 2013.
4. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.4
5. V. A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.
6. V. K. Bhalla, Investment Management, S. Chand & Company Ltd., 2012
7. Prasanna Chandra, Managing Investments, Tata McGraw Hill.

# STRATEGIC COST MANAGEMENT

COURSE CODE: MBAS125

## OBJECTIVES

- This basic objective of the course is to provide strategic cost information and techniques and their application to ‘efficient and effective’ business decisions.

## METHODOLOGY

Class room lectures, group discussions

## SYLLABUS

### UNIT I

Introduction to Strategic Cost Management – Basic Cost Concepts, Cost Drivers, Cost allocation and apportionment – Strategic Analysis and Strategic Cost Management.

### UNIT II

Cost Management Systems – Job Costing – Process Costing – Joint Products – Strategic Profitability Analysis – Pricing Decisions and Cost Management.

### UNIT III

Cost Accounting and Operational Control – The Budgetary Control (Flexible and Fixed) – Standard Costing: Direct Materials, Direct Labour and Factory Overhead – Managing Productivity and Marketing effectiveness.

### UNIT IV

Management Planning and decision making – Cost Estimation – Cost-Volume-Profit Analysis – Strategy and the Master Budget - Decision Making with a Strategic Emphasis –Capital Budgeting and Strategic Cost Management.

### UNIT V

Contemporary Cost Management – Activity Based Costing and Management – Target Costing– Theory of Constraints – Life cycle Costing – Management Control and Strategic Performance Measurement.

## Course Outcomes (COs)

1. **CO1:** Understand the concept of strategic cost management and its role in business performance.
2. **CO2:** Apply cost management techniques to support strategic decision-making.
3. **CO3:** Evaluate the cost-benefit relationship of various business strategies.
4. **CO4:** Develop cost management systems to enhance organizational efficiency.
5. **CO5:** Analyze the impact of cost management on competitive advantage.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Blocher, I., Chen, Lin, COST MANAGEMENT: A STRATEGIC EMPHASIS, McGraw Hill, 1999
2. Hergren, Datar and Foster, COST ACCOUNTING: A MANAGERIAL EMPHASIS, Pearson Education, Eleventh Edition, 2003.

### REFERENCES

1. Jawaharlal, COST ACCOUNTING, Tata McGraw Hill, Second Edition, 1999.
2. Nigam and Jai, COST ACCOUNTING PRINCIPLES AND PRACTICE, Prentice Hall of India Publishers, 2000.

### WEB RESOURCES

1. [www.bai.org/](http://www.bai.org/)
2. [www.marketstrategies.com](http://www.marketstrategies.com)
3. [www.practitionerstrategies.com](http://www.practitionerstrategies.com)
4. [www.fsfinancialstrategies.com](http://www.fsfinancialstrategies.com)
5. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)

### ILLUSTRATIVE EXERCISE

The Internal mark is awarded based on the components.

# **STRATEGIES FOR FINANCIAL SERVICES**

COURSE CODE: MBAS126

## **OBJECTIVES**

- To understand the application of strategic management concept in financial services sector.
- To prepare the students to design strategies required for financial services sector
- To develop skills among the students to manage various strategies through

## **METHODOLOGY FOR COVERING SYLLABUS**

- Class room teaching
- Case studies
- Group Assignments on developing Porter's 5 forces model for financial services intermediaries such as banks, insurance companies, mutual funds, investment banks
- Brain Storming Session on Multiple Regulatory Bodies in India
- Viva based on research papers related to strategies for financial services

## **SYLLABUS**

### **UNIT I**

Indian Financial Services Industry – Market Players & Regulators – DFIs, commercial banks, merchant banks, insurance companies, mutual funds, investment banks, NBFCs, etc. – Strategic Management – importance and its application for managing financial services companies.

### **UNIT II**

Competitive strategies – Five Forces that shape strategy in financial services industry (Case Study) – Entry Strategies – Cost Leadership – Diversification – Consolidation, mergers & takeovers, strategic alliance – Financial Inclusion – Benchmarking – Innovation – Knowledge management – Value Based Management – Technology as a strategic lever – Growth and Survival Strategies.

### **UNIT III**

Banking Companies – Core Competencies – Transformation Strategies: Retail Banking, Universal Banking, Technology: Computerisation and Core Banking Solution – Financial Strategies: IPOs and Foreign Capital, Risk Management – Operational Strategies: Outsourcing – Marketing Strategies: Segmentation, Marketing Mix for Banking Services, Product and Services Innovation, Cost effective pricing, One Stop Shop, Cross selling of products, value added services, Marketing Information System – HR Strategies: VRS, Right Sizing, Talent Acquisition & Retention Strategies.

### **UNIT IV**

Insurance Companies – Core Competencies – Transformation Strategies – Financial Strategies: Strategic Alliance with foreign players, Reinsurance, Public Private Partnership, Risk Management – Operational Strategies: Online issue and servicing of policies – Marketing

Strategies: Segmentation, Marketing Mix for Insurance services, Product and Services Innovation, Tariff on policies, Information System – HR Strategies.

## UNIT V

Asset Management Companies, Merchant Banks & Investment Banks – Core Competencies – Transformation Strategies – Financial Strategies: Mezzanine Finance, NFOs, IPOs, Green Shoe Options, Risk Management – Operational strategies: Investor servicing, tie up with banks – Marketing Strategies: Marketing Mix for AMCs, Innovative Schemes, SIP, Entry and Exit Loads, Promoting of schemes – HR Strategies – Issue Management and Marketing of Issues.

### Course Outcomes (COs)

1. **CO1:** Understand the strategic management concepts applicable to the financial services industry.
2. **CO2:** Analyze the external and internal environment of financial service organizations.
3. **CO3:** Develop strategic plans for financial service organizations.
4. **CO4:** Evaluate the implementation and performance of financial service strategies.
5. **CO5:** Understand the ethical and social responsibilities of financial service organizations.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Thompson and Strickland, Strategic Management – Concepts and Cases, Tata McGraw Hill.
2. S.M. Jha, Services Marketing (S. Chand)
3. Julian, Lowenthal, Survival strategies for Financial Services, John Wiley, 2002.

### REFERENCES

1. Speeches and Occasional Papers published by RBI, IRDA and SEBI.
2. Leading Indian case studies of Banks, Insurance, Mutual Fund and Investment Banks
3. Journal of Financial Services Research – various issues
4. Journal of Marketing, NIBM – various issues
5. Financial Dailies for the latest updates in strategies.
5. Larry Pleshko “Strategic considerations in the financial services industry: does strategic consistency influence performance?”, Academy of Strategic Management Journal, FindArticles.com. 22 Jul, 2010

## **WEB RESOURCES**

1. [www.bai.org/](http://www.bai.org/)
2. [www.marketstrategies.com](http://www.marketstrategies.com)
3. [www.practitionerstrategies.com](http://www.practitionerstrategies.com)
4. [www.fsfinancialstrategies.com](http://www.fsfinancialstrategies.com)
5. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)
6. [www.afsaef.org](http://www.afsaef.org)

## **ILLUSTRATED EXERCISES**

1. Submission of report based on analysis of a financial company's important functional strategy (eg. Retail banking strategy or financial inclusion strategy of a bank) – 5 marks
2. Case studies of successful financial intermediaries ( eg., Differentiation Strategy of YESBANK, Competitive Strategies of SBI)
3. Group Assignments on developing Porter's 5 forces model for financial services intermediaries such as banks, insurance companies, mutual funds, investment banks and presentation of the same – 5+5 = 10 marks
4. Brain Storming Session on Multiple Regulatory Bodies in India – 5 marks
5. Viva based on research papers related to strategies for financial services

# **INTERNATIONAL FINANCIAL REPORTING STANDARDS FOR SMALL AND MEDIUM BUSINESS ENTITIES**

COURSE CODE: MBAS127

## **OBJECTIVES**

- To introduce concepts of International Financial Reporting Standards to the students. To make students understand and appreciate the applications of IFRS for SMEs
- To provide acquaintance with all existing 35 sections of IFRS for SMEs to the students.
- To prepare students as consultants by equipping them with practical knowledge in IFRS for SMEs.
- To facilitate the students to become eligible to get professional certifications offered by various professional bodies in accounting.

## **PEDAGOGY**

- Class room teaching and learning
- Class room sessions can have theory, case studies, MCQ Tests, Quiz, seminars, mini projects, presentation, brainstorming exercises.
- 8 hours of practical assignment and its presentation
- Worked examples and industry insights shall be shared by the faculty members

## **SYLLABUS**

### **UNIT I: INTRODUCTION TO IFRS AND IFRS FOR SMEs**

- Introduction to Conceptual Framework for Financial Reporting 2018 - Introduction to International Financial Reporting Standards
- IFRS Foundation, International Accounting Standards Committee (IASC), IFRS Interpretations Committee (IFRSIC), Standing Interpretation Committee (SIC)
- International Accounting Standards Board (IASB), Financial Accounting Standards Board (FASB), Generally Accepted Accounting Principles (GAAP)
- IFRS vs. IAS and IFRS vs GAAP
- Objectives, Importance and Benefits of IFRS
- Objectives of Financial Statements and General Features In IFRS
- IFRS Adoption and Convergence
- The Institute of Chartered Accountants of India (ICAI) and Indian Accounting Standards (Ind-AS), First Time Adoption of Ind AS (Ind AS 101)
- IFRS vs. Ind-AS
- IFRS for SMEs: History, Scope, Benefits and Eligible Entities
- Difference between IFRS for SMEs and full IFRS

### **UNIT II - ACCOUNTING POLICIES & FINANCIAL STATEMENT RELATED STANDARDS**

- Section 1: Small and medium sized entities
- Section 2: Concepts and pervasive principles
- Section 3: Financial statement presentation

- Section 4: statement of financial position
- Section 5: Statement of comprehensive income and income statement
- Section 6: Statement of changes in equity and statement of income and retained earnings
- Section 7: Statement of cash flows
- Section 8: Notes to the financial statements
- Section 9: Consolidated and separate financial statements
- Section 10: Accounting policies, estimates and errors

### **UNIT III: FINANCIAL INSTRUMENTS, ASSETS AND LIABILITIES RELATED STANDARDS**

- Section 11: Basic financial instruments
- Section 12: Other financial instrument issues
- Section 13: Inventories
- Section 14: Investments in associate
- Section 15: Investments in joint ventures
- Section 16: Investment property
- Section 17: Property, plant and equipment
- Section 18: Intangible assets other than goodwill
- Section 19: Business combinations and goodwill
- Section 20: Leases
- Section 21: Provisions and contingencies Guidance on recognising and measuring provisions
- Section 22: Liabilities and equity Example of the issuer's accounting for convertible debt

### **UNIT IV: REVENUE AND EXPENDITURE RELATED STANDARDS**

- Section 23: Revenue Examples of revenue recognition under the principles in section 23
- Section 24: Government grants
- Section 25: Borrowing costs
- Section 26: Share-based payment
- Section 27: Impairment of assets
- Section 28: Employee benefits
- Section 29: Income tax

### **UNIT V: TRANSITION TO IFRS FOR SMEs AND OTHER TOPICS**

- Section 30: Foreign currency translation
- Section 31: Hyperinflation
- Section 32: Events after the end of the reporting period
- Section 33: Related party disclosures
- Section 34: Specialised activities
- Section 35: Transition to the IFRS for SMEs
- Emerging dimensions in IFRS for SMEs
- An introduction to XBRL reporting and Taxonomy for SMEs
- An introduction to Integrated Reporting for SMEs

### Course Outcomes (COs)

1. **CO1:** Understand the conceptual framework of International Financial Reporting Standards (IFRS) for SMEs.
2. **CO2:** Apply IFRS for SMEs to prepare financial statements for small and medium-sized entities (SMEs).
3. **CO3:** Analyze the impact of IFRS for SMEs on financial reporting practices of SMEs.
4. **CO4:** Evaluate the differences between IFRS for SMEs and full IFRS.
5. **CO5:** Demonstrate the ability to communicate financial information effectively using IFRS for SMEs.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

Mackenzie, B., Lombard, A., Coetsee, D., Njikizana, T., Chamboko, R., & Selbst, E. (2012). *Applying IFRS for SMEs*. John Wiley & Sons.

Christian, D., & Lüdenbach, N. (2012). *IFRS Essentials*. Wiley.

### ONLINE RESOURCES

IFRS Foundation. (2015). International Financial Reporting Standard for Small and Mediumsized Entities (IFRS for SMEs). Retrieved from <https://www.ifrs.org/issuedstandards/ifrs-for-smes/>

IFRS Foundation. (2009). International Financial Reporting Standard for Small and Mediumsized Entities (IFRS for SMEs). Retrieved from <https://www.ifrs.org/issuedstandards/ifrs-for-smes/>

### FURTHER READING

Charumathi, B., (1997). Accounting and Disclosure Norms for Multinational Companies. *Indian Journal of Accounting*, 28(1), 22-33.

Charumathi, B., (1997). A Scan on Corporate Financial Reporting. *Journal of Accounting and Finance*, 11(1), 29-38.

Charumathi, B. & Ramesh, L. (2012). Impact of IFRS on the Financial Reporting of Indian Information Technology Companies. *Journal of Accounting and Finance*, 26(2), 100112.

Charumathi, B. & Ramesh, L. (2014). Disclosure Differences Between IFRS & Indian GAAP

– Evidence from Infosys Financial Statements, *Indian Journal of Research*. *Indian Journal of Research*, 4(1), 3-18.

Watty, K., Sugahara, S., Abayadeera, N., & Perera, L. (2013). Developing a Global Model of Accounting Education and Examining IES Compliance in Australia, Japan, and Sri Lanka. *Accounting Education*, 22(5), 502-506. doi:10.1080/09639284.2013.824199

Kota, H. B., & Charumathi, B. (2018). Determinants of Financial Derivative Disclosures in an Emerging Economy: A Stewardship Theory Perspective. *Australasian Accounting, Business and Finance Journal*, 12(3), 42-66. doi:10.14453/aabfj.v12i3.5

Mir, M. Z., & Rahaman, A. S. (2005) "The adoption of international accounting standards in Bangladesh: An exploration of rationale and process", *Accounting,*

*Auditing & Accountability Journal*, Vol. 18 Issue: 6, pp.816841, doi:10.1108/09513570510627720

Grünbaum, D. (2013). *IFRS for SMEs in the European Union* (2013 ed.). Grin Publishing.

Dominic, O. (2015). *Assessing the Challenges Faced by SMEs in Adopting IFRS in Kenya*.

Ramin, K., & Reiman, C. (2013). *IFRS and XBRL: How to improve Business Reporting through Technology and Object Tracking*. Hoboken: John Wiley

# BEHAVIORAL FINANCE

COURSE CODE: MBAS128

## OBJECTIVE

- To identify and understand systematic behavioral factors that influences the investment behavior.

## SYLLABUS

### UNIT I

Introduction to Behavioral finance: Nature, scope, objectives and application; The role of security prices in the economy – EMH – Failing EMH – EMH in supply and demand framework – Equilibrium expected return models – Investment decision under uncertainty – Introduction to neoclassical economics and expected utility theory – Return predictability in stock market - Limitations to arbitrage.

### UNIT II

Decision And Behavioral Theories: Nash Equilibrium: Keynesian Beauty Context and The Prisoner's Dilemma - The Monthly Hall Paradox - The St. Petersburg Paradox - The Allais Paradox - The Ellsberg Paradox – Prospects theory – CAPM - behavioral portfolio theory – SP/A theory – brief history on rational thought – pasacl – Fermat to Friedman – savage-- Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty.

### UNIT III

Decision Making Biases: Information screening bias - Heuristics and behavioral biases of investors – Bayesian decision making – cognitive biases – forecasting biases – emotion and neuroscience – group behaviour –investing styles and behavioral finance—Cognitive information perception -Peculiarities (biases) of quantitative and numerical information perception -Representativeness —Anchoring —Exponential discounting -Hyperbolic discounting.

### UNIT IV

Arbitrageurs: Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading.

### UNIT V

Managerial Decisions: Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Associated institutions - Relative horizons and incentives - Biased managers.

## Course Outcomes (COs)

1. **CO1:** Understand the behavioral biases that influence investor decision-making.
2. **CO2:** Apply behavioral finance concepts to explain market anomalies and investor behavior.
3. **CO3:** Evaluate the impact of behavioral finance on investment strategies and portfolio management.
4. **CO4:** Analyze the role of behavioral finance in financial markets and asset pricing.

5. **CO5:** Develop strategies to mitigate the impact of behavioral biases on investment decisions.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### REFERENCES

1. Behavioral Finance: Psychology, Decision-Making, and Markets”, by Ackert and Deaves.
2. Understanding Behavioral Finance by Ackert>The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
3. What Investors Really Want -Learn the lessons of behavioral Finance, Mëir Statman, McGraw- Hill
4. Handbook of Behavioral Finance —Brian R. Bruce
5. S. Behavioral finance -Wiley Finance -Joachim Goldberg, Rüdiger von Nitzsch
6. Shleifer, Andrei (2000). Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press.
7. Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.). (1982) Judgment under
8. Uncertainty: Heuristics and biases, Oxford; New York: Oxford University Press.

# **FINANCIAL ANALYTICS**

COURSE CODE: MBAS129

## **COURSE OBJECTIVE**

To provide a strong foundation in financial analytics for handling financial data, build advanced models to understand the structures and patterns in financial data and forecast the future performance of a company or an asset.

## **COURSE OUTCOME**

On completion of the course the student should be able to

1. Demonstrate skills in financial statement analysis and decision making
2. Construct and optimize portfolios
3. Evaluate Risk on various financial assets
4. Use the advanced techniques in Python for modelling financial data.

## **SYLLABUS**

### **UNIT 1: INTRODUCTION TO FINANCIAL ANALYSIS AND TOOLS**

Introduction to Financial Analysis- Profitability Analysis - Liquidity Analysis- Solvency Analysis- Efficiency Analysis - Common Size Analysis - DuPont Analysis - Financial Ratio Analysis - Limitations of Financial Analysis- Introduction to Financial Analysis Tools: Excel and Python

### **UNIT 2: TIME SERIES ANALYSIS USING PYTHON**

Introduction to Time Series Analysis - Types of Data and Components of Time Series - Techniques for Decomposition - Detecting and Handling Missing Values in Time Series Data - Time Series Forecasting using Various Models - ARIMA Models - Exponential Smoothing Models - Modeling Volatility using GARCH

### **UNIT 3: INVESTMENT RISK ANALYSIS**

Introduction to Investment Risk Analysis - Measuring Investment Risk - Traditional Risk Measures: Beta, Alpha, and R-squared - Modern Risk Measures: Conditional Value at Risk (CVaR), Value at Risk (VaR), and Tail Risk Measures - Measuring Portfolio Risk and Diversification - Portfolio Optimization and Its Metrics - Robo Advisory Platforms and Investment Risk Management - Case Studies

### **UNIT 4: CREDIT RISK ANALYSIS AND MANAGEMENT**

Understanding Credit Risk and Its Management - Internal and External Credit Risk Models - Credit Scoring Models for Retail and SME Segments - Risk-Based Pricing and Mitigation Techniques - Applications of Machine Learning Techniques in Credit Risk - Credit Risk Metrics and Regulatory Requirements - Credit Risk Data Analysis Using Python - Case Studies

### **UNIT 5: FINANCIAL ANALYTICS FOR BUSINESS DECISION MAKING**

Analytics for Revenue Management, - Analytics for Cost Management - Analytics for Cash Management - Analytics for Working Capital Management - Analytics for Budgeting and Forecasting, - Analytics for Financial Planning and Analysis - Analyzing Financial Performance Reports

## COURSE OUTCOMES (COS)

1. CO1: Apply financial analysis techniques to evaluate the financial performance of a company.
2. CO2: Construct and interpret financial models to forecast financial performance.
3. CO3: Analyze financial statements to assess a company's financial health and position.
4. CO4: Evaluate investment opportunities using valuation techniques.
5. CO5: Utilize financial data to support strategic decision-making.

## CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

## TEXT BOOKS:

1. Ang, C. S. (2021). Analyzing Financial Data and Implementing Financial Models Using R. Germany: Springer International Publishing.
2. Sengupta, C. (2010). Financial Analysis and Modeling Using Excel and VBA. Switzerland: Wiley.
3. Kricheff, R. (2014). Data Analytics for Corporate Debt Markets: Using Data for Investing, Trading, Capital Markets, and Portfolio Management. United Kingdom: Pearson Education.
4. Hilpisch, Y. (2018). Python for Finance: Mastering Data-Driven Finance. United States: O'Reilly Media.
5. Pignataro, P. (2022). Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity. United Kingdom: Wiley.

## REFERENCES:

1. Mark J. Bennett, Dirk L. Hugen, Financial analytics with R Cambridge university press.
2. Haskell Financial Data Modeling and Predictive Analytics Paperback – Import, 25 Oct 2013 by Pavel Ryzhov.
3. Edward E Williams (Author), John A Dobelman, Quantitative Financial Analytics: The Path to Investment Profits Paperback – Import, 11 Sep 2017.
4. Yuxing Yan (Author)Python for Finance - Paperback – Import, 30 Jun 2017.
5. James Ma Weiming. Mastering Python for Finance Paperback – Import, 29 Apr 2015
6. Argimiro Arratia (2014), “Computational Finance an Introductory Course with R”, Atlantis Press, ISBN 978-94-6239-069-0
7. Bernhard Pfaff (2013), “Financial risk modelling and portfolio optimization with R”, Wiley, ISBN 978-0-470-97870-2
8. Cairns, A.J. G (2004), “Interest Rate Models: An Introduction”, Princeton University Press, ISBN: 9780691118949

9. Christian Gourieroux & Joann Jasiak (2002), “Financial Econometrics: Problems, Models, and Methods”, Princeton University Press, ISBN: 9780691088723
10. David Ruppert (2011), “Statistics and Data Analysis for Financial Engineering”, Springer, ISBN 978-1-4419-7786-1
11. Duffie, D. and Singleton, K.J (2003), “Credit Risk: Pricing, Measurement, and Management”, Princeton University Press, ISBN: 9780691090467
12. John Y. Campbell, Andrew W. Lo, & A. Craig MacKinlay (1997), “The Econometrics of Financial Markets”, Princeton University Press, ISBN: 9780691043012
13. Lando, D (2004), “Credit Risk Modeling: Theory and Applications, Princeton University Press”, ISBN: 9780691089294
14. Ngai Hang Chan (2010). “Time Series Applications to Finance with R and S-Plus®”, Second Edition, Wiley, ISBN 978-0-470-58362-3

#### **WEB SOURCES:**

- <https://archive.ics.uci.edu/ml/datasets/Taiwanese+Bankruptcy+Prediction>
- <http://ssrn.com/abstract=2209089>, <http://ssrn.com/abstract=274973>
- <http://ssrn.com/abstract=2117765>, <http://ssrn.com/abstract=743229>
- <http://ssrn.com/abstract=256987>, <http://ssrn.com/abstract=1620871>
- <http://ssrn.com/abstract=274972>, <http://ssrn.com/abstract=2212373>
- <http://ssrn.com/abstract=406220>, <http://ssrn.com/abstract=933070>
- <http://ssrn.com/abstract=2505597>, <http://ssrn.com/abstract=2523870>
- <http://ssrn.com/abstract=1473225>

# **NGO MANAGEMENT**

## **COURSE CODE: MBAS130**

### **OBJECTIVES**

- To enable students, gain theoretical knowledge and practical insight about the working of NGOs;
- To capacitate students to effectively manage a NGO.

### **METHODOLOGY**

Teaching and Learning involves multiple and varied pedagogical tools with an emphasis on interactivity, which include the following:

Classroom Lectures, Group Discussion on selective Articles taken from Newspapers, Magazines, Journals, Online Sources and Various Reports about NGOs.

Seminar Presentations, Written Assignments, Role Plays and Field Visits.

### **ILLUSTRATIVE EXERCISE**

Students will be asked to visit a NGO and assess its working so that they gain real time exposure about the functioning of NGOs.

### **SYLLABUS**

#### **UNIT I**

NGOs: Meaning and definition, Characteristic features, functions, Kinds, functioning; Problems encountered by NGOs; Identification of problems encountered by NGOs- Strengthening Boundary Efforts; Role of Management in solving problems; Environmental conditions under which NGOs operate.

#### **UNIT II**

Understanding the Context of NGO Operations; Aid to Development; Poverty and Development; Poverty and Exploitation; Poverty and Vulnerability; Poverty and Powerlessness; Dependency to Sustainability;

Development Indicators; Governance and Management of NGOs; Need for Good Governance for NGOs; Ethical Challenges for NGOs; Leadership of NGOs; Need for Leadership with Values.

#### **UNIT III**

Understanding Organization structure; Organization Development; Strategy and Planning; Strategy in the Management World; Elements of a Strategic Plan; Core Values and Strategic Goals; SWOT Analysis: Meaning of Strengths and Weaknesses; Criteria for Determining Strengths and Weaknesses; Measuring Strengths and Weaknesses; Alternative formats to Analyze Strengths and Weaknesses; Identifying the Strengths and Weaknesses; Matching Strengths and Weaknesses; The Concept of Synergy.

## UNIT IV

Planning, Organizing, Delegating, controlling and Coordinating NGOs; Core Competency and Capacity Building; Human communication; Models of communication; Principles of communication; channels of communication; Process of communication; Barriers of effective communication; characteristics of effective communication; importance and Scope of Communication; Importance of feedback in communication; Principles for effective feedback; Interpersonal Communication and Group Communication.

## UNIT V

Definitions and History of Computers; Using Information Technology devices like Radio, Mobiles, computers and Internet in managing NGOs; General Guidelines in Preparing Reports; Procedure of Reporting; Stages in Reporting; Long and short Reports.

### Course Outcomes (COs)

1. **CO1:** Understand the concept, principles, and evolution of NGOs.
2. **CO2:** Analyze the role of NGOs in social development and change.
3. **CO3:** Develop strategies for effective NGO management and leadership.
4. **CO4:** Evaluate the financial sustainability and resource mobilization of NGOs.
5. **CO5:** Understand the challenges and opportunities facing NGOs in the contemporary world.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	3	3
CO2	3	3	3	4	2	3	3
CO3	3	3	3	3	2	3	3
CO4	3	3	2	3	2	3	3
CO5	3	3	3	4	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2.4</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

1. Non-Governmental Organizations, Management and Development by David Lewis; Published by Routledge; 3rd edition (18 February 2014); ISBN-10 : 0415816505
2. Formation and Management of NGO's (Non-Governmental Organisations) by Abraham Anita; Published by Universal Law Publishing - An imprint of LexisNexis; Fourth edition (1 January 2015); ISBN-10- 9350355426

### REFERENCES

1. Non-governmental Organizations: Management and Development by David Lewis. Routledge; 3rd Edition, 2015.
2. Directory of Funding and Other Helpful Agencies for NGOs by Nabhi; ISBN: 8172747602, Third Edition, 2012.

3. Directory of Top NGOs in India by Nabhi; ISBN: 8172746350, First Edition, Nabhi Publication, 2008
4. HB For NGOs An Encyclopedia for Non-Govt. Organisation & Volunt by Nabhi; ISBN: 8172747657, Nabhi Publication, 2020.

#### **WEB RESOURCES**

1. <https://guides.lib.umich.edu> › c.php
2. <https://atom.archives.unesco.org> › publications-of-ngos...
3. <https://guides.lib.berkeley.edu> › NGOs
4. <https://www.researchgate.net> › topic › NGOs › publications
5. <https://www.helpageindia.org> › About Us
6. <http://www.ngo-ideas.net> › publications
7. <https://libguides.libraries.wsu.edu> › c.php

# **CORPORATE REPORTING AND DISCLOSURE**

COURSE CODE: MBAS131

## **OBJECTIVES**

- To introduce the concept of Corporate Reporting.
- To make them understand the Indian and International Regulatory Environment of Corporate Reporting
- To make them learn the various Theories of Disclosure.
- To update them with the recent trends in corporate financial reporting
- To update them with the emerging dimensions of corporate reporting.

## **METHODOLOGY FOR COVERING SYLLABUS**

- Teaching through lectures, case studies and discussions.
- Assignments based on annual reports and data from CMIE Prowess databases.
- Brain Storming Session on Sustainability Reporting Practices.
- Quiz Programme on each UNIT to ensure conceptual clarity

## **SYLLABUS**

### **UNIT I - INTRODUCTION TO CORPORATE FINANCIAL REPORTING**

Financial Reporting: Introduction, Evolution, Concept and Objectives - The Origins of Stewardship - Corporate Governance – Modes of Financial Reporting - Qualitative Characteristics of Accounting Information - Users of Financial and Accounting Information - The Role of Accounting Information – Dimensions of Accounting Quality – Published Financial Statements - Corporate Reporting Practices in India.

### **UNIT II– REGULATORY ENVIRONMENT AND FINANCIAL REPORTING**

International Accounting Standard Committee (IASC) - Emergence of the International Accounting Standards Board (IASB) - International Financial Reporting Standards Foundation (IFRS Foundation) – Financial Accounting Standard Board (FASB) - Institute of Chartered Accountants of India (ICAI) - National Differences in Financial Reporting - Accounting Standards – History and Evolution: International Accounting Standards (IAS), International Financial Reporting Standards (IFRS) and Ind AS - Convergence of Indian Accounting Standards with IFRS.

### **UNIT III –THEORIES OF CORPORATE DISCLOSURE**

Theories of Disclosure – Agency Theory – Stakeholders Theory – Signalling Theory – Capital Need Theory - Legitimacy Theory – Institutional Theory - Board Capital Theory – Critical Mass Theory - Motives Behind Disclosure – Basic Problems of Disclosure – Disclosure Requirements Under Companies Act, 2013 - Role of MCA and SEBI - Disclosure by Listed Companies - Disclosure requirements by RBI, IRDA and PFDR – Narrative Disclosure — Mandatory v/s Voluntary Reporting.

## UNIT IV – TRENDS IN CORPORATE REPORTING

Segment Financial Statements – Multiple Financial Statements – Interim Financial Statements – Forecast Financial Statements – Simplified Financial Statements – Cash flow Financial Statements – Employee Financial Statements – Human Resource Financial Statements – Social Responsibility Statements – Value Added Financial Statements – Concept of Tripple Bottom Line Reporting – Environment , Social and Governance (ESG) Reporting - Sustainability Reporting - Monitoring and Measuring Sustainability Performance - Sustainability Related Guidelines, Management Standards and Indices: NVG for ESG, Global Reporting Initiative (GRI), Sustainability Accounting and Standard Board (SASB), Business Responsibility Reporting (BRR) – Verification and Assurance of Sustainability Reports.

## UNIT V – EMERGING DIMENSIONS OF CORPORATE REPORTING

Integrated Reporting - IIRC Framework- Strategy and Business Model in Integrated Reporting- Elements of Integrated Reporting - Financial Capital - Manufactured Capital - Human Capital - Intellectual Capita l- Social and Relationship Capital - Natural Capital- Materiality and Connectivity of Capitals - Current Integrated Reporting Practices: Global and Indian - Reporting through XBRL (eXtensible Business Reporting Language) – XBRL International – Features and Advantages of XBRL - An Introduction to XML - Differences Between XML and XBRL - Working Principle of XBRL taxonomies - Adoption of XBRL In India- XBRL for Integrated Reporting - Block Chain for Financial Accounting & Auditing - Block Chain for Corporate Reporting - Advantages of Block Chain in Corporate Reporting - Web Based Corporate Reporting- Real-Time Reporting- Financial Reporting and Business Intelligence - Financial Reporting Analytics.

### Course Outcomes (COs)

1. **CO1:** Understand the concept of corporate reporting and its role in stakeholder communication.
2. **CO2:** Analyze the regulatory framework governing corporate reporting in India and internationally.
3. **CO3:** Evaluate the different theories of disclosure and their implications for corporate reporting.
4. **CO4:** Prepare financial statements and disclosures in accordance with relevant reporting standards.
5. **CO5:** Assess the emerging trends and challenges in corporate reporting.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

## **TEXT BOOKS**

1. Financial Accounting & Reporting (19th Edition) by Barry Elliott & Jamie Elliott (Pearson Education), 2019.
2. Corporate Financial Reporting: Theory and Practice (First Edition) by Andrew Higson (SAGE Publications), 2003.

## **REFERENCES**

1. Financial Reporting, Financial Statement Analysis, and Valuation – A strategic Perspective (8th Edition) by James M. Wahlen, Stephen P. Baginski, Mark Bradshaw
2. Interpretation and Application of IFRS Standards (Wiley)
3. IFRS Essentials by Dieter Christian, Norbert Ludenbach (Wiley)
4. International Financial Reporting Standards: A Practical Guide by Hennie Van Greuning, Darrel Scott & Simonet Terblanche.
5. Reports published by regulatory bodies like IFRS foundation, GRI, IIRC, SASB etc.
6. Reports published by accounting and auditing firms like KPMG, Deloitte, etc.
7. Charumathi. B. (1997), A Scan on Corporate Financial Reporting, Journal of Accounting and Finance, XI (1), 29-38. [ ISSN0970 9029]
8. Charumathi. B. (1997), Accounting and Disclosure Norms for Multinational Companies, Indian Journal of Accounting, Journal of Indian Accounting Association, XXVIII, 22-33. [ ISSN 0972 1479]
9. Reiman and Ramin, IFRS and XBRL – How to Improve Business Reporting through TECHNOLOGY and Object Tracking, Wiley, 2013.
10. Charumathi.B, and Latha Ramesh (2014) Disclosure Differences Between IFRS & Indian GAAP – Evidence from Infosys Financial Statements, Indian Journal of Research, 4(1), 3-18 [ISSN 2231-6655]

## **WEB RESOURCES**

1. [www.ifrs.org](http://www.ifrs.org)
2. <https://integratedreporting.org/the-iirc-2/www.defaultrisk.com>
3. <https://www.sasb.org/>
4. <https://www.globalreporting.org/>
5. <https://www.fasb.org/>, <https://interagencystandingcommittee.org/>
6. <https://www.ifac.org/>, <https://www.aicpa.org/>
7. <https://www.ey.com/>, <https://home.kpmg/xx/en/home.html>
8. <https://www.pwc.in/>,

## **ILLUSTRATED EXERCISES**

1. Assignments based on data collection from CMIE Prowess to prepare ESG performance of corporate – 5 Marks
2. Students have to collect minimum of 3 research papers related to CORPORATE REPORTING from journals and viva will be conducted based on those research papers – 5 Marks
3. Brain Storming Session on Sustainability Reporting Practices – 5 Marks
4. Quiz programme based on topics in syllabus – 5 Marks
5. Practical Assignment based on Integrated Reporting Case Study – 5 Marks

# **HUMAN RESOURCE MANAGEMENT**

# **ADVANCED ORGANIZATION BEHAVIOUR**

COURSE CODE: MBAS201

## **COURSE OBJECTIVES**

- To provide a basic foundation on concepts, and principles of Individual, Groups and

## **ORGANISATION**

- To learn and acquaint advances in Organisational Behaviour.
- To demonstrate the application of advanced concepts in OB in the organisation.
- To improvise decision-making ability considering Human aspects in the organisation.

## **METHODOLOGY**

- Class sessions comprise a mixture of lectures, interactive discussions, role play, case presentations, gamification of concepts and problem solving.

## **SYLLABUS**

### **UNIT I**

Individual Behaviour: Meaning, Definition, Individual differences, principles, Factors affecting individual attributions. Concept of individual well-being: Burn Out and Life satisfaction. Meaning of work group, Formation and composition of group, Necessity of work groups, Group

Link in Organizational Practices. Framework of Work Group factors: Group Task, Group Process, Group Cohesion, Group Structure. Organisational Learning: Meaning, Definition, Theories of OL, learning processes, Enablers of OL, Linking OL and Knowledge Management.

### **UNIT II**

Organizational citizenship behavior (OCB)- Introduction, Definition, Origin, Dimensions of OCB, Individual level and Organisational level OCB, Pro-social organizational behavior, Employee Extra-Role Behaviors, Counterproductive work behavior (CWB), Cultural Variations

### **UNIT III**

Psychological Capital-Definition, Meaning, Dimensions of Psychological capital- Hope, Self-efficacy, Optimism, Resiliency. Scope and Application of Psychological capital in organization. Relationship between Positive Psychological Capital, stress, OCB and different organizational outcomes- performance, satisfaction, supportive climate and organizational change- and its measurement.

### **UNIT IV**

Emotional intelligence- Definition, Meaning, dimensions of emotional intelligence, Personality traits- perception, intelligence and attitude; - MSEIT-Goalman's model-Bar- on Reuven model, Application of emotional intelligence in organization; Emotional intelligence- positive and negative work outcomes.

## UNIT V

Spirituality in workplace: Meaning, definitions and history, need for spiritual workplace, fundamentals of spiritual workplace, HRM and workplace spirituality; Individual and Organisation contribution towards a spiritual workplace. Conceptualizing Workplace Spirituality — reconciling professional and personal values, spiritual wellness in workplace.

### COURSE OUTCOMES:

CO1: Define organizational learning (OL) and discuss its importance, theories, learning processes, and enablers.

CO2: Analyze cultural variations in OCB and CWB.

CO3: Examine the relationship between Positive Psychological Capital, stress, OCB, and various organizational outcomes such as performance, satisfaction, supportive climate, and organizational change.

CO4: Explore models of Emotional Intelligence such as the MSEIT, Goleman's model, and Bar-On's model.

CO5: Explore individual and organizational contributions towards creating a spiritual workplace.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	3	3	2	2	3
CO2	3	1	2	3	3	3	2
CO3	3	0	2	2	0	3	2
CO4	3	3	0	0	2	3	1
CO5	2	3	2	2	1	3	2
	<b>2.6</b>	<b>2</b>	<b>1.8</b>	<b>2</b>	<b>1.6</b>	<b>2.8</b>	<b>2</b>

### TEXT BOOK

1. Organizational Behavior: Human Behavior at Work, John W. Newstrom, Keith Davis, McGraw-Hill, 14th edition, 2014.
2. Organizational Learning: Creating, Retaining and Transferring Knowledge, Argote, Linda, Springer US, 2013.
3. Handbook of Organizational Citizenship Behavior: A Review of 'Good Solder' Activity in Organizations. Editors: Turnipseed, David L. (Purdue University)
4. Happiness at Work, Maximizing your Psychological Capital for Success Jessica Pryce Jones. Wiley-Blackwell, 2010
5. Emotional intelligence. Goleman, D. New York: Bantam Books, 2009.
6. The Workplace and Spirituality: New Perspectives on Research and Practice edited by Joan Marques, Satinder Dhiman, Dr. Richard King, skylight path, 2009

### REFERENCES

1. Organizational Citizenship Behavior: Its Nature, Antecedents, and Consequences; Dennis W. Organ, Philip M. Podsakoff, Scott B. Mackenzie, 2006.

2. Psychological Capital: Developing the Human Competitive Edge; Fred Luthans, Carolyn M. Youssef, Bruce J. Avolio, 2006, Oxford University Press
3. Positive Psychological Capital: Measurement And Relationship With Performance And Satisfaction Fred Luthans And Bruce J. Avolio Gallup Leadership Institute, Department Of Management University Of Nebraska-Lincoln James B. Avey Department Of Management Central Washington University Steven M. Norman Department Of Management Mesa State College
4. An Integrative View of and a Common Conceptual Space for Employee Extra- Role Behaviors -Kenneth K. Eastman (Oklahoma State University) and Badrinarayan Shankar Pawar (Indian Institute of Management in Ahmedabad, India)
5. The Construct of Organizational Citizenship Behavior: Should we analyze after we have conceptualized? -kenneth S. Law, Chi-Sum Wong, and Zhen Xiong Chen
6. The "dark side" of OCB: Examining the relationship between citizenship behavior and work-to-family conflict; Rebecca H. Klein University of South Florida
7. The Relationship between Team Context and the Team Leader's Linking Pin Quality; Sara A. McComb, Stephen G. Green, and W. Dale Compton
8. <https://www.spiritualengland.org.uk/spirituality-workplace/websites-articles>
9. <https://www.inc.com/marcel-schwantes/15-websites-that-will-make-your-emotionalintelligence-better.html>

#### **WEB RESOURCES**

1. [www.positivepsychology.org](http://www.positivepsychology.org)
2. <https://study.com/academy/lesson/workplace-spirituality-and-organizational-culture.html> <http://www.selfgrowth.com/emotional-intelligence.html>
3. <https://www.inc.com/marcel-schwantes/15-websites-that-will-make-your-emotionalintelligence-better.html>

# COMPENSATION MANAGEMENT

COURSE CODE: MBAS202

## OBJECTIVES

- To understand the various dimensions of Compensation Management
- To know how the compensation options are determined
- To gain awareness of the role of various bodies involved in Compensation Management

## METHODOLOGY

Theories and core concepts will be learnt through lectures, case discussions and industry-based field work.

## SYLLABUS

### UNIT I

Job Evaluation – Definition – Traditional and new Techniques – Performance Appraisal – Basic concepts – Performance standard – Appraisal methods.

### UNIT II

Compensation – Definition – Classification – Types – incentives – fringe benefits.

### UNIT III

Theories of wages – wage structure – wage fixation – wage payment – salary administration.

### UNIT IV

Rewards for sales personnel – pay – commission – pay and commission – performance-based pay system – incentives – Executives compensation plan and packages.

### UNIT V

Wage Boards – Pay Commissions – Compensation Management in Multi-National organizations.

## Course Outcomes

CO1: To know how the compensation options are determined

CO2: To analyze about the different structures of wages

CO3: To evaluate the reward system and executives' compensation plan and packages

CO4: To identify the wage board and pay commissions of MNC's

CO5: To understand the various dimensions of Compensation Management

## CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	1	1	2	3
CO2	1	1	1	2	1	0	1
CO3	3	2	1	2	1	1	3
CO4	3	1	1	2	2	2	3
CO5	3	0	2	2	2	1	3
	<b>2.6</b>	<b>1.4</b>	<b>1.4</b>	<b>1.8</b>	<b>1.4</b>	<b>1.2</b>	<b>2.6</b>

### **TEXT BOOKS**

1. Richard.I. Henderson: COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD – Prentice-Hall. 10th Edition, 2006
2. Richard Thrope & Gill Homen: STRATEGIC REWARD SYSTEMS- Prentice- Hall, 2000.

### **REFERENCES**

1. Thomas.P. Plannery, David. A. Hofrichter & Paul.E. Platten: PEOPLE PERFORMANCE & PAY – Free Press. Jan 2002
2. Michael Armstrong & Helen Murlis: HANDBOOK OF REWARD MANAGEMENT – Crust Publishing House. 5th Edition, 2009
3. Joseph.J. Martocchio: STRATEGIC COMPENSATION A HUMAN RESOURCE MANAGEMENT APPROACH – Prentice-Hall., 8th Edition 2015
4. Edwarde.E. Lawler III: REWARDING EXCELLENCE (Pay Strategies for the New Economy) – Jossey-Bass, 2000

### **WEB RESOURCES**

1. <http://www.hrvillage.com/>
2. <http://www.hrexecutive.com/>
3. <http://www.shrm.org>

### **ILLUSTRATIVE EXERCISE**

- Each student chooses an organization, study the compensation package system and prepare a report.

# **CROSS CULTURE BUSINESS MANAGEMENT**

COURSE CODE: MBAS203

## **OBJECTIVES**

- To provide conceptual framework of global business environment
- To understand the cross culture and its effects on organizations
- To highlight the culture-communication link
- To understand negotiation styles and manage negotiation
- To learn about developing international and global strategies
- To understand the nuances of staffing for global operations and building global management teams

## **METHODOLOGY**

Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

## **SYLLABUS**

### **UNIT I**

Introduction: Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Definition of CCM [cross culture management]; Role and Significance of CCM to managerial personnel and to the organizations in the global competitive market economy; Theoretical Foundations of CCM; Horizons in Cross Culture Management; Cultural Background of business stake-holders [managers, employees, shareholders, suppliers, customers and others] – An Analytical frame work.

### **UNIT II**

Culture and Global Management: Global Business Scenario and Role of Culture – A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/of an Indian MNC and Foreign MNC [ with 3 illustrations on each drawing from different geo economic and social contexts] & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

### **UNIT III**

Cross Culture – Negotiation & Decision Making; Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multi-cultural contexts [India– Europe/ India – US settings, for instance]; International and Global Business Operations – Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

### **UNIT IV**

Global Human Resources Management – Staffing and Training for Global Operations; Developing a Global Management Cadre; Motivating and Leading; Developing the values and

behaviours necessary to build high-performance organization personnel [individuals and teams included]

## UNIT V

Corporate Culture: The Nature of Organizational Cultures; Quality and Cross-Culture; Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Adjusting in a New Culture – Stages of Cultural Adjustment and Stages of Culture Shock; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

### Course Outcomes:

CO1: Define Cross-Culture Management (CCM) and its significance to managerial personnel and organizations in the global competitive market.

CO2: Evaluate the cultural implications for team building and high-performance winning cultures.

CO3: Examine the process of negotiation and the skills and knowledge required, with a focus on multicultural contexts (e.g., India-Europe, India-US settings).

CO4: Foster the development of values and behaviors necessary for building high-performance organizational personnel.

CO5: Implement successful culture change phases and measure ongoing improvement in organizational culture.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	3	3	3
CO2	3	3	3	2	2	3	3
CO3	3	2	2	3	1	3	3
CO4	3	3	3	3	2	2	3
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2.8</b>	<b>3</b>	<b>2</b>	<b>2.75</b>	<b>3</b>

### TEXT BOOKS

1. Deresky Helen, "International Management: Managing A cross Borders and Cultures", Pearson Prentice Hall; 9th editions, 2016.
2. Harris, P., R. Moran, and S. Moran. (2004). Managing Cultural Differences. Burlington, MA: Elsevier.
3. David C. Thomas and Mark F. Peterson, "Cross-Cultural Management: Essential Concepts" SAGE Publications, Inc; Third edition, 2014.
4. Abel Adekola, Bruno S. Sergi, "Global Business Management: A Cross-Cultural Perspective", Routledge, 2016.
5. Madhavan "Cross Cultural Management: Concepts and Cases", Oxford University Press; Second edition, 2016.
6. Henriett Primecz, Laurence Romani & Sonja Sackmann, "Cross-Cultural Management in Practice: Culture and Negotiated Meanings" Edward Elgar Pub. 2012.
7. Jean-François Chanlat, Eduardo Davel & Jean-Pierre Dupuis, "Cross-Cultural

Management: Culture and Management across the World”, Routledge; 1 edition, 2013.

## **REFERENCES**

1. Geert Hofstede, ‘Cultures consequences’ (2nd ed) thousand oaks, CA; sage publications 2001
2. Marie-Joelle Browaeys & Roger Price, “Understanding Cross-Cultural Management” Pearson; 3 editions, 2016.
3. Jerome Dumetz, Fons Trompenaars. et.al. “Cross-cultural management textbook: Lessons from the world leading experts in cross-cultural management”, CreateSpace Independent Publishing Platform; Student edition, 2012.
4. Wildman, Jessica L., Griffith, Richard L., Armon, Brigitte K. “Critical Issues in Cross Cultural Management”, Springer International Publishing, 2016
5. J. Scarborough, The Origins of Cultural Differences and Their Impact on Management. Westport, CT: Quorum, 2000

## **WEB RESOURCES**

1. [www.prenhall.com/deresky](http://www.prenhall.com/deresky)
2. <http://globaledge.msu.edu>.
3. [www.geert-hofstede.com](http://www.geert-hofstede.com)
4. <http://www.franchise-international.net/>
5. <http://www.astd.org/>

## **ILLUSTRATIVE EXERCISE**

- The Internal mark is awarded based on the components.

# **GLOBAL HR PRACTICES**

COURSE CODE: MBAS204

## **OBJECTIVES**

- To understand the concept of globalization in HR perspective
- Outline some key aspects and contemporary issues in IHRM
- To know about the developments and challenges in globalizing HR functions and practices.

## **METHODOLOGY**

Each lecture addresses a particular theme central to the study of 166. Each class would involve a small group discussion and activity format. Each workshop will discuss the application of theory to case studies and description of intelligence drawn by the students through assignments / mini-project experience. There will be rather high degree of interaction and participation in this course. If feasible, there will also be a few guest-lectures from seasoned professionals from the industry and academic researchers to dwell on the topics connected to IHRM and recent-past trends.

## **SYLLABUS**

### **UNIT I**

Introduction- Growth of International Business and Globalization; Operational Objectives and Means of Globalization – An HR Perspective; Use of Balanced Score Card to bring out the linkages among people, strategy and performance; Choosing an International Competitive Strategy; Forms or Operations.

### **UNIT II**

HR Challenges & Opportunities: National Difference Facing Operations – Domestic & MNC Perspectives; Linkages among Countries; Governance of Operations; Individual and Company Concerns; Multi cultural orientation to employees; Research and documentation orientation in global organizations; Data Management; Ethical and Socially Responsible Behaviour; Careers in International Business.

### **UNIT III**

HR Policy Frame & Operations in a Global Setting: Distinctive Features of HR Functions [Planning, Organizing, Directing & Control] and Operations [Manpower Plan to Separation] in a Global Set-up and the related HR Practices such as Staffing, Skill & Knowledge Development, Incentive & Compensation Package; Motivational Systems, Reporting Relationships; Performance Appraisal Systems; Employee Empowerment; Value Systems; Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms.

### **UNIT IV**

Change Management Model: Appreciating Change: Industry Analysis; Business Models; Mobilizing Support; Executing Change; Building Change Capability; Leadership and Change; Diversity as enhancer of learning and effectiveness within groups and organizations; HR to

develop global organizational learning systems.

## UNIT V

Quality Performance in Knowledge Based Organizations: Technology – Behavioural & Technical – for HRM; Universal Quality Standards & HRM – Illustrations from PCMM & EFQM; Eastern Management Thought for Global Management with Illustrations from Sri Aurobindo’s Writings & Practices thereof in the areas such as Commitment, Quality, and Stress-Free orientation.

### COURSE OUTCOMES:

CO1: Understand the evolution and growth of international business and globalization.

CO2: Analyze challenges and opportunities related to multiculturalism in international HR.

CO3: Evaluate HR practices including staffing, skill development, incentive systems, and compensation packages in an international context.

CO4: Understand change management models and their application in international business.

CO5: Analyze universal quality standards and their integration with HRM practices.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	0	2	1	0	2	3
CO2	3	3	2	0	3	3	3
CO3	3	3	3	2	3	3	2
CO4	3	0	2	3	0	3	3
CO5	3	2	2	3	2	2	3
	<b>3</b>	<b>1.6</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>2.6</b>	<b>2.8</b>

### TEXT BOOKS

1. International Human Resource Management-Peter Dowling and Denise Welch. 7th edition, 2017
2. Global HR-Doona Deeprise, 2002

### REFERENCES

1. Sanjeev Kumar Singh, Global HR Practices and Challenges, ICAI University Press, 2017
2. Avadhani, Global Business- 2001
3. Dowling, P., Festing, M. & Engle, A. 2008. International Human Resource Management: Managing People in a Multinational Context (5th Ed.). Melbourne, Australia: Thomson. ISBN-10: 0324580347 ISBN-13: 9780324580341
4. Harzing Anne Will & Ruyssveldt Joris Van, International Human Resource Management, 2ed, 2004, Sage Publications

### WEB RESOURCES

1. <http://www.hrmguide.net/>
2. [http://managementhelp.org/hr\\_mgmnt/hr\\_mgmnt.htm](http://managementhelp.org/hr_mgmnt/hr_mgmnt.htm)

3. <http://www.hr-guide.com/>

### **ILLUSTRATIVE EXERCISE**

The course will be conducted in a seminar environment and will use a combination of class lectures, case studies, key research paper discussions, and tutorials. Students will also be expected to have read the assigned reading materials for each session and come prepared in class for active participation

- Class seminars - The students will have to give seminars to the class on the readings that will be assigned by the instructor based on the course outline.
- Case study analysis - This will contain a series of case studies throughout the course highlighting various international HRM issues. The students would be required to analyze these in groups of 2 members and make presentations to the entire class. A written report of their analyses will also have to be submitted for each case in hard copy to the instructor.
- Practice report - The students in dyads would be required to identify a multinational company of their choice and undertake an in-depth study about a particular international HRM practice that the company undertook in the last 2 years. The students need to submit report of their findings and make suggestions to overcome/solve the issue studied in the form of a soft copy report between 2000 to 2500 words including proper referencing.

The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examination.

# **HR ANALYTICS**

COURSE CODE: MBAS205

## **OBJECTIVE**

- To understand and improve the value of the Human resource
- To familiarize the use and application of workforce analytics, to maximize return on human capital.

## **METHODOLOGY**

- Lectures, Group Discussion, Case Studies
- Seminar Presentations, Laboratory assignments, Field works

## **SYLLABUS**

### **UNIT I: INTRODUCTION TO HR ANALYTICS**

Meaning of HR analytics, Definition of analytics, Need for HR Analytics, Leading Practices for Improved Organizational Performance, Contribution of HR Analytics, Approaches to HR Analytics, Human Resources analytics applications, Role of HR in building organizational capabilities.

### **UNIT II: HR INTELLIGENCE FRAMEWORK:**

Human Capital Maturity Framework- leadership practices; engagement practices; access to knowledge practices. People research & analytics practices; HR intelligence cycle; Organizational Intelligence Model (OIM); HR intelligence implementation, HR Scorecard; Workforce Scorecard; constructing HR scorecard.

### **UNIT III: STAFFING METRICS**

Recruiting tools and practices an overview, measure the quality of hire, measuring the quality of applicants. Measuring the costs of hiring. Recruitment Analytics and On Boarding Analytics Staffing Analytics Performance & Skill Gap Analytics Attrition metrics – techniques used to calculate attrition, manpower planning metrics – push and pull model.

### **UNIT IV: DEVELOPMENT METRICS**

Training ROI, Training evaluation models, tracking the value of career management, measurement, performance metrics, EFQM, and Baldrige criteria, The Intuitive, non-analytic framework for Performance Management; The Targeted Analytics to improve Talent Decisions

### **UNIT V: COMPENSATION METRICS**

Calculating various wage/salary related measures. Variable pay systems, types of executive compensation, quantitative application in compensation – percentiles, cost benefit analysis, and comp ratios. Mistakes in compensation designing. Employee benefits, Calculation of incentives, measuring the impact of weak incentives. Monitoring planned and unexpected absence, the cost impact of unplanned absences and staffing.

## COURSE OUTCOMES

- CO1: Describe the HR analytics and find the leading practises for improved organization performance with listing of approaches to HR analytics and recall the role of HR in building Organizational capabilities
- CO2: Discuss about Human Capital Maturity framework and classify the different practices of HR intelligence with generalizing the different models and scorecard of HR Workforce
- CO3: Measuring the quality of hire, quality of applicants and cost of hiring with over viewing the recruiting tools and practices. Determine the attrition metrics and manpower metrics techniques and push and pull model
- CO4: Enumerate the training ROI, value of career management and performance metrics and describe the EFQM and Baldrige criteria and framework for performance management
- CO5: Identify the different types of executive compensation and quantitative application in compensation with calculating wage/salary related measures. List out the employee benefits and calculation of incentives to employees calculating wage/salary related measures.

## CO-PO MAPPING:

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	2	1	1	0	0	1	0
CO2	1	0	1	0	0	1	0
CO3	0	0	0	0	0	1	0
CO4	1	0	0	0	0	1	0
CO5	1	0	1	0	0	1	0
	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>

## TEXT BOOK

1. Fitz-enz, J. (2001). How to Measure Human Resource Management, McGraw-Hill; 3 editions
2. Fitz-enz, J. (2009). The ROI of Human Capital: Measuring the Economic Value of Employee Performance, AMACOM; Second Edition
3. Fitz-enz. J & John R. Mattox, II (2014), Predictive Analytics for Human Resources, John Wiley & Sons, Inc., Hoboken, New Jersey.

## REFERENCE

1. Lawler, E. E. & Mohrman, S. A. (2003). Creating a Strategic Human Resources Organization: An Assessment of Trends and New Directions. Stanford: Stanford University Press (a).
2. Fitz-enz, J. (2010). The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, AMACOM
3. Boudreau, J.W. (2010). Retooling HR: Using Proven Business Tools to Make Better Decisions about Talent, Harvard Business Press
4. Martin R. Edwards & Kirsten Edwards, (2016). Predictive HR Analytics: Mastering the HR Metric, First Edition, Kogan Page. ISBN-10: 0749473916, ISBN-13: 978-

0749473914

**WEB SOURCE**

1. <http://sloanreview.mit.edu/feature/report-analytics-the-new-path-to-value-executive-summary>
2. [www.ibm.com/gbs/intelligent-enterprise](http://www.ibm.com/gbs/intelligent-enterprise)
3. [ibm.com/gbs/business analytics](http://ibm.com/gbs/business-analytics)
4. [www.infohrm.com/ research.](http://www.infohrm.com/research)
5. <http://www.marshall.usc.edu/ceo>

# **HRIS [Human Resources Information System]**

COURSE CODE: MBAS206

## **OBJECTIVES**

- To introduce the concepts of Human Resources Information System
- To enable the students to appreciate the application of HRIS in Organizations.
- To enable them to understand the availability of the existing Software for HRIS and evaluate them.
- To survey the use of HRIS in organizational contexts and submit reports for evaluation.

## **METHODOLOGY**

Power point presentation, Participative type classes, case study, Assignments, Test, Company visit and field study, Seminar.

## **SYLLABUS**

### **UNIT I**

Introduction: Data & Information needs for HR Manager; Sources of Data; Role of ITES in HRM; IT for HR Managers; Concept, Structure, & Mechanics of HRIS; Programming Dimensions & HR Manager with no technology background; Survey of software packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco's Marshal [only data input, output & screens].

### **UNIT II**

Data Management for HRIS: Data Formats, Entry Procedure & Process; Data Storage & Retrieval; Transaction Processing, Office Automation and Information Processing & Control Functions; Design of HRIS: Relevance of Decision-Making Concepts for Information System Design; HRM Needs Analysis – Concept & Mechanics; Standard Software and Customized Software; HRIS – An Investment

### **UNIT III**

HR Management Process & HRIS: Modules on MPP, Recruitment, Selection, Placement; Module on PA System; T & D Module; Module on Pay & related dimensions; Planning & Control; Information System's support for Planning & Control;

### **UNIT IV**

HR Management Process II & HRIS: Organization Structure & Related Management Processes including authority & Responsibility Flows, and Communication Process; Organization Culture and Power – Data Capturing for Monitoring & Review; Behavioral Patterns of HR & other Managers and their place in information processing for decision making;

### **UNIT V**

Security, Size & Style of Organizations & HRIS: Security and Data and operations of HRIS

Modules; Common problems during IT adoption efforts and Processes to overcome Orientation & Training Modules for HR & other functionaries; Place & Substance of HRIS & SMEs – Detailed Analytical Framework; OpportUNIT ies for combination of HRM & ITES Personnel; HRIS & Employee Legislation; An Integrated View of HRIS; Why & How of Winners and Losers of HRIS orientation.

**COURSE OUTCOMES:**

- CO1: Describe the concept, structure, and mechanics of HR Information Systems (HRIS).
- CO2: Explain data storage and retrieval methods in HRIS.
- CO3: Identify and describe modules in HRIS related to Manpower Planning & Budgeting (MPP), Recruitment, Selection, and Placement.
- CO4: Analyze organizational structures and related management processes, including authority flows and communication processes.
- CO5: Evaluate the role and application of HRIS in Small and Medium-sized Enterprises (SMEs) through an analytical framework.

**CO-PO Mapping**

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	2	3
CO2	3	3	2	2	3	3	2
CO3	3	3	2	3	0	3	2
CO4	3	3	0	0	2	3	2
CO5	3	3	2	3	2	3	2
	3	3	1.8	2.2	1.8	2.8	2.2

**TEXT BOOK**

- 1 Human Resource Information Systems, Basics, Applications, and Future Directions Third Edition, Sage Publications. Michael J. Kavanagh, State University of New York (SUNY) at Albany, USA Richard D. Johnson, Griffith University 4th Edition, 2018
2. Human Resource Information System Kelvin Molly, Publisher: Grin Verlag Gmbh, Santa Cruz, USA. ISBN-10: 3656624968, 2014
3. Back to the Future of Human Resource Information Systems? Yorrick Bakker, LAP Lambert Academic Publishing, 2012.

**REFERENCES**

1. “The agenda: What Every Business Must Do to Dominated the Decade”, “Dr. Michael Hammer, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142.
2. A Handbook of Human Resource Management Practice, “Michael Armstrong”, Kogan Page, 14th Edition, 2017
3. Managing and Measuring Employee Performance – Understanding Practice Elizabeth HOULDSWORTH, Dilum JIRASING? HE”, Kogan Page, 2006
4. Accountability in Human Resource Management, “Jack J. Philips”, Gulf Professional Publishing.

**WEBSITE**

- <http://www.ihrim.org/>
- <http://www.hr.arizona.edu/HRAdmin/HRprofs/index.php>
- [http://en.wikipedia.org/wiki/Human Resource Management Systems](http://en.wikipedia.org/wiki/Human_Resource_Management_Systems)

**ILLUSTRATIVE EXERCISE:**

1. Submit a Performance Appraisal format for comprehensive evaluation of an employee.
2. Submit a report on the HR I System in an organization of your choice.
3. Analyze an HRIS of an Organization and submit a report on the areas of improvement.
4. Submit a list of Software on HRIS and offer your comments

# HRM IN KNOWLEDGE BASED ORGANIZATIONS

COURSE CODE: MBAS207

## OBJECTIVES

- To understand the challenges of KBOs and HR Mechanisms to manage them effectively for the benefit of both the organization and its stakeholders
- To appreciate the values of autonomy, accountability and, acknowledgement

## METHODOLOGY

1. Brief introduction to every topic with the references and encouraging the participants to interact during the class.
2. Conducting class-room presentations and case study discussions; the participants collect substantive material from the library and the net databases.
3. Organizational visit to acquaint with the practices vis-à-vis the learnt inputs.
4. The classroom faculty inputs are associated with, wherever feasible, the interactions of organizational personnel as also with others from the fraternity.

## SYLLABUS

### UNIT I

An Introduction to life in organizations; Concept and Characteristics of KBOs; Dimensions of HRM in KBOs; New Role and Challenges for HRM in the KBO.

### UNIT II

Managing Knowledge for organizational effectiveness – Process and Methods; Concept of Intellectual Capital and Learning Orientation in the Organizations; Knowledge and Role related issues; Performance Appraisal in a KBO – Discussion.

### UNIT III

Managing Knowledge and OPH (Personnel and Organizational Health); Rewarding Knowledge; Management of Retention and KBO.

### UNIT IV

ICTs in HRM in KBO: HRIS for a KBO – Concept, Mechanics, and Software Orientation; Performance Management – Mechanics and One Illustrative Process.

### UNIT V

Comprehensive Case Study on HRM in a KBO – Collection and Compilation of the material by the participants under the guidance of the Resource Person.

## COURSE OUTCOMES:

- CO1: Understand the concept of knowledge-based organizations (KBOs) and their characteristics.
- CO2: Describe the processes and methods for managing knowledge in organizations.

- CO3: Examine strategies for managing knowledge and enhancing organizational and personnel health.
- CO4: Understand the role of Information and Communication Technologies (ICTs) in HRM, specifically focusing on HR Information Systems (HRIS).
- CO5: Collect and compile relevant material related to HRM in a KBO.

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	2	3	3	3
CO2	3	3	3	3	3	2	2
CO3	3	2	3	3	0	2	3
CO4	3	1	2	3	2	3	2
CO5	3	2	1	3	3	1	1
	<b>3</b>	<b>2.2</b>	<b>2.4</b>	<b>3</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>

### TEXT BOOKS

1. Managing Knowledge Workers, “Fances Horibe” John Wiley & Sons.
2. Knowledge Management – Enabling Business Growth “Ganesh Natarajan and Sandhya Shekhar”, Tata McGraw-Hill Publishing Company Limited,2002.

### REFERENCES

1. Management by Consciousness in 21st Century, “Gupta G.P.”, Excel Books(2009)
2. The knowledge management tool kit, Amrit Tiwara-Pearson, 2nd Edition 2015.

### WEB RESOURCES

1. [www.emeraldinsight.com/journals](http://www.emeraldinsight.com/journals)
2. [www.citehr.com](http://www.citehr.com)

### ILLUSTRATIVE EXERCISE

- Mini-research assignments / projects
- Interviews with industry professionals on the growing need for orienting HRM in KBO as practice area
- Case study analysis and presentation

The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examinations.

# **INDUSTRIAL RELATIONS & LABOUR LEGISLATION**

COURSE CODE: MBAS208

## **OBJECTIVES**

- To provide an exposure of theories, techniques and approaches to manage industrial relations.
- To provide an exposure to the management students who intend to take up HRM & IT as their vocation.

## **METHODOLOGY**

Theories and core concepts will be learnt through lectures, case discussions and industry-based field work.

## **SYLLABUS**

### **UNIT I**

Introduction - Concept and Determinants of Industrial Relations – Industrial Relations in India-Managing IR Changes.

### **UNIT II**

Trade Unions-Purpose, Functions and Structure of the Trade Unions- Multiplicity of Trade Unions-Conflict Resolutions-Social Responsibility of Trade Unions.

### **UNIT III**

Discipline and Grievance Redressal Machinery- Purposes and Procedures of Disciplinary Action-Grievance Redressal Procedures-Conciliation-Arbitration and Adjudication-collective Bargaining (Perspective, Bargaining Structure, Procedure and Machinery for Collective Bargaining)- The Bargaining Process-Strength and Skills-Employee Counselling-ILO-ILC.

### **UNIT IV**

Factories act 1948 – contract labour act 1970 – the shops and establishment act 1947 – the trade union act 1926 – the industrial disputes act 1947 - Payment of wages act 1936 – payment of bonus act 1965 – payment of gratuity act 1972

### **UNIT V**

The Employees state insurance act 1948 – The employee’s provident funds and miscellaneous act 1952 – workmen’s compensation act 1923 – the Employees’ pension scheme 1995 – Maternity Benefit Act – Information Technology Act 2006 – Consumer Protection Act 1986.

## **Course Outcomes (COs)**

1. CO1: Understand the evolution and contemporary challenges of industrial relations.
2. CO2: Analyze the legal framework governing industrial relations in India.
3. CO3: Develop strategies for effective labor-management relations.
4. CO4: Evaluate the impact of industrial relations on organizational performance.

5. CO5: Understand the role of trade unions in industrial relations and their impact on organizational outcomes.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	4	2	3	3
CO2	3	3	2	4	2	3	3
CO3	3	3	3	3	2	3	3
CO4	3	3	2	3	2	3	3
CO5	3	3	2	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2.4</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

1. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj, Industrial Relations and Labour Laws, Tata McGraw Hill Education Private Limited (14 August 2012)
2. Arun Monappa: INDUSTRIAL RELATIONS; Tata McGraw Hill Publishing Company Ltd.
3. Pramod Verma: MANAGEMENT OF INDUSTRIAL RELATIONS – READING AND CASES; Oxford and IBH Publication.

### REFERENCES

1. T.N. Bhagoliwala: ECONOMIC OF LABOR AND SOCIAL WELFARE.
2. Relevant Reports of Government of India such as REPORT OF NATIONAL COMMISSION LABOR – FIVE YEAR PLANS.
3. B.O. Sharma: ART OF CONCILIATION AND INDUSTRIAL UNREST; Labor Consultancy Bureau, Bombay, 1985.
4. Journals: INDIAN LABOR JOURNAL and INDIAN JOURNAL OF INDUSTRIAL RELATIONS.
5. Bare acts
6. Mercantile law – N. D> Kappor – S.Chand and Sons 3. Legal Systems in Business – P. Saravanavel and Sumathy., 2009
7. Elements of Mercantile law, 2014

### WEB RESOURCES

1. [www.ilo.org](http://www.ilo.org)
2. [www.labour.nicnet.in](http://www.labour.nicnet.in)
3. [www.labourstart.org](http://www.labourstart.org)
4. [www.ioe.org](http://www.ioe.org)
5. [www.icc.org](http://www.icc.org)
6. [www.icftu.org](http://www.icftu.org)
7. <http://www.labour.nic.in/>

8. <http://hr.blr.com/>

**ILLUSTRATIVE EXERCISE**

- Each student chooses an organization-interview HR managers- Trade Union leaders – prepare a report.
- Each student prepares at least 3 cases for each of the act they study and a consolidated report is made at the end.

# **KNOWLEDGE MANAGEMENT**

COURSE CODE: MBAS209

## **OBJECTIVE**

To impart the basic concepts of knowledge management and to make the students understand the processes and practises in knowledge management in various organisation.

## **SYLLABUS**

### **UNIT I**

Introduction - History, Concepts, Definitions and the Antecedents of KM - Information Management to Knowledge Management - Knowledge Management: What Is and What Is Not? - The Evolution of Knowledge Management - Explicit Knowledge, Tacit Knowledge and the Infrastructure Knowledge Management and Ethics.

### **UNIT II**

KM cycle – Major approaches to KM cycle, Integrated KM cycle – strategic implications – practical considerations – KM models – Theoretical models – Nonaka’s knowledge spiral model – other KM models – Strategic implications – practical implications.

### **UNIT III**

Knowledge capture and codification – Tacit knowledge capture – Explicit knowledge codification - Knowledge sharing – social nature of knowledge, knowledge sharing communities, obstacles to knowledge sharing, organisational learning. Knowledge application – at individual, group and organisational levels – knowledge reuse –knowledge repositories

### **UNIT IV**

Role of organisational culture – different types of culture – culture analysis-culture at the foundation of KM – Knowledge sharing culture – KM Maturity models – KM tools – content creation, data mining, blogs, content management, groupware and collaboration, wikis, networking technologies, intelligent filtering tools, adaptive technologies – KM strategy-knowledge audit, gap analysis, benchmarking, balanced score card method , house of quality

### **UNIT V**

KM teams – Role of senior management – Roles and responsibilities – KM profession – Ethics of KM – Future challenges of KM – Shift to Knowledge based assets, KM research issues – Postmodern KM.

## **COURSE OUTCOMES:**

- CO1: Understand the historical evolution of Knowledge Management (KM) and its conceptual foundations.
- CO2: Evaluate various KM models, including Nonaka’s knowledge spiral model and other theoretical frameworks.
- CO3: Explore the social nature of knowledge sharing and its impact on organizational learning.

- CO4: Examine the role of organizational culture in Knowledge Management.
- CO5: Describe the roles and responsibilities of KM teams and senior management in implementing KM initiatives.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	0	2	3
CO2	3	3	2	0	3	1	1
CO3	3	3	3	2	3	3	2
CO4	3	0	2	3	0	3	3
CO5	3	2	2	3	2	2	3
	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.4</b>

### REFERENCES

1. Managing Knowledge Workers, “Fances Horibe” John Wiley & Sons.
2. Knowledge Management – Enabling Business Growth “Ganesh Natarajan and Sandhya Shekhar”, Tata McGraw-Hill Publishing Company Limited, 2000.
3. Management by Consciousness, Edited by Dr.G.P.Gupta, Sri Aurobindo Society,

# MANAGEMENT OF CHANGE & DEVELOPMENT

COURSE CODE: MBAS210

## OBJECTIVES

- To understand the forces that stimulate change
- To understand the necessity for change
- To understand the resistance to change
- To manage the change process and
- To understand the concept and techniques of OD
- To enable the skills for the application of OD in organizations.

## METHODOLOGY

Theories and core concepts will be learnt through lectures, case discussions and industry-based field work.

## SYLLABUS

### UNIT I

Change – stimulating forces – planned change – change agents – unplanned change – Model of organisational change – Lewin’s three Step Model.

### UNIT II

Resistance to change – individual factors – organisational factors – techniques to overcome change.

### UNIT III

Change programs – effectiveness of change programs – change process – job redesign – socio-technical systems.

### UNIT IV

OD – basic values – phases of OD – entry – contracting – diagnosis – feedback – change plan – intervention – evaluation – termination.

### UNIT V

OD intervention – human process interventions, structure and technological interventions and strategy interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development – innovations – learning organizations.

## COURSE OUTCOMES:

- **CO1:** Understand the concept of change within organizations, including stimulating forces and types of change.
- **CO2:** Evaluate techniques and strategies used to overcome resistance to change.
- **CO3:** Evaluate the effectiveness of change programs based on different organizational contexts.

- **CO4:** Define Organizational Development (OD) and its basic values.
- **CO5:** Evaluate different types of OD interventions, including human process interventions, structural and technological interventions, and strategic interventions.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	2	3
CO2	3	3	1	2	3	3	2
CO3	3	3	2	3	0	3	2
CO4	3	3	0	0	2	3	1
CO5	3	3	2	2	1	3	2
	<b>3</b>	<b>3</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>	<b>2.8</b>	<b>2</b>

### TEXT BOOKS

1. French & Bell: Organisational Development, McGraw-Hill, 2005.
2. Vinayshil Gautham & S.K.Batra: Organisational Development System, Vikas Publishing House, 5th Edition.

### REFERENCES

1. Rajiv Shaw: SURVIVING TOMORROW: TURNAROUND STRATEGIES IN ORGANISATIONAL DESIGN AND DEVELOPMENT, Vikas Publishing House.
2. Thomas G. Cummings, Christopher G. Worley: ORGANISATION DEVELOPMENT AND CHANGE, Thomson Learning, 10th Edition, 2015.
3. S. Ramnarayan, T. Venkateswara Rao, Kuldeep Singh: ORGANIZATION DEVELOPMENT: INTERVENTIONS AND STRATEGIES, Sage Publications.

### WEB RESOURCES

1. <http://www.valuebasedmanagement.net/>
2. <http://www.hr-guide.com/>
3. <http://www.shrm.org>

### ILLUSTRATIVE EXERCISE

Choose an organization which is undergoing a change and study the procedures, impact and employee reactions.

# QUALITY PERFORMANCE MANAGEMENT

COURSE CODE: MBAS211

## OBJECTIVE

The paper intends to internalize quality orientation through knowledge about and adoption of QPM Mechanisms in practice

## METHODOLOGY

The classroom lectures, interactive discussions & presentations, case-study based teaching, case-lets, primary [where feasible] and secondary data compilation on QPM Practices in 5 organizations form part of the methods of coverage of syllabus.

## SYLLABUS

### UNIT I

Quality Performance Management – Concept – Dimensions – Mechanics – Features of Facilitating Organisations for Performance – Organizational Dynamics and Employee Performance – A Multi-Dimensional Analysis.

### UNIT II

Work place and Its Improvement Through 5S – Modern Management Techniques (such as KAIZEN) and Management of Employee Performance – Team Building – Concept, Culture, Methods, Effectiveness & Empowerment, Problems – Potential and Perspectives.

### UNIT III

Organizational Structure and Employee Motivation and Morale – Contemporary Thinking on Employment Practices (Tenure Employment) and Work Schedules (Flextime) and the Related Performance Appraisal Systems; Quality Circle – Features – Process – Pre- requisites for their Efficiency.

### UNIT IV

Industrial Restructuring – Reward System and Employee Productivity [Case Studies]; Quality Standards and Employees Dimensions – Illustrations on HR Dimensions drawn from CMM.

### UNIT V

Quality Performance Management – Indian and Western Thought in a Market era, Performance Management from the Writings of Sri Aurobindo and the Mother Integrated Studies Dealing with Methods, Techniques, and Processes.

## Course Outcomes:

- CO1: Evaluate the impact of organizational dynamics on employee performance through a multi-dimensional approach.
- CO2: Evaluate the role of modern management techniques (e.g., KAIZEN) in enhancing employee performance.

- CO3: Explain the concept, features, and prerequisites for efficient Quality Circles.
- CO4: Discuss quality standards and their implications on employee dimensions, drawing examples from CMM (Capability Maturity Model).
- CO5: Integrate studies dealing with methods, techniques, and processes in Quality Performance Management.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	2	3
CO2	3	2	1	2	3	3	2
CO3	3	0	2	3	0	3	2
CO4	3	3	0	0	2	3	1
CO5	3	3	2	2	1	3	2
	<b>3</b>	<b>2.2</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>	<b>2.8</b>	<b>2</b>

### TEXT BOOKS

1. The Flowering of Management, Pravir Malik, Sri Aurobindo Society, Pondicherry
2. Peter Drucker: MANAGEMENT, Allied Publishers.

### REFERENCES

1. William G. Dyer: TEAM BUILDING – ISSUES AND ALTERNATIVES, Addison – Wesley Publishing Company. 4th Edition, 2007
2. S.K. Chakravarthy: MANAGERIAL EFFECTIVENESS AND QUALITY OF WORK LIFE – INDIAN INSIGHTS, Tata-McGraw Hill Publishing Co. Ltd.
3. G.C. Suri & R.C. Mmga: LIVING WAGES AND PRODUCTIVITY, National Productivity Council.

### WEB RESOURCES

1. <http://werner.swlearning.com>
2. <http://www.ahrd.org/ahrd/>
3. <http://www.shrm.org/foundation>

### ILLUSTRATIVE EXERCISE

- The exercise on approach to transform a NON QPM organization into a QPM Organization
- An exercise on 5S
- An exercise on Kaizen
- Appreciation of an organization either from primary or secondary sources with QPM Perspective
- Class-room presentation on a topic of interest

The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examinations.

# **STRATEGIC HUMAN RESOURCE DEVELOPMENT**

COURSE CODE: MBAS212

## **OBJECTIVES**

- To understand the evolution of HRD, the functions of HRD, Linkage of HRD with organizational goals and strategies
- To recognize the roles and competencies of HRD professionals
- To understand the frame work of Human Resource Development
- To identify the content, outcomes and the process of HRD applications
- To evaluate and understand diversity issues and their impact on organizations and HRD

## **METHODOLOGY**

The case-study approach to bring out the strategic orientation of an organization towards her HRD, appreciation of organizational context vis-à-vis strategic or otherwise orientation of HRD approaches in an organization, among others, form part of the methodology of covering the syllabus.

## **SYLLABUS**

### **UNIT I**

Introduction to Human Resource Development: Meaning, definition of HRD, Evolution of HRD, Relationship with HRM, Human Resource Development functions, Roles and competencies of HRD professionals, Challenges to organization and HRD professionals.

### **UNIT II**

Frame work of Human Resource Development: HRD processes, Assessing HRD needs, the HRD model, designing effective HRD program, HRD interventions, Creating HRD programs, Implementing HRD programs, training delivery methods, self-paced/computer based training, Evaluating HRD programs, models and frame work of evaluation, assessing the impact of HRD programs.

### **UNIT III**

Human Resource Development Applications: Fundamental concepts of Socialization, models of socialization, Realistic job review, Assessment, determination and evaluation of Orientation programs. Coaching- need, coaching and performance management, skills for effective coaching, Employee counseling and wellness services – Counseling as an HRD activity, counseling programs, Issues in employee counseling, employee wellness and health promotion programs.

### **UNIT IV**

HRD strategies for competitive advantage: Organizational strategies based on human resources, productivity as an HR based strategy, Quality and services as HR based strategies. Management of Human resource surplus and shortage- Work force reduction and realignment,

downsizing and outplacement services, HR performance and bench marking, retention of Human resources, its determinants and retention management process, Decision about compensation levels and competency-based pay.

**UNIT V**

HRD and Globalization: Globalization of business and their impact on HRD- Diversity of work force, Discrimination, Equal employment opportunity, managing diversity and diversity training, HRD programs for diverse employees. Global assignment management- Staffing global assignment, Pre-departure orientation and training, Expatriate & Repatriate support and development, international compensation.

**Course Outcomes:**

- CO1: Discuss the evolution of HRD and its historical development.
- CO2: Outline the HRD processes and their significance in organizational development.
- CO3: Analyze the role of counseling as an HRD activity.
- CO4: Analyze productivity as a strategic HRD initiative.
- CO5: Analyze the globalization of businesses and its impact on HRD practices.

**CO-PO Mapping**

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	1	2	2	3
CO2	3	3	2	0	3	3	3
CO3	3	3	3	2	3	3	2
CO4	3	0	1	2	0	3	3
CO5	3	2	2	3	2	2	3
	<b>3</b>	<b>2</b>	<b>2</b>	<b>1.6</b>	<b>2</b>	<b>2.6</b>	<b>2.8</b>

**TEXT BOOKS**

1. Randall S. Schuler, Susan E. Jackson, Strategic Human Resource Management: Wiley-Blackwell, 2nd Edition. 2007.
2. Jon M. Werner & Randy L. DeSimone, “Human Resource Development”, Thomson-South Western, 5th edition, 2008.
3. Robert L. Mathis & John H. Jackson, “Human Resource Management”, Thomson-South Western, 15th edition, 2016.
4. Matthias T. Meifert, “Strategic Human Resource Development”, Springer-Verlag Berlin Heidelberg, 2013.
5. David McGuire & Kenneth Molbjerg Jorgensen, “Human Resource Development: Theory and Practice”, SAGE, 2011.

**REFERENCES**

1. Kenneth M York, “Applied Human Resource Management: Strategic Issues and Experiential Exercises”, Sage, 2010.
2. Lyle Yorks (2004). Strategic Human Resource Development, Cengage Learning.
3. GillEy, J. W; Boughton, N.W & Maycunich, A. (1999). The performance challenge:

Developing management system to make employees your organization's greatest asset, Reading, MA: Perseus Books.

4. Kossek, E.E., & Lobel, S.A. (Eds). (1996). Managing diversity: Human resource strategies for transforming the workplace. Cambridge, MA: Blackwell Publishers.

### **WEB RESOURCES**

1. <http://werner.swlearning.com>
2. <http://www.ahrd.org/ahrd/>
3. <http://www.shrm.org/foundation>

### **ILLUSTRATIVE EXERCISE**

- Appreciation of SHRM Practices in 3 organizations
- Book Review
- Interactions with senior level [C – Suite] professionals – both from HR and other functional areas – to have their views on learnt SHRM inputs
- Presentation on an empirical evidence of SHRM orientation in an organization
- The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examinations.

# **STRESS MANAGEMENT**

COURSE CODE: MBAS213

## **OBJECTIVES**

- To understand the concept of stress management.
- To increase awareness about the impact of mental and physical wellbeing.
- To motivate the students to assume a greater sense of personal responsibility.
- To understand the importance of using effective coping skills to resolve stress.
- To learn about and experience several relaxation techniques to control stress and tension.

## **METHODOLOGY**

Lectures, Group discussions, Seminar, Guest Lecturer, Case study, Meditation, Yoga.

## **SYLLABUS**

### **UNIT I**

Concept of stress – Definition and Nature. Types of stress- eustress and distress – acute and chronic – hyper and hypo. Stress reaction. Stressors – definition, and identifying stressors - physiological systems, illnesses and diseases - psychological effects of stressors -individual stressors – organizational stressors – social stressors. Video case discussion, Web exercises, Self-Awareness Exercises – Studying sources of Stressors and consequences of Stress in Pandemic Period

### **UNIT II**

Theories of stress/ Models – cognitive, behavioural, and psychological theories. Conceptual model - transactional model - health realization/innate health model - measuring stress. Video case discussion, Web exercises, Self-Awareness Exercises & Group Activities

### **UNIT III**

Stress management – Time Management, Personal Management. Therapy and Systematic Management – Stress Inoculation Method – Jacobson Progressive Muscle Relaxation – Systematic Desensitization. Video case discussion, Web exercises, Student Presentations, Group Discussion and Chalk and Talk

### **UNIT IV**

Interventions – Perception – Interpersonal Interventions – Spirituality - Meditation - Personal Responsibilities – Goal Setting – Self Assessment - Relaxation Techniques – Exercise - Diversity - Coping strategies for decreasing stressful behaviors - Rationalemotive - Behavior Therapy - Massage Therapy – Yoga. Clinical importance. Video case discussion, Web exercises, Self-Awareness Exercises – Importance of Relaxation techniques like yoga, exercises, meditation etc

### **UNIT V**

Occupational Stress - Causes of occupational stress -Role of work place environments –

Symptoms of work-related stress - Model of different components of work related stress – NIOSH approach to occupational stress - stress and college - family stress. Video case discussion, Web exercises, Field based activities-visiting organisation for studying Stress and Consequences during Pandemic Period.

**Course Outcomes:**

- CO1: Describe the physiological, psychological, individual, organizational, and social stressors.
- CO2: Explain cognitive, behavioral, and psychological theories of stress.
- CO3: Apply personal management strategies in stress management.
- CO4: Evaluate various relaxation techniques, including exercise, massage therapy, and yoga.
- CO5: Identify causes of occupational stress

**CO-PO Mapping**

CO – PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	2	3
CO2	3	2	0	2	3	3	2
CO3	2	0	1	2	0	3	2
CO4	1	1	1	0	2	3	2
CO5	3	3	2	2	0	1	3
	<b>2.4</b>	<b>1.6</b>	<b>1.4</b>	<b>1.8</b>	<b>1.4</b>	<b>2.4</b>	<b>2.4</b>

**TEXT BOOKS**

1. VinayJoshi, Stress: From Burnout to Balance, Sage Publications, 2005
2. AnitaSingh, Stress Management, Global India Publications Pvt. Ltd.

**REFERENCE BOOKS**

1. Umesh Sharma, Stress Management through Ancient Wisdom and Modern Science, Excel Books India
2. Jeff Davidson, Stress Management, Jeff Davidson, Breathing Space Institute, 2001
3. Edward A. Charlesworth, Ronald G. Natha, Stress Management: A Comprehensive Guide to Wellnes, Ballantine Books, 2004

**WEB RESOURCES**

1. [www.stress.org/](http://www.stress.org/) [www.stress.org.uk](http://www.stress.org.uk)
2. [www.psychologytoday.com/basics/stress](http://www.psychologytoday.com/basics/stress)

**ILLUSTRATIVE EXERCISE**

- The Internal mark is awarded based on the components.

# **TECHNOLOGY FOR PERSONNEL PRODUCTIVITY MANAGEMENT**

COURSE CODE: MBAS214

## **OBJECTIVE**

- This paper, an HR Elective, intends to provide a deeper analytical understanding of employee proactive process orientation availing the technology for effective management of personnel.

## **METHODOLOGY**

The classroom lectures, interactive discussions & presentations, case-study based teaching, case-lets, primary [where feasible] and secondary data compilation on PPM Tech Practices in 5 organizations form part of the methods of coverage of syllabus.

## **SYLLABUS**

### **UNIT I**

TECHNOLOGY-PPM INTERFACE – Introduction – Concept Approaches to and Measurement of Personnel Productivity Techniques and Tools

### **UNIT II**

PERSONNEL FUNCTION AND TECHNOLOGY – Personnel Policies and Procedures and the Utility of Technology to ensure Efficiency to the Organisation – Designing and Development of Personnel Data Recording and Information Giving Systems – Performance Employee Rewards, Payments, Appraisal, Training, Job Satisfaction and other aspects of HRIS (Human Resource Information Systems).

### **UNIT III**

TECHNOLOGY AND PERSONNEL HEALTH – Concept and Measurement of Organisational and Personnel Health (OPH) – Assessment and Estimation of Variables which effect OPH – Usage of Technology – Eastern and Western to Continuously Improve Optt – OPH, Motivation, Morale, Personnel Productivity – A Discussion.

### **UNIT IV**

TECHNOLOGY, SOCIETY AND MANAGEMENT – Technology for Good Organizational Relations – Communications – Interactive Rapport Building – Assessment and Estimation of Psychographic Variables which effect Organisational Relations.

### **UNIT V**

Comprehensive Case Studies and Field Visits.

## **Course Outcomes:**

- CO1: Evaluate different approaches to measuring and improving personnel productivity.
- CO2: Analyze the impact of personnel policies and procedures on organizational efficiency.

CO3: Utilize technology to enhance OPH, motivation, morale, and personnel productivity.

- CO4: Evaluate the role of technology in fostering positive organizational relations.
- CO5: Apply theoretical knowledge to real-world scenarios through case studies.

### CO-PO Mapping

CO - PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	2	3
CO2	2	2	1	2	3	3	2
CO3	1	0	2	2	2	3	1
CO4	3	3	0	0	2	3	1
CO5	3	3	2	2	0	2	3
	<b>2.4</b>	<b>2</b>	<b>1.6</b>	<b>1.8</b>	<b>1.8</b>	<b>2.6</b>	<b>2</b>

### TEXT BOOKS:

1. Gordon B. Davis and Justus David Naumann, Personal Productivity With Information Technology, 1997
2. Stephan Kudyba and Romesh Diwan, Information Technology, Corporate Productivity, and the New Economy, 2002
3. Gordon B Davis, Teaching experiences and textbook description for personal productivity with information technology: The IS'95.2 course (Working paper series / Management Information Systems Research Center), 1995.

### REFERENCES

Current and Back Issues of:

1. ORGANISATIONAL DYNAMICS
2. PUBLIC PERSONNEL MANAGEMENT

### WEB RESOURCES

1. <http://www.astd.org/>, 2. <http://www.shrm.org>
3. [http://managementhelp.org/hr\\_mgmnt/hr\\_mgmnt.htm](http://managementhelp.org/hr_mgmnt/hr_mgmnt.htm)
4. <http://www.hrimmall.com/>

### ILLUSTRATIVE EXERCISE

- Case on utilization of technology in an organization
- Appreciation of a software connected with productivity improvements with a slant towards HRM orientation
- Organization visit and interactions with HR and other line executives with PPM Tech orientation and submission of report
- Book Review

The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examinations.

# **TRAINING AND DEVELOPMENT**

COURSE CODE: MBAS215

## **OBJECTIVES**

To appreciate the significances of training and development To introduce the basic concepts in training and development To understand the methods of training and development and To expose to the HRD practices in organizations.

## **METHODOLOGY**

The classroom lectures, interactive discussions & presentations, case-study based teaching, case-lets, business-games [for example Inventory Management], role-plays, primary [where feasible] and secondary data compilation on T & D Practices & their impact in 5 organizations form part of the methods of coverage of syllabus.

## **SYLLABUS**

### **UNIT I**

Job analysis – manpower planning – at the start of the business and as ongoing process – performance appraisal – standards, methods, errors.

### **UNIT II**

Learning Objectives – domains of learning – methods of learning – importance of teaching techniques – instruction technology – instructor behaviour – attention versus involvement.

### **UNIT III**

Need for Training and Development – Role of Development officers – administrators, consultants, designers and instructors – determining training needs – potential macro needs – usefulness of training – development of competency-based training programs – Evaluation of training programs.

### **UNIT IV**

Methods of training – on the job training – off the job training – choosing optimum method – the lecture – field trips – panel discussion – behaviour modeling – interactive demonstrations – brain storming – case studies – action mazes, incident process, inbaskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays – reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis.

### **UNIT V**

Need for development – differences between training and development – management development program – career development program – counseling – evaluation of programs – job evaluation – methods and techniques.

### Course Outcomes (COs)

- **CO1:** Understand the concept, importance, and objectives of training and development.
- **CO2:** Analyze the training needs of an organization and design effective training programs.
- **CO3:** Evaluate different training methods and their effectiveness.
- **CO4:** Develop and implement performance appraisal systems.
- **CO5:** Understand the role of technology in training and development.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. B. Taylor & G.Lippitt: MANAGEMENT DEVELOPMENT AND TRAINING HANDBOOK.
2. William E.Blank, HANDBOOK FOR DEVELOPING COMPETENCY BASED TRAINING PROGRAMMES, Prentice-Hall, New Jersey, 1982.

### REFERENCES

1. Nick P. Blanchard, James W. Thacker, EFFECTIVE TRAINING: SYSTEMS, STRATEGIES, AND PRACTICES, Prentice Hall, 2009.
2. Devendra Agochiya, EVERY TRAINER'S HANDBOOK, New Delhi; Sage Publications.
3. Goldstein, TRAINING IN ORGANIZATION, Thomson learning, Bombay, 2002.
4. Sahu, R.K., TRAINING FOR DEVELOPMENT, Excel Books, New Delhi, 2009.

### WEB RESOURCES

1. <http://www.astd.org/>
2. <http://www.shrm.org>
3. [http://managementhelp.org/hr\\_mgmnt/hr\\_mgmnt.htm](http://managementhelp.org/hr_mgmnt/hr_mgmnt.htm)
4. <http://www.hrimmall.com/>

### ILLUSTRATIVE EXERCISE

- The Internal mark is awarded based on the components and displayed in the notice board before the commencement of the semester-end examinations

# INTERPERSONAL RELATIONSHIP MANAGEMENT

## OBJECTIVE

## METHODOLOGY

Since the course involves various practical components of communication and interpersonal skills development, the teaching methodology will be a combination of lectures, management activities, and games, role-plays and active experiential practices.

## SYLLABUS

### UNIT I

Interpersonal Relationship Management – concept – need – Types – Factors affecting/influencing Interpersonal Relationship – Stages in developing the interpersonal relationship.

### UNIT II

Role of Communication in Interpersonal Relationship Management – Importance – how to improve – Management activities as a tool for IPRM

### UNIT III

Interpersonal Relationship Management Models and Theories – Interpersonal Relations at workplace: – Role of employees – role of Managers

### UNIT IV

Conflict Management - Concepts – Conflict Management Styles – Managing conflicts in organizations- Steps in conflict management – Types of conflict: People Centered, Task Centered – Steps to conflict resolution- Conflict Transformation. Thomas Kilman Conflict Mode Instrument in deciding the Conflict Management Styles.

### UNIT V

Interpersonal Communication and Relationship Based On Cross Culture: Corporate Culture: The Nature of Organizational Cultures; Quality and Cross-Culture; Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building. Diversity Management: Impact of cultural diversity in organizational performance- developing interpersonal relationships among the homogenous and diverse task groups.

## Course Outcomes (COs)

- **CO1:** Understand the concept of international relationship management and its importance in global business.
- **CO2:** Develop effective intercultural communication and negotiation skills.
- **CO3:** Analyze the cultural and political factors influencing international business relationships.
- **CO4:** Build and maintain strong relationships with international stakeholders.
- **CO5:** Manage international business transactions and projects effectively.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	3	3	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	3	3	2	3	2
CO5	3	3	2	3	3	3	2
	<b>3</b>	<b>2.8</b>	<b>2.4</b>	<b>3.2</b>	<b>2.2</b>	<b>3</b>	<b>2</b>

### REFERENCE

- International Management: Managing Across Borders and Cultures, 4th Ed., “Deresky Helen”, Prentice Hall of India, ISBN:81-203-2227-4, Rs.295.00

### ONLINE TEXTBOOK

- <https://www.g-wonlinetextbooks.com/interpersonal-relationships-2018/23>

### TEXTBOOKS

- Introduction to Conflict Management, Kenneth W. Thomas, 2002, CPP Inc.
- Articles from American Management Association.

# **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

COURSE CODE: MBAS216

## **OBJECTIVES**

- To Understand the IHRM Principle and Practices in the Domestic Context.
- To Study the International HRM Practices with Multicultural Nature compounded by Geographical Dispersion.
- To Adopt the best Practices of International HRM and its application to the Domestic and MNCs operating in India.

## **LEARNING OUTCOMES**

1. Helps the students to gain knowledge on IHRM practices at various contexts.
2. Will help in adopting best practices of International HRM.

## **SYLLABUS**

### **UNIT I**

INTERNATIONAL HUMAN RESOURCE MANAGEMENT: Evolution – Objectives – Significance, Implications, Opportunities and Growth of Internationalization of World Business - Strategic Orientation of IHRM- Types of International Assignments Models of IHRM. Video case discussion, Web exercises, Subject Quiz, International HR issues

### **UNIT II**

INTERNATIONAL WORKFORCE MANAGEMENT: International Job Market And Talent Acquisition Function; Cross-National Advertising, E-Recruitment; International Staffing Choice, Approaches To Multinational Staffing Decisions, Criteria of Selection and Techniques, International Staffing Issues, Successful Expatriation, Role of an Expatriate, Repatriation, Re-Entry and Career Issues. Video case discussion, Web exercises, Self-Awareness Exercises & Group Activities Cross -Culture for global excellence

### **UNIT III**

DEVELOPING INTERNATIONAL MIND SET: International Leadership, Cross Cultural Context and International Assignees, Current Scenario in International Training and Development of International Staff, Sensitivity Training, Career Development, Developing International Staff and Multinational Teams, Knowledge Transfer in Multinational Companies. International Compensation and International Employment Laws: Issues Related to International Compensation and International Assignees. Video case discussion, Web exercises, Subject Quiz, Self-Awareness Exercises- International Laws, Issues and Challenges arises in Global Context during Pandemic period

### **UNIT IV**

IHRM ISSUES, CHALLENGES AND OPPORTUNITIES: IHR issues in the Host Context: Standardization and Adaption of Work Practices, Retaining, Developing and Retrenching Staff, Language Standardization, Monitoring IHR Practices. IHRM Challenges, Evolution of

HR Professionals, , Establishment of Labour Standards by International Institutions, International Legal and Regulatory Context of MNE, International Framework of Ethics and Labour Standards, Industrial Relations, Policies and Practices of Multinationals, Key Concerns for Trade Unions, Recent Trends and Issues .Video case discussion, Web exercises, Self-Awareness Exercises-acquire knowledge regarding Best IHR practices in Global context during Pandemic period.

**UNIT V**

IHRM in the HOST COUNTRY CONTEXT: Identification of International Standardization and Localization of HR Practices, Standardization Drivers, MNE Strategy and Structure, Corporate Culture, Localization Drivers, Host Country’s Cultural and Institutional Environment, Mode of Operation and Subsidiary Role, Development of Balance Globalization and Localization of HRM, Business Ethics and Global Code of Conduct, Strategic Importance of Offshoring, India Vs. China as Important Offshoring Locations, Comparing and Assessing IHRM Issues In Emerging Markets. Video case discussion, Web exercises, Subject Quiz, IHRM application-based activities.

**Course Outcomes (COs)**

- **CO1:** Understand the concept, evolution, and strategic importance of International Human Resource Management (IHRM).
- **CO2:** Analyze the cultural, economic, and legal environments affecting IHRM practices.
- **CO3:** Develop strategies for staffing, performance management, and training in an international context.
- **CO5:** Evaluate the challenges and opportunities of managing human resources in global organizations.
- **CO6:** Understand the role of technology in managing global human resources.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	4	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	4	2	3	2
CO4	3	3	2	4	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>

**TEXT BOOKS**

1. Peter J. Dowling & Denice E. Welch (2020) IHR M, Cengage
2. Aswathappa k; SadhnaDash(2020) IHRM; Tata McGrawHill

## **REFERENCE BOOKS**

1. Bhatia S.K. 2005. IHR M: A Global Perspective: Practices and Strategies for Competitive Success, Deep and Deep Book Publishers, New Delhi,
2. Dessler, G. (2005) Human Resource Management (10th Ed.), Prentice Hall Publishing
3. Tony Edwards, Chrisrees: International Human Resource Management, Pearson,
4. International Human Resource Management, 6th edition by P. J. Dowling, M. Festing, & A. D. Engle, Sr (2013), Hampshire, UK: Cengage Learning.

## **WEB RESOURCES**

1. [www.economicdiscussion.net](http://www.economicdiscussion.net)
2. [www.hrinasia.com](http://www.hrinasia.com)
3. [www.ihrm-hr.org](http://www.ihrm-hr.org)
4. [www.ahrd.org](http://www.ahrd.org)
5. [www.villanovau.com](http://www.villanovau.com)

## **ILLUSTRATIVE EXERCISE**

- The Internal mark is awarded based on the components.

# **TALENT PLANNING AND ACQUISITION**

COURSE CODE: MBAS217

## **OBJECTIVE**

The course provides an understanding of planning and acquiring organization's talent needs from a strategic perspective. The course is aimed to offer a deeper orientation of the staffing function of human resources that would enable the learner to perform the talent acquisition function confidently.

## **COURSE OUTCOMES**

By the end of the course the learners are expected to

- Gain conceptual knowledge and operational understanding of all the key aspects of staffing function including human resource planning, job analysis, recruitment and selection.
- Understand the role of human resource planning in creating effective organizations
- Get acquainted with techniques necessary for successful strategic human resource planning.
- Develop the skills to design and implement effective recruitment and selection processes and critically evaluate existing processes.
- Become familiarized with the latest trends and best practices in talent acquisition.

## **SYLLABUS**

### **UNIT I**

Defining Strategic Staffing, Components, Goals, integrating functional areas of HRM-Business and Staffing strategies: Resource Based View, Firm's Business Strategy, Firm's Talent Philosophy – Deriving the firms staffing strategy, The Firm's Strategic Staffing Decisions –Legal Context: Types of Employment Relationships. Video case discussion, Web exercises, Group Discussions, Self-Awareness Exercises & Group Activities

### **UNIT II**

Job Analysis: Methods, Planning Job Analysis - Conducting Job Analysis, Developing Job Descriptions and Person Specifications – Workforce Planning Process, Forecasting the Firm's Talent Demand and Supply- Qualitative and Quantitative Forecasting Methods & Techniques - Resolving the gaps between Firm's Talent supply and demand, staffing planning Video case discussion, Web exercises, Field based activities-visiting organization for studying Job Analysis

### **UNIT III**

Talent Acquisition: Effective recruiters, Training and Developing Recruiters- Recruitment Metrics, Developing Applicant Attraction Strategies – Measurement, Describing and Interpreting Data, Using Data Strategically – Characteristics of using successful measures, Creating and validating assessment systems – External Assessment Methods – Internal Assessment Methods. Video case discussion, Web exercises, Self-Awareness Exercises –

## Studying methods of Talent Acquisitions in Pandemic Period

### UNIT IV

Latest trends in Recruitment: e-recruitment, social media recruitment, Recruitment management, mobile/video recruitment, Innovative recruitment practices – Selection tools and Techniques, Predictors of Job Performance- Testing: Types of Tests, The Selection Interview: Process, Conduct, Types, Pitfalls - Choosing Candidates, Job Offer Strategie. Video case discussion, Web exercises, Self-Awareness Exercises & Group Activities- Students Presentations – latest trends in recruitments in Pandemic Period

### UNIT V

The Employment Contract, presenting a job offer, Negotiating, Closing the Deal – Orienting (Induction) and Socializing New Employees – Managing the Flow of Workforce – Involuntary Employee Separations – Staffing Outcomes, Evaluating Staffing Systems – Technology and Staffing Evaluation. Video case discussion, Web exercises, Self-Awareness Exercises -Group Discussions

### Course Outcomes (COs)

- **CO1:** Understand the strategic importance of talent planning and acquisition for organizational success.
- **CO2:** Analyze the internal and external factors influencing talent planning and acquisition.
- **CO3:** Develop effective talent acquisition strategies and processes.
- **CO4:** Evaluate talent management practices and their impact on organizational performance.
- **CO5:** Understand the role of technology in talent planning and acquisition.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### SKILL DEVELOPMENT

(These activities are only indicative; the faculty member can innovate)

1. Find out staffing strategy of any 2 companies
2. Conduct a survey on importance of HR planning in any 2 IT based companies
3. Study Attracting strategies of any 2 companies of financial institution
4. List out the latest trends in Recruitment

5. Study orientation programs offered by any 2 companies of IT sector

#### **TEXT BOOKS**

1. Jean M. Phillips, Stanley M. Gully, Strategic Staffing, Pearson
2. Talent Management Handbook. (2017). Association for Talent Development (ATD) By Lance A. Berger, Dorothy R. Berger. Virginia, USA.
3. Belcourt.M., Mc Bey K.J., Strategic Human Resource Planning, Cengage Learning.

#### **REFERENCE BOOKS**

1. D K Bhattacharya, Human Resource Planning, Excel Books.
2. Armstrong, Taylor: Armstrong's Handbook of Human Resource Management Practice, 13/e, Kogan Page, 2014.
3. The Talent Management Handbook, Second Edition: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People (Hardback)

#### **WEB RESOURCES**

1. [www: hrconsults.com](http://www.hrconsults.com)
2. [www.humanresourcetoday.com](http://www.humanresourcetoday.com)
3. [www.hrexchangenetwork.com](http://www.hrexchangenetwork.com)
4. <http://www.edu-active.com>

#### **ILLUSTRATIVE EXERCISE**

- The Internal mark is awarded based on the components

# **MARKETING ELECTIVES**

# **BRAND MANAGEMENT**

COURSE CODE: MBAS301

## **OBJECTIVES**

- To increase understanding of the key issues in crafting and evaluating brand strategies
- To provide theories, models, and other analytic tools to make better branding decisions

## **METHODOLOGY**

The classroom methodology will include lectures, quizzes, Web 2.0-based assignments, comprehensive case analysis and discussions, term paper writing with a requirement to take a position on a branding issue.

## **SYLLABUS**

### **UNIT I: BRANDING CONCEPTS**

Brands & Brand Management: What is a brand? - Brand Elements – Core Brand Values and Brand Mantra – Brand Value Chain – Brand Value Proposition – Functional, Emotional and Self Expressive Benefits – Strategic Brand Management Process - Iconic brands – Global brands

### **UNIT II: BRAND EQUITY AND POSITIONING**

Brand Positioning – Identifying, choosing and communicating Points of Parity and Points of Difference – Brand Associations – Primary and Secondary Associations – Repositioning. Customer Based Brand Equity – The Brand Equity Pyramid – Brand Resonance

### **UNIT III: BRANDING STRUCTURES**

Brand Hierarchy – Levels, Principles of designing the brand hierarchy – Managing the Brand portfolio. Brand Architecture – Masterbrand, Overbrand, Freestanding Brand and Endorser Brand structures – Price-Quality Brand Structures - House of Brands, Branded House, and Hybrid Structures. Managing Brands over time: Brand Revitalization - Brand Extension strategies – Product Category and Line Extension – Pros and cons of brand extension.

### **UNIT IV: BRAND IDENTITY & PERSONALITY**

Brand Identity – Kapferer's Brand Identity Prism – Elements of Brand Identity – Co-branding and Ingredient branding. Brand Personality – Brand Personality Dimensions and Traits – Drivers of brand personality. Luxury brands – Cult brands

### **UNIT V: BRAND METRICS**

Brand Metrics – Measuring Brand Equity – Loyalty measures, perceived quality and leadership measures, associations/ differentiation measures, awareness measures and market behavior measures. Brand Valuation – Methods: Cost, market and Income approach, Brand Valuation Models – Interbrand, Y&R's Brand Asset Valuator, Millward Brown's Brand Dynamics approach and Brand.

### Course Outcomes (COs)

- CO1: Understand the concept of branding and its strategic importance for organizations.
- CO2: Develop a comprehensive brand strategy for a product or service.
- CO3: Evaluate brand equity and its impact on organizational performance.
- CO4: Manage brand image and reputation effectively.
- CO5: Understand the role of digital media and technology in brand building.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### REFERENCE BOOKS

1. Kevin Lane Keller: Strategic Brand Management (Pearson)
2. Jean-Noel Kapferer: The New Strategic Brand Management (Kogan Page)
3. Subroto Sengupta: Brand Positioning (Tata McGraw-Hill)
4. Brad VanAuken: The Brand Management Checklist (Kogan Page)

### WEB RESOURCES

1. [www.millwardbrown.com](http://www.millwardbrown.com) – a branding consulting and brand equity research firm
2. [www.martinlindstrom.com](http://www.martinlindstrom.com) – website of a popular author on branding topics like sensory branding and neuromarketing
3. [www.interbrand.com](http://www.interbrand.com) – website of the world’s largest brand consultancy that publishes annual list of Best Global brands.
4. [www.brandinginsiderstrategy.com](http://www.brandinginsiderstrategy.com) – a popular branding blog

### ILLUSTRATIVE EXERCISES

1. Study the latest annual list of Best Global brands from InterBrand and Best Indian brands from The Economic Times. Identify the gainers and losers and understand the reasons behind gain/loss in the ranking
2. Observe the websites of top luxury brands in different categories. Try to identify how the luxury element is represented on the website. Identify successful brand repositioning in the past decade and compile a list of best practices in brand repositioning.

# **CONSUMER BEHAVIOUR**

COURSE CODE: MBAS302

## **OBJECTIVES**

- To understand the conceptual foundations of consumer buying behavior.
- To equip the learner to apply the principles and prepare for a career in Product and Brand Management in the FMCG and consumer durables industry.

## **METHODOLOGY**

Lectures for conceptual foundations for understanding consumer behaviour theories and practice, live case discussions, field based mini projects and terms papers, assignments on augmented topics. Individual as well as group assignments in given topics to understand the application of concepts. Live Cases of existing companies and brands will form a part of the entire learning process for understanding how consumer behaviour concepts are applied in the local and global contexts

## **SYLLABUS**

### **UNIT I**

Consumer Behaviour and Marketing Action: An overview – Consumer involvement, decision-making processes and purchase behaviour and marketing implications – Consumer Behaviour Models. Experiential Exercise: Identify a product category and detail the buying process adopted

### **UNIT II**

Environmental influences on consumer behaviour – Cultural influences – Social class, reference groups and family influences - Opinion leadership and the diffusion of innovations – Marketing implications of the above influences. Experiential Exercise: Analyse the cultural and sociological influences for a global company's brand using live cases

### **UNIT III**

The individual consumer and buying behaviour and marketing implications – Consumer perceptions, learning, attitudes, motivation and personality – psychographics, values and lifestyles. Experiential Exercise: Analyse the psychographic influences for a global company's brand using live cases, analyse the relationship between brand personality and self-concept

### **UNIT IV**

Strategic marketing applications – Market segmentation strategies – Positioning strategies for existing and new products, Re-positioning, perceptual mapping – Marketing communications – Source, message and media effects. Store choice and shopping behaviour – In-Store stimuli, store image and loyalty – Consumerism – Consumer rights and Marketers' responsibilities. Experiential Exercise: Analyse the STP strategies of brands in a category using live cases, visit a physical shopping mall and understand consumer choices by observation.

## UNIT V

The Borderless Consumer Market and buying behaviour – Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses to direct marketing approaches – Issues of privacy and ethics. Experiential Exercise: Visit some virtual shopping sites and understand consumer choices by observation of recommendations and analysing product reviews.

### Course Outcomes (COs)

- **CO1:** Understand the consumer decision-making process and its influencing factors.
- **CO2:** Analyze consumer behavior and its implications for marketing strategies.
- **CO3:** Develop consumer segmentation and targeting strategies.
- **CO4:** Evaluate the role of consumer behavior in product development and branding.
- **CO5:** Understand the ethical and social implications of consumer behavior.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Loudon and Della Bitta: CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, 4th Edition; Tata Mc-Graw Hill.
2. Schiffman, Wisenblit and Ramesh Kumar: CONSUMER BEHAVIOUR, Pearson Education Asia, 11th Edition.
3. Henry Assael: CONSUMER BEHAVIOUR AND MARKETING ACTION, Cincinnati, Ohio: South-Western College Pub., 6th Edition

### REFERENCES

1. Berkman & Gilson: CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, Kent Publishing Co.
2. Bennet and Kassarian: CONSUMER BEHAVIOUR, Prentice Hall of India
3. Schiffman and Kanuck: CONSUMER BEHAVIOUR, Pearson Education Asia, 7th Edition,
4. Hawkins, Best & Coney: CONSUMER BEHAVIOUR, Tata McGraw Hill.
5. Efraim Turban, Jae Lee, David King, & H. Michael Chung: Electronic Commerce: A Managerial Perspective, Pearson Education Inc., 2000.

NB: Latest Editions of the books mentioned above are recommended. Some reference books

are classic texts that will motivate a student to develop an appreciation of the theoretical foundations of the field of consumer behaviour and may not have recent editions.

### **WEB RESOURCES**

1. <https://www.millwardbrowndigital.com/category/consumer-behavior-insights/>  
<https://www.ipsos-retailperformance.com/solutions/customer-behavior-insights/>  
<https://www.information-age.com/can-use-consumer-behavior-strengthen-insight-123468045/>
2. Social media pages of companies and brands
3. Consumer Generated Content (CGC) on various web platforms such as YouTube, FaceBook, Blogs, Twitter, Instagram, etc.

### **MAGAZINES AND JOURNALS**

All marketing area related periodicals

### **ILLUSTRATIVE EXERCISE**

Students are expected to study in-depth any area of consumer behaviour by designing mini research projects and analysing the findings; making presentations on niche topics that are applications of consumer behaviour theories, etc.

# **CUSTOMER RELATIONSHIP MANAGEMENT**

COURSE CODE: MBAS303

## **OBJECTIVE**

To understand the concepts and principles of CRM and appreciate the role and changing face of CRM as an IT enabled function.

## **METHODOLOGY**

Lectures, term papers, industry visit and case discussions

## **SYLLABUS**

### **UNIT I**

CRM concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/ Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

Experiential Exercise: Analysing SLAs and understanding the implications of over-promise on customer relationships

### **UNIT II**

CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

Experiential Exercise: Call scripting for customer service representative and IVRS environments using role plays

### **UNIT III**

Sales Force Automation – Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

Experiential Exercise: Analyse articles on SRM, PRM and SFA for better application grounded on marketing principles instead of using silo thinking.

### **UNIT IV**

Analytical CRM: Managing and sharing customer data – Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Clickstream Analysis, Personalization and Collaborative Filtering.

Experiential Exercise: Do a Market Basket Analysis MBA for hypothetical shopping carts of various groups of customers

### **UNIT V**

CRM Implementation: Defining success factors, preparing a business plan – requirements, justification, processes. Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches. Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

**Course Outcomes (COs)**

- **CO1:** Understand the concept, evolution, and strategic importance of CRM.
- **CO2:** Analyze customer behavior and needs to develop effective CRM strategies.
- **CO3:** Implement CRM technologies and systems to manage customer relationships.
- **CO4:** Evaluate the performance of CRM initiatives and make necessary improvements.
- **CO5:** Understand the ethical implications of CRM and customer data management.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

**TEXT BOOKS**

1. Stanley A. Brown, CUSTOMER RELATIONSHIP MANAGEMENT, John Wiley & Sons, Canada, Ltd.
2. Paul Greenberg: CRM AT THE SPEED OF LIGHT: CAPTURING AND KEEPING CUSTOMERS IN INTERNET REAL TIME.

**REFERENCES**

1. Jill Dyché: THE CRM HANDBOOK: A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT, Addison Wesley Information technology Series.
2. Patrica B. Ramaswamy, et al: HARVARD BUSINESS REVIEW ON CUSTOMER RELATIONSHIP MANAGEMENT
3. Kristin L. Anderson & Carol J Kerr, CUSTOMER RELATIONSHIP MANAGEMENT
4. Bernd H Schmitt, CUSTOMER EXPERIENCE MANAGEMENT: A REVOLUTIONARY APPROACH TO CONNECTING WITH YOUR CUSTOMERS.
5. Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT

**WEB RESOURCES**

1. <https://www.salesforce.com/in/learning-centre/crm/what-is-crm/>
2. [https://en.wikipedia.org/wiki/Customer\\_relationship\\_management](https://en.wikipedia.org/wiki/Customer_relationship_management)

**ILLUSTRATIVE EXERCISE**

The Internal mark is awarded based on the class assignments, studying the CRM practices of companies, customer satisfaction studies, etc

# **INDUSTRIAL MARKETING**

COURSE CODE: MBAS304

## **OBJECTIVES**

- To help the learner distinguish between consumer marketing and industrial marketing
- To understand the nuances of industrial marketing
- To learn to formulate industrial marketing strategies and also design industrial marketing mix elements

## **METHODOLOGY**

Lectures, case discussions, story-telling, role-plays, seminar presentations, position papers, firm/issue analysis, mini-projects, social media content development and sharing

## **SYLLABUS**

### **UNIT I**

Introduction to Industrial Markets - Industrial Marketing System - Concepts and Characteristics - Types of Industrial Markets - Industrial Buyer Behaviour.

### **UNIT II**

Strategic Industrial Marketing (S.T.P.) -Marketing Information Systems and Marketing Research.

### **UNIT III**

Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management. - Pricing Decisions in Industrial Markets.

### **UNIT IV**

Formulating Channel Strategies and Physical Distribution decisions - Promotional Strategies for Industrial Goods/ Services.

### **UNIT V**

Marketing Strategy formulation, implementation and control - Competitive marketing strategies - Introduction to B2B eCommerce: online exchanges and platforms

## **Course Outcomes (COs)**

- **CO1:** Distinguish between consumer and industrial marketing concepts and practices.
- **CO2:** Analyze the characteristics of industrial markets and buyer behavior.
- **CO3:** Develop industrial marketing strategies and plans.
- **CO4:** Implement effective industrial marketing communication and promotion strategies.
- **CO5:** Manage industrial sales and distribution channels effectively.

## CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

## TEXT BOOKS

1. Robert R.Reeder, Edward G.Brierty & Betty H.Reeder: INDUSTRIAL MARKETING; Prentice-Hall International, 2006.
2. Krishna Havaldar, INDUSTRIAL MARKETING, Tata McGraw-Hill, 2005

## REFERENCES

1. Peter M. Chisnall: STRATEGIC INDUSTRIAL MARKETING; Prentice-Hall International, 1995.
2. Richard M.Hill, Ralph S.Alexander & James S.Cross: INDUSTRIAL MARKETING; All India Traveller Book Seller Publishers and Distributors, 2002

## WEB RESOURCES

1. <http://www.developingb2bsales.com.com/>
2. <http://www.eardley.co.za> (Industrial marketing blog)
3. <http://www.b2bstories.com>
4. <http://www.b2bmarketingzone.com> (Community site)
5. <http://www.b2bm.biz> (Information portal)

## ILLUSTRATIVE EXERCISE

The Internal mark is awarded based on components such as studying competitive marketing strategies of B2B firms, analysis of B2B advertisements, analysis and discussion of B2B cases and quizzes.

## INTEGRATED MARKETING COMMUNICATION

COURSE CODE: MBAS305

## OBJECTIVES

To equip students for a career in Product and Brand Management, Advertising – with special reference to Client servicing, Media planning and research.

## METHODOLOGY

Briefing of conceptual foundations, live cases, designing an advertising and promotion campaign, field based mini projects and terms papers, assignments, presentations.

## **SYLLABUS**

### **UNIT I: ADVERTISING - AN INTRODUCTION**

Origin and Development - Definition and Classification - Planning Framework - Organizing Framework - the Advertiser and the Advertising Agency interface. STRATEGIC ADVERTISING DECISIONS - Setting Advertising Objectives – The Budget Decision – Preparing the Product and Media Brief

Experiential Exercise: Preparing the Product and Media Brief

### **UNIT II: COPY DECISIONS**

Visualization of Ad Layout – Elements of Ad Copy and Creation – Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation - Copy (Pre-) Testing methods and measurements.

Experiential Exercise: Continuation of above developing the concept platform and designing ad copy.

### **UNIT III: MEDIA DECISIONS**

Media Planning and Selection – Concepts of Reach, Frequency, Continuity, and Selectivity – Measures of Media Cost Efficiency – Media (Readership/ Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.

Experiential Exercise: Continuation of above deciding the media mix

### **UNIT IV: MEASURING ADVERTISING EFFECTIVENESS**

Control of Advertising by practitioners, media and the market - Advertising in the International Marketplace - Advertising and Principles of Integrated Marketing Communication and Image Building.

Experiential Exercise: Analysing effectiveness reports, live cases

### **UNIT V: SALES PROMOTION**

Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.

BRAND EQUITY - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' – Leveraging Brand Values for business and non-business contexts.

Experiential Exercise: Analysing live cases of sales promotion campaigns, and brand image

### **COURSE OUTCOMES (COS)**

- **CO1:** Understand the concept of integrated marketing communication (IMC) and its role in achieving organizational goals.
- **CO2:** Develop integrated marketing communication plans and strategies.
- **CO3:** Evaluate the effectiveness of IMC campaigns.

- **CO4:** Manage the IMC process, including budgeting, media planning, and execution.
- **CO5:** Understand the ethical and legal implications of IMC.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Belch and Belch, ADVERTISING AND PROMOTION, Tata McGraw Hill
2. The Marketing White Book 2010-2011, Business World Publication

### REFERENCES

1. Wells, Burnett & Moriarty: ADVERTISING PRINCIPLES AND PRACTICES, Prentice-Hall
2. Subroto Sengupta: BRAND POSITIONING; Tata McGraw Hill.
3. June Valladares: THE CRAFT OF COPYWRITING, Sage Publications.
4. J V Vilanilam & A K Varghese: ADVERTISING BASICS! A RESOURCE GUIDE FOR BEGINNERS, Response Books, Sage Publications.
5. Wright, Winter & Zeigler: ADVERTISING;
6. Sandage, Fryburger & Rotzoll: ADVERTISING; Irwin.
7. David Ogilvy: OGILVY ON ADVERTISING.
8. J. T Russel & Ronald Lane: KLEPPNER'S ADVERTISING PROCEDURE; Prentice Hall.
9. Don E. Schultz: STRATEGIC ADVERTISING CAMPAIGNS; NTC Business Books.
10. Kevin Lane Keller: BUILDING, MEASURING AND MANAGING BRAND EQUITY, Prenticehall India.

### WEB RESOURCES

1. <http://www.afaqs.com/>
2. [www.emarketer.com](http://www.emarketer.com)
3. [www.razorfish.com](http://www.razorfish.com)

# INTERNATIONAL MARKETING

COURSE CODE: MBAS306

## OBJECTIVES

- This course is designed to provide knowledge of marketing management in the international scenario.
- To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.

## SYLLABUS

### UNIT I

#### *Introductory case*

An overview: The importance of world trade - Scope and challenges of international marketing - Recent trends and developments in international trade- protectionism, trade barriers, easing trade restrictions, role of the IMF and World Bank, WTO and TRIPS, TRIMS and liberalization of service industries.

Video case discussion, Web exercises, Subject Quiz, Marketing application-based activities (using McGraw Hill Connect).

### UNIT II

#### *Introductory case*

The international marketing environment: The international economic environment, trade environment, social and cultural environments - international political, legal and regulatory environments – Multilateral and geographical groupings - Cultural dynamics in assessing global markets.

Video case discussion, Web exercises, Subject Quiz, Marketing application-based activities (using McGraw Hill Connect).

### UNIT III

#### *Introductory case*

Assessing international market opportunities: Developing a global vision through marketing research - International marketing management - planning and organization - Market entry strategies - export, joint ventures and direct investments.

Video case discussion, Web exercises, Subject Quiz, Marketing application-based activities (using McGraw Hill Connect).

### UNIT IV

#### *Introductory case*

Developing Global Marketing Strategies I: Global marketing management - Planning and organization - Products and services for Consumers - Products and services for businesses - Pricing for international markets - International marketing channels.

Video case discussion, Web exercises, Subject Quiz, Marketing application-based activities (using McGraw Hill Connect).

## UNIT V

### *Introductory case*

Developing Global Marketing Strategies II: Integrated Marketing Communications and International Advertising - Personal Selling and Sales Management.

Implementing Global Marketing Strategies: Inventive Negotiations with International Customers, Partners, and Regulators - Cultural Analysis Economic Analysis Market Audit and Competitive Market Analysis Preliminary Marketing Plan.

Video case discussion, Web exercises, Subject Quiz, Marketing application-based activities (using McGraw Hill Connect).

### **Course Outcomes (COs)**

- **CO1:** Understand the concept and scope of international marketing.
- **CO2:** Analyze the international marketing environment and its impact on business.
- **CO3:** Develop international marketing strategies and plans.
- **CO4:** Implement international marketing programs and evaluate their effectiveness.
- **CO5:** Manage international marketing operations and control activities.

### **CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### **TEXT BOOKS**

1. Philip R Cateora., R Bruce Money., Mary C Gilly and John L Graham (2020), International Marketing, (18/e), McGraw Hill (India).
2. Mark C. Green and Warren J. Keegan (2020), Global Marketing, (10/e), Pearson Education.
3. Svend Hollensen (2020), Global Marketing, (8/e), Pearson Education.

### **REFERENCE BOOKS**

1. Francis Cherunilam (2016), International Marketing: Text and Cases, (15/e), Himalaya Publishing House.
2. Masaaki Kotabe and Kristiaan Helsen (2017), Global Marketing Management, (7/e), John Wiley & Sons.
3. Gautam Datta (2016), Global Marketing, Pearson Education.
4. Rakesh Mohan Joshi (2014), International Marketing, (2/e), Oxford University Press.

5. Justin Paul and Ramneek Kapoor (2012), *International Marketing: Text and Cases*, (2/e), McGraw Hill (India).
6. Michael R. Czinkota and Ilkka A. Ronkainen (2013), *International Marketing*, (10/e), Cengage Learning.

# **INTERNET MARKETING**

COURSE CODE: MBAS307

## **OBJECTIVES**

The objectives of this course are:

- To rethink marketing in an Internet-enabled marketing environment
- To conceptualize marketing strategy formulation in the context of the Internet
- To understand the Internet marketing mix
- To address the emerging issues on the Internet from a marketing perspective

## **METHODOLOGY**

The classroom methodology will include lectures, quizzes, comprehensive case analysis and discussions, brainstorming on industry news, white papers and group-wise development of an Internet marketing plan.

## **SYLLABUS**

### **UNIT I: A FRAMEWORK FOR INTERNET MARKETING**

Rethinking marketing in a connected world – Internet as a marketing platform: critical success factors – market opportunity analysis in the new economy – generating business model canvas  
Delivering customer value types: trapped, hybrid and new-to-the-world value – application of the Long Tail concept in Internet marketing

### **UNIT II: STRATEGIC INTERNET MARKETING**

Planning the Internet strategy – Segmenting the internet market, Niche marketing strategies, On-line positioning and competitive analysis - SOSTAC framework for Internet marketing planning - Internet marketing scenarios – pure-play and bricks-and-clicks businesses - User experience design and its core principles - Web development and customer interface design – 7Cs framework – Adaptive Vs Responsive designs

### **UNIT III: INTERNET MARKET INTELLIGENCE AND USER BEHAVIOUR**

Online market research, Web tracking audits, analytics – marketing performance metrics – Conversion funnel and optimization; Introduction to Search engine optimization and Google Analytics - Online consumer behaviour and characteristics – Issue of trust – Internet communities: creation and transfer of value within communities

### **UNIT IV: INTERNET MARKETING MIX**

Comparing traditional marketing mix with Internet marketing mix - Product hierarchy - Influence of interactivity and individualization - new product development process – mass customization – online brand building - Pricing on the internet – characteristics, customer-driven pricing, dynamic pricing and pricing strategies - Internet as a distribution channel – disintermediation effect – the role of Internet intermediaries – Creating and Managing Online Partnerships: Affiliate marketing Online advertising models and types – Search advertising, Display advertising, Email marketing, Social media channels – Risks and challenges

## UNIT V: EMERGING ISSUES IN INTERNET MARKETING

Influence of Web 2.0 on Internet marketing – crowdsourcing applications in marketing  
Mobile marketing – advantages and challenges – virtual, augmented and mixed reality – location-based contextual marketing - Global Internet marketing – standardization Vs. differentiation dilemma – Global navigation of website.

### Course Outcomes (COs)

- **CO1:** Understand the concept of internet banking and its role in the financial industry.
- **CO2:** Analyze the technological infrastructure and security aspects of internet banking.
- **CO3:** Evaluate the impact of internet banking on customer behavior and expectations.
- **CO4:** Develop strategies for effective online banking service delivery.
- **CO5:** Assess the risks and challenges associated with internet banking.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Mohammed, Fisher, Jaworski and Cahill: Internet marketing – building advantage in a networked economy (Tata McGraw-Hill)
2. Chaffey, Meyer, Johnston and Ellis-Chadwick: Internet Marketing (Prentice-Hall/Financial Times)

### REFERENCE BOOKS

1. Vassos: Strategic Internet Marketing - Practical e-commerce and branding tactics (Que Books)
2. Stokes: eMarketing - The essential guide to digital marketing, Quirk eMarketing (P) Ltd. ([www.quirk.biz/emarketingtextbook](http://www.quirk.biz/emarketingtextbook))

### WEB RESOURCES

1. [www.hubspot.com](http://www.hubspot.com) – offering in-bound marketing software, support and methodology
2. [www.razorfish.com](http://www.razorfish.com) – agency for Internet marketing and design of user experience and enterprise design
3. [www.emarketer.com](http://www.emarketer.com) – Internet marketing research firm

4. [www.econsultancy.com](http://www.econsultancy.com) – Internet marketing research and training company

#### **ILLUSTRATIVE EXERCISES**

1. Illustrate the application of Long Tail concept in Search Engine Optimization by searching for ‘hotels in Pondicherry’, ‘resorts in Pondicherry’, ‘beach resorts in Pondicherry’ and ‘eco-beach resorts in Pondicherry’. Compare the results on the Search Engine Results Page
2. Observe the translation of corporate strategy to Internet marketing strategy by comparing the websites of a Full-service airline and Low-cost airlines.
3. Identify the website ‘localization’ elements by observing the international websites of, say Levis.

# MARKETING ANALYTICS-I

COURSE CODE: MBAS308

## OBJECTIVES

- To enable the students to know about the information needs of Management.
- To introduce software packages like MS-EXCEL/SPSS/R for Marketing Analytics
- To introduce the students to many Excel tools that can be used to analyze marketing problems: PivotTables, charting and Excel statistical functions, including COUNTIF, COUNTIFS, SUMIF, SUMIFS, AVERAGEIF, and AVERAGEIFS functions
- To estimate demand curves and to determine profit maximizing prices, price bundling, nonlinear pricing strategies, and price-skimming strategies
- To introduce forecasting tools
- To analyse the consumer needs and product attributes choices that drives sales

## METHODOLOGY

The methodology is predominantly by Case analysis and Computer based Problem Solving, complemented by lecture mode. The students have to undertake a project work in a topic of their interest and product, to apply the concepts studied in the course.

## SYLLABUS

### Unit-I

**Using Excel to Summarize Marketing Data:** Slicing and Dicing Marketing Data with PivotTables- Using Excel Charts to Summarize Marketing Data- Using Excel Functions to Summarize Marketing Data

### Unit-II

**Pricing:** Estimating Demand Curves and Using Solver to Optimize Price- Price Bundling- Nonlinear Pricing- Price Skimming and Sales

### Unit-III

**Forecasting:** Simple Linear Regression and Correlation- Using Multiple regression to forecast Sales

### Unit-IV

Forecasting in the event of special Events-Modelling Trend and Seasonality & other forecasting methods [Ratio to Moving Average/Winter Method / Neural Networks]

### Unit-V

Product related decision: Product Attribute Analysis [Conjoint]- Logistic Regression –Discrete Choice Analysis & Random Utility Theory

## Course Outcomes (COs)

- **CO1:** Understand the concept of marketing analytics and its role in decision making.
- **CO2:** Apply data analysis techniques to extract meaningful insights from marketing data.
- **CO3:** Develop and implement marketing models for forecasting and optimization.

- **CO4:** Use marketing analytics to measure and improve marketing performance.
- **CO5:** Communicate marketing insights effectively to stakeholders.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS:

1. Wayne L. Winston (2014). Marketing Analytics-Data-Driven Techniques with Microsoft® Excel, John Wiley & Sons, Inc., Indianapolis, Indiana
2. Stephen Sorger (2013), Marketing Analytics: Strategic Models and Metrics, Atlantic Publishers and Distributors.
3. Gary L. Lilien and Arvind Rangaswamy (2005), Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Pearson Education

### REFERENCES:

1. Hair, Andersen, Black and Tatham, Multivariate Data Analysis, Pearson India Ltd, New Delhi, 2008 (7th edition)
2. Paul W.Farris et al (2010), Marketing Metrics, Pearson Education

### MAGAZINES & OTHER REFERENCES

1. www.emeraldinsight.com (A renowned research journal database)
2. www.ficci.com (*Official web site of Federation of Indian chambers, Commerce and Industry*)
3. www.ibef.org(*Official web site of India Brand Equity foundation, a subsidy of CII*)
4. www.ncaer.org (*National Council of Applied Economic Research – Govt. of India data resource*)

### WEB RESOURCES:

1. www.statstutorials.com (*Statistics tutorials including worked examples using SPSS*)
2. www.analyzemath.com/statistics.html (*Statistics tutorials*)
3. www.burns-stat.com/pages/tutorials.html (*Statistics tutorials*)

4. [www.spss.com](http://www.spss.com)
5. [www.search.ebscohost.com](http://www.search.ebscohost.com)

# MARKETING ANALYTICS-II

COURSE CODE: MBAS309

## OBJECTIVES

- To enable the students to know about the information needs of Management.
- To explore customer value analysis and value models
- To introduce the segmentation analysis
- To explore the retail analytics tools
- To analyse the advertising analytical tools
- To introduce Internet and social media analytics

## METHODOLOGY

The methodology is predominantly by Case analysis and Computer based Problem Solving, complemented by lecture mode. The students have to undertake a project work in a topic of their interest and product, to apply the concepts studied in the course.

## SYLLABUS

### Unit-I

**Customer Value:** Calculating Lifetime Customer Value- Using Customer Value to Value a Business- Customer Value, Monte Carlo Simulation, and Marketing Decision Making- Allocating Marketing Resources between Customer Acquisition and Retention

### Unit-II

**Market Segment:** Clustering- User-Based Collaborative Filtering-Using Classification Trees for Segmentation

### Unit- III

**Retail Analytics:** Market Basket Analysis and Lift - Allocating Retail Space and Sales Resources-Identifying the Sales to Marketing Effort Relationship

### Unit-IV

**Advertising Analytics:** Measuring the Effectiveness of Advertising -Media Selection Models- Pay per Click Advertising- Introduction to Internet and Social Marketing

### Unit-V

Introduction to dashboard – Need for Visualization – various visualization tools – Using Visualization tools for Marketing data – Creating dashboards

## Course Outcomes (COs)

- **CO1:** Apply advanced statistical techniques to analyze marketing data and extract insights.
- **CO2:** Develop customer-centric models for value analysis and segmentation.
- **CO3:** Utilize retail analytics tools to optimize store performance and customer experience.
- **CO4:** Analyze advertising effectiveness using advanced analytics techniques.

- **CO5:** Apply internet and social media analytics to measure and improve marketing campaigns.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS:

1. Wayne L. Winston (2014). Marketing Analytics-Data-Driven Techniques with Microsoft® Excel, John Wiley & Sons, Inc., Indianapolis, Indiana
2. Stephen Sorger (2013), Marketing Analytics: Strategic Models and Metrics, Atlantic Publishers and Distributors.
3. Gary L. Lilien and Arvind Rangaswamy (2005), Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Pearson Education

### REFERENCES:

1. Hair, Andersen, Black and Tatham, Multivariate Data Analysis, Pearson India Ltd, New Delhi, 2008 (7th edition)
2. Paul W.Farris et al (2010), Marketing Metrics, Pearson Education

### MAGAZINES & OTHER REFERENCES

1. [www.emeraldinsight.com](http://www.emeraldinsight.com) (A renowned research journal database)
2. [www.ficci.com](http://www.ficci.com) (Official web site of Federation of Indian chambers, Commerce and Industry)
3. [www.ibef.org](http://www.ibef.org) (Official web site of India Brand Equity foundation, a subsidy of CII)
4. [www.ncaer.org](http://www.ncaer.org) (National Council of Applied Economic Research – Govt. of India data resource)

### WEB RESOURCES:

1. [www.statutorials.com](http://www.statutorials.com) (Statistics tutorials including worked examples using softwares like SPSS)
2. [www.analyzemath.com/statistics.html](http://www.analyzemath.com/statistics.html) (Statistics tutorials)
3. [www.burns-stat.com/pages/tutorials.html](http://www.burns-stat.com/pages/tutorials.html) (Statistics tutorials)
4. [www.spss.com](http://www.spss.com)
5. [www.search.ebscohost.com](http://www.search.ebscohost.com)

# MARKETING FOR NON-PROFIT ORGANIZATIONS

COURSE CODE: MBAS310

## OBJECTIVES

- To create an awareness about the nature of marketing function in a non-profit business environment and understand its distinct characteristics and roles.
- To impart an understanding of the design and implementation of the marketing plan, in the context of non-profit organizations.

## METHODOLOGY

Lectures, case discussions, story-telling, role-plays, seminar presentations, position papers, firm/issue analysis, mini-projects, social media content development and sharing

## SYLLABUS

### UNIT I

Introduction to non-profit organizations - Classification and characteristics of non-profit organizations - Role of marketing in a non-profit business setup

### UNIT II

Analysing market opportunities - Strategic non-profit marketing (segmentation targeting-positioning)

### UNIT III

Product/service decisions - Price decisions - Distribution decisions - Promotion decisions.

### UNIT IV

Resource generation for non-profit business - Social marketing

### UNIT V

Developing marketing strategies for specific non-profit businesses

## Course Outcomes (COs)

- **CO1:** Understand the unique characteristics of non-profit marketing and its distinction from commercial marketing.
- **CO2:** Develop marketing plans and strategies for non-profit organizations.
- **CO3:** Implement marketing tactics to achieve non-profit goals and objectives.
- **CO4:** Evaluate the effectiveness of non-profit marketing campaigns.
- **CO5:** Manage the challenges and opportunities of non-profit marketing in a changing environment.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	3
CO2	3	3	2	3	2	3	3
CO3	3	3	2	3	2	3	3
CO4	3	3	2	3	2	3	3
CO5	3	3	2	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>

### TEXT BOOKS

1. Philip Kotler, "MARKETING FOR NON-PROFIT ORGANIZATIONS", 2nd Edition, Prentice-Hall of India(P) Ltd., 1985.
2. Alan R Andreason & Philip Kotler: STRATEGIC MARKETING FOR NONPROFIT ORGANIZATIONS, 6th. Edition, Prentice-Hall India.

### REFERENCES

1. Barry J.McLeish, "SUCCESSFUL MARKETINGSTRATEGIES FOR NONPROFIT ORGANIZATIONS", John Wiley & Sons, Inc. N.Y., 1995.
2. David C.Hammack and Dennis R.Young(Eds.), "NON-PROFIT ORGANIZATIONS IN A MARKET ECONOMY: UNDERSTANDING NEW ROLES, ISSUES AND TRENDS", Jossey-Bass Publishers, San Francisco, 1993

### WEB RESOURCES

1. [www.marketingplannow.com](http://www.marketingplannow.com)
2. [www.purposeadvertising.com](http://www.purposeadvertising.com)
3. [www.nonprofitmarketingblog.com](http://www.nonprofitmarketingblog.com)
4. [www.kiwano.ca](http://www.kiwano.ca)
5. [www.johnsuart.blogspot.com](http://www.johnsuart.blogspot.com)

### ILLUSTRATIVE EXERCISE

The Internal mark is awarded based on the components such as developing a marketing plan for a non-profit organization, visit to a non-profit organization, analysis and discussion of non-profit marketing case studies and quizzes.

# **MARKETING OF FINANCIAL SERVICES**

COURSE CODE: MBAS311

## **OBJECTIVES**

- To examine the emergence of financial services industry
- To create an awareness about the nature of marketing function in a financial service organization
- To provide both theoretical and practical knowledge in financial services marketing, using the real-life cases.
- To gain exposure to the marketing strategies adopted for different financial services such as banking, mutual funds, insurance, etc.

## **METHODOLOGY**

Lectures, field projects, simulation exercise, group discussions

## **SYLLABUS**

### **UNIT I**

Financial Services: Meaning – Indian Financial Services Industry – Scope – Fund Based and Non-fund-based activities – modern activities – New Financial Products and Services – Innovative Financial Instruments – Challenges Ahead.

### **UNIT II**

Services Marketing – Concept – Designing the service – Blueprinting – Financial Services Marketing – Concept – Salient Features – New Challenges – Basic Bricks for marketing strategies – Need for Meeting Global Competition – Customer Satisfaction.

### **UNIT III**

Marketing of Banking Services – Concept, Justification for marketing the banking services – Users and their Behavioural Profile – Product Planning and Development – Marketing Information System for Banks, Significance of MIS to the Banking Organisations – Market Segmentation – Marketing Mix for banking services – Marketing Strategies – India Scenario of Bank Marketing.

### **UNIT IV**

Insurance Marketing – Concept, Users and Their Behavioral Profile – Market Segmentation – Marketing Information System – Insurance Product – Product Planning and Development – Formulation of Marketing Mix for Insurance organizations – Marketing Strategies – Insurance marketing in the Indian Perspective – Marketing

### **UNIT V**

Marketing of Mutual Funds: Market Segmentation – Marketing Mix for Mutual Fund Organisations – Marketing Strategies – Marketing of Mutual Fund Schemes in the Indian Perspective – Marketing of other financial services: Marketing of Issues.

### Course Outcomes (COs)

- **CO1:** Understand the unique characteristics of the financial services industry and its marketing challenges.
- **CO2:** Analyze the consumer behavior of financial services customers.
- **CO3:** Develop marketing strategies for various financial services products and services.
- **CO4:** Evaluate the role of technology in financial services marketing.
- **CO5:** Understand the regulatory environment and ethical considerations in financial services marketing.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	4	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Jha, S.M., SERVICES MARKETING, Himalaya Publishing House, 2003
2. Avadhani, V.A., Marketing of Financial Services, Himalaya Publishing House

### REFERENCES

1. Gordon, E, and Natarajan.K., Financial Markets and Services, Himalaya Publishing House, 2003.
2. Valerie Zeithaml & Mary Jo Bitner, SERVICES MARKETING, McGraw Hill.
3. Articles published in all relevant journals (like Journal of Marketing, The Banker, etc.) and Business Periodicals
4. Reports of RBI and SEBI on different services.

### WEB RESOURCES

1. [www.bai.org/](http://www.bai.org/)
2. [www.marketstrategies.com](http://www.marketstrategies.com)
3. [www.practitionerstrategies.com](http://www.practitionerstrategies.com)
4. [www.fsfinancialstrategies.com](http://www.fsfinancialstrategies.com)
5. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)
6. [www.afsaef.org](http://www.afsaef.org)

**ILLUSTRATIVE EXERCISE**

1. Group Discussion on Recent trends in marketing of financial services.
2. Field Projects on Marketing of financial products and services
3. Simulation exercise for developing a marketing strategy for a given situation

# **MARKETING OF HIGH-TECH PRODUCTS & INNOVATIONS**

COURSE CODE: MBAS312

**Credits: 3**

## **OBJECTIVE**

To prepare students for a career in product management. This course focuses on issues facing companies selling innovations and technology-based products and integrates the impact of strategic marketing decisions and business models for Technology diffusion.

## **METHODOLOGY**

Discussions of concepts, beta versions of innovations, and class presentations. Experiential Exercises: The entire UNIT V is for practical applications and will be entwined with all the other UNIT s of the course. Live cases for class discussions will be used for understanding the dynamic environment of high-tech innovations, their ethical dimensions, regulatory frameworks for controversial innovations and customer resistance to change.

## **SYLLABUS**

### **UNIT I**

Opportunity analysis for innovations: Special characteristics of market and technological uncertainty & competitive volatility - High-Tech vs. Low-Tech Marketing - New technology (push) or customer demand (pull), Environment and industry structure, Competition analysis and critical success factors. Forms of product leadership Quality, Operational efficiency, Supply chain and Internal processes, Brand and relationship management, Customers or collaborators or distribution channel - Core competencies: unique, internal capabilities, processes, resources, values or people as bases for competitive advantage.

### **UNIT II**

Creation of value – Developing new products - Technological Cycles and Innovation Typology Breakthrough or disruptive or incremental innovation, Innovation Diffusion – Bio mimicry and Customer co-innovation, Entry timing and launch or relaunch strategies – Marketing research and understanding high tech consumers - Customer Acceptance of Technology and Technology Readiness

### **UNIT III**

Capturing value: The economic model, Unbundling, Versionizing and contextual marketing – Customer acquisition strategies and costs Customer Intimacy and Other Value Disciplines; Discovery Driven Planning - Marketing mix decisions, Technology maps, POP Points of Parity & POD Points of Differentiation, Buzz marketing – Steering Innovation management teams, challenges of Disruptive Change - Strategy to executable tactics – Technographic segmentation – Engagement and making technology fun ‘Gamification’

### **UNIT IV**

Sustaining value and renewal: Competitive response analysis - Regulation, social/political,

macroeconomic trends – Gestation or Time-to-market, Product life cycle, diffusion, maturation issues, obsolescence, and substitution – Customers retention - Product/service pipeline and contingency plans – Creating sustainable competitive advantage: Customer value proposition and profitability – Handling failures and cannibalization

## UNIT V

Cases of high technology products and companies from various sectors like retail, financial services, education, IT and ITES, biotech and pharma, engineering goods, telemedicine, leisure & entertainment like books, music, etc.

### Course Outcomes (COs)

- **CO1:** Understand the unique characteristics of high-tech products and markets.
- **CO2:** Develop marketing strategies for high-tech product launches.
- **CO3:** Manage the product life cycle of high-tech products effectively.
- **CO4:** Utilize digital marketing and technology for high-tech product promotion.
- **CO5:** Evaluate the impact of innovation on high-tech marketing strategies.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	4	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

### REFERENCES

1. Text: Marketing of High Technology Products and Innovations, Mohr, Jakki, Sanjit Sengupta and Stanley Slater, Pearson Education
2. Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers, Geoffrey A. Moore ISBN: 9780060517120 ISBN 10: 0060517123, Harper Business Books
3. Techno-ready Marketing, Techno-Ready Marketing: How and Why Your Customers Adopt Technology, A. Parasuraman & Charles L. Colby, Free Press, 2001: ISBN-10: 0684864940 ISBN-13: 978-0684864945
4. Websites of companies, articles and resources from Business Periodicals, technology blogs like engadget.com, etc

# MARKETING RESEARCH

COURSE CODE: MBAS313

## OBJECTIVES

- To introduce the basic concepts of research and methodology of conducting researches in marketing domain.
- To provide a foundation to pursue the summer training/ project work and a winter project work and a professional career in Marketing Research domain.

## METHODOLOGY

The methodology is predominantly lecturing mode and case discussion, complemented with a mini-project work.

## SYLLABUS

### UNIT I: Marketing Research – An Introduction

Introduction to Marketing Research – definitions – classification – marketing research process – nature of marketing – ethics in marketing research – importance of problem definition-environment context-internet and computer applications.

### UNIT II: Research designs

Research Design – definition – classification – exploratory research – descriptive research –casual research – interrelationships – usages – significance

### UNIT III: Data collection – methods and tools

Data Collection: Objectives – data sources – data types – primary versus secondary data-classifications of primary and secondary data – accuracy and errors – qualitative and quantitative data – their advantages and disadvantages – Data collection methods – data instruments – administration of data instruments – surveys- observations – interviews.

### UNIT IV: Measurement and scaling techniques

Measurements and scaling – non comparative scaling techniques – itemized rating scales– Likert scale – semantic differential scale – staple scale – multi-item scales – Sampling designs and procedures – Non probability sampling Techniques – Probability Sampling techniques – Sample size determination.

### UNIT V: Data analysis and reporting

Data analysis and reporting: Nature of field work – data checking and editing – data cleaning – frequency distribution – cross-tabulation – hypothesis testing – chi-square, phi coefficient, contingency coefficient, other statistics – usage of SPSS – report writing – executive summary – final technical report.

## Course Outcomes (COs)

- **CO1:** Understand the concept of marketing research and its role in decision making.

- **CO2:** Design and develop marketing research projects.
- **CO3:** Collect and analyze marketing research data using appropriate techniques.
- **CO4:** Prepare and present marketing research reports and findings.
- **CO5:** Evaluate the ethical implications of marketing research.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### TEXT BOOKS

1. Malhotra, Naresh: Marketing Research – An applied Orientation, Prentice-Hall of India, New Delhi. (6th Edition)
2. Green, Tull and Albaum: Research for Marketing Decisions, Prentice-Hall India, New Delhi.

### REFERENCES

1. Kinnear and Taylor: Marketing Research – An Applied Approach, McGraw-Hill, New York.
2. Panneerselvam, R., Research Methodology, PHI Learning Pvt. Ltd., New Delhi.
3. Boyd, Westfall & Stasch, Marketing research Text & Cases, AITBS, New Delhi 2004.
4. Hair, Andersen, Black and Tatham, Multivariate Data Analysis, Pearson India Ltd, New Delhi, 2008 (7th edition)
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill, New Delhi, 2006.

### MAGAZINES & OTHER REFERENCES

1. [www.emeraldinsight.com](http://www.emeraldinsight.com) (A renowned research journal database)
2. [www.ficci.com](http://www.ficci.com) (Official web site of Federation of Indian chambers, Commerce and Industry)
3. [www.ibef.org](http://www.ibef.org)(Official web site of India Brand Equity foundation, a subsidy of CII)
4. [www.ncaer.org](http://www.ncaer.org) (National Council of Applied Economic Research – Govt. of India data resource)
5. [www.rbi.org.in](http://www.rbi.org.in) (Reserve Bank of India website)
6. Government of India – ministries websites for latest publications / policy notes

## **WEB RESOURCES**

1. [www.spss.com](http://www.spss.com)
2. [www.search.ebscohost.com](http://www.search.ebscohost.com)
3. [www.in.nielsen.com](http://www.in.nielsen.com) (A leading marketing Research Agency in India)
4. [www.imrbint.com](http://www.imrbint.com) (A leading marketing Research Agency in India)
5. [www.webmonkey.com](http://www.webmonkey.com) (for online surveys)
6. [www.stattutorials.com](http://www.stattutorials.com) (Statistics tutorials including worked examples using softwares like SPSS)
7. [www.analyzmath.com/statistics.html](http://www.analyzmath.com/statistics.html) (Statistics tutorials)
8. [www.burns-stat.com/pages/tutorials.html](http://www.burns-stat.com/pages/tutorials.html) (Statistics tutorials)

## **ILLUSTRATIVE EXERCISE**

The Internal mark is awarded based on the components.

# **PRODUCT DEVELOPMENT AND MANAGEMENT**

COURSE CODE: MBAS314

## **OBJECTIVES:**

Understand the product policy of companies, new product development, launch cycle and necessary marketing effort, and discuss live cases of new products.

## **METHODOLOGY:**

Lectures, term papers, industry visit and live case discussions of innovations pre-launch campaigns and beta versions.

Experiential Exercises: Develop a hypothetical new product and prepare a marketing plan from idea generation to launch and post-launch strategies. Discussions of live cases of existing product portfolios and new products in the global context.

## **SYLLABUS**

### **UNIT I**

Nature of New Product Management – Role of New Products in Firm’s Marketing Effort – Characteristics of New Products – Types of New Products

Product policy – Product Mix decisions, Product life cycle strategies, line extension, category extension, market expansion, product cannibalization decisions and after-support decisions.

Managing product turnarounds.

Branding decisions for multi-product portfolios

### **UNIT II**

Strategic Planning for New Products – Process – Objectives – Strategies – Product Program implementation and control – New Product Management in Services.

### **UNIT III**

New Produce process – Idea generation – Tools and Techniques – Screening of ideas – Concept formulation – Concept testing – Business Analysis – Product Development – Marketing testing.

### **UNIT IV**

Commercialization – Product launch cycle – Marketing plan – Strategies – Promotion – post Launch Tracking – Post Launch and Control.

Managing existing product portfolios and new products

### **UNIT V**

Organising for New Product – Strategies and Practices – Product Champions – Innovation Labs ads Intrapreneurship - Future of New Product Management.

**Course Outcomes (COs)**

- **CO1:** Understand the concept of product development and its strategic importance.
- **CO2:** Develop a comprehensive product development process.
- **CO3:** Evaluate new product ideas and concepts.
- **CO4:** Manage product launch and commercialization effectively.
- **CO5:** Understand the role of innovation in product development.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

**TEXT BOOKS:**

1. Eberhard E. Scheuing: NEW PRODUCT MANAGEMENT Merril Pub. Co., Columbus Ohio
2. Merle Crawford: NEW PRODUCT DEVELOPMENT Irwin Pub.
3. Ramanuj Majumdar: PRODUCT MANAGEMENT IN INDIA (Prentice-Hall, India).
4. Donal R. Lehmann, Russel S. Winer: PRODUCT MANAGEMENT, McGraw-Hill

**REFERENCES:**

1. Robert G. Cooper: WINNING AT NEW PRODUCTS: ACCELERATING THE PROCESS FROM IDEA TO LAUNCH, Perseus Publishing
2. Ulrich, Karl, and Steven Eppinger. PRODUCT DESIGN AND DEVELOPMENT. 3rd ed. New York, NY: McGraw-Hill

# **RETAIL MANAGEMENT**

COURSE CODE: MBAS315

## **OBJECTIVES**

- This course is designed to provide the learner a good understanding of the concepts, strategies, and trends associated with a retail operation in the Indian market place.
- To help the learner to explore the current retail environment, key retail management strategies, and trends in retailing.

## **METHODOLOGY**

The methodology is predominantly lecturing mode and case discussion, complemented with a mini-project work.

## **SYLLABUS**

### **UNIT I: RETAILING – STRATEGY AND ENVIRONMENT**

An overview of retailing – Types of stores – Product retailing vs. Service retailing – non-store retailing. Retail strategy – Achieving competitive advantage and positioning Retailing environment – legal, social, economic, technological, issues Trends in the Indian Retailing Industry

### **UNIT II: STORE LOCATION AND LAYOUT**

Retail store location and layout – Country/Region analysis – Trade area analysis – Site evaluation and selection - Store design and layout – Comprehensive store planning - Exterior design and layout – Interior store design and layout – Interior design elements

### **UNIT III: MERCHANDISE PLANNING AND PRICING**

Planning merchandise needs and merchandise budgets – Methods for determining inventory evaluation – Assortment planning, buying and vendor relations - Merchandise pricing – Price strategies – Psychological pricing – Mark-up and markdown strategies

### **UNIT IV: RETAILING COMMUNICATION AND SELLING PROCESS**

Communicating with the retail customer – Retail promotion mix-Advertising – Sales promotion – Publicity - Retail selling process – Retail database – In-store customer service

### **UNIT V: RETAIL TRENDS**

Globalisation and changing retail formats – Virtual store – E-tailing – International Retailing – Opportunities and challenges - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosks, shopping arcades)

## **Course Outcomes (COs)**

- **CO1:** Understand the concept of retailing and its role in the economy.
- **CO2:** Analyze the retail environment and consumer behavior.

- **CO3:** Develop retail marketing strategies and plans.
- **CO4:** Manage retail operations and supply chain effectively.
- **CO5:** Evaluate retail performance and identify growth opportunities.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Hasty and Reardon: Retail Management, McGraw-Hill.
2. Lucas, Bush and Gresham: Retailing, Houghton Mifflin – AIPD, India

### REFERENCES

1. Ogden and Ogden: Integrated Retail Management (Indian adaptation), Wiley-DreamTech
2. Gilbert: Retail Marketing Management, Pearson Education

### WEB RESOURCES

1. <http://www.dmsretail.com/>
2. <http://www.bizmove.com/marketing/m2c.htm>
3. <http://www.12manage.com>
4. <http://www.buzzle.com/articles/marketing-ideas-for-retail-stores.html>
5. <http://www.retailmarketingblog.com/list-growing/>

### ILLUSTRATIVE EXERCISE

Each student chooses two physical and one virtual store do customer profile survey, store location and layout, pricing strategies, merchandising and promotion strategies and prepare a report.

# **SALES AND DISTRIBUTION MANAGEMENT**

COURSE CODE: MBAS316

## **OBJECTIVES**

- To understand and apply concepts and techniques in Personal Selling and Sales Management.
- To understand and apply the dynamics of channel management and the role of out-bound logistics in effective distribution management.

## **METHODOLOGY**

The methodology is predominantly lecturing mode and case discussion, complemented with a mini-project work.

## **SYLLABUS**

### **UNIT I**

**PERSONAL SELLING:** Types of selling – Alternative Sales Structures: Network Marketing – Mail order selling – Elements of direct marketing – Teleshopping – Telemarketing – Systems selling. The selling process – Strategies and Styles – formulating sales objectives – Sales forecasting – Estimating market and Sales Potentials.

### **UNIT II**

**THE SALES FORCE:** Size of the sales force, sales organization based on customer, geography, product and combinations and current trends – sales training programs and motivating the sales force – sales force compensation, sales incentives and sales force evaluation – controlling the sales effort – sales quotas, sales territories, sales audit.

### **UNIT III**

**PHYSICAL DISTRIBUTION:** participants in the physical distribution function, the environment of physical distribution – Channel Design strategies and structures, selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

### **UNIT IV**

**MANAGING THE MARKETING CHANNEL:** Product, Pricing and Promotion issues in channel Management and Physical Distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail cooperatives, Franchise systems and corporate marketing systems.

### **UNIT V**

**E-enabled selling and distribution:** e-Commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation, e-enabled logistics management and tracking systems.

### Course Outcomes (COs)

- **CO1:** Understand the sales process and the role of salespeople in an organization.
- **CO2:** Develop effective sales strategies and plans.
- **CO3:** Manage sales teams and build sales capabilities.
- **CO4:** Design and manage distribution channels.
- **CO5:** Evaluate sales performance and implement improvement measures.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Charles Futrell: SALES MANAGEMENT, Pearson Education Books
2. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing: SALES MANAGEMENT; Mcgraw Hill.

### REFERENCES

1. Bert Rosenbloom: MARKETING CHANNELS: A MANAGEMENT VIEW, Dryden Press.
2. Coughlan, Anderson, Stern & El Ansary: MARKETING CHANNELS, PrenticeHall India.
3. Bowersox & Closs: LOGISTICAL MANAGEMENT, Tata McGraw Hill.
4. Satish K. Kapoor& Purva Kansal: BASICS DISTRIBUTION MANAGEMENT – A LOGISTICAL APPROACH, Prentice-Hall India, 2003.
5. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani: SALES MANAGEMENT, Prentice-Hall India.
6. Efraim Turban, Jae Lee, David King, & H.Michael Chung: Electronic Commerce: A Managerial Perspective, Pearson Education Inc., 2000.

### WEB RESOURCES

1. [www.icmrindia.org/casestudies/Case\\_St...](http://www.icmrindia.org/casestudies/Case_St...)
2. [www.learnmarketing.net/servicemarketi...](http://www.learnmarketing.net/servicemarketi...)
3. [marketingteacher.com/lesson-store/les...](http://marketingteacher.com/lesson-store/les...)
4. [crl.du.ac.in/ical09/papers/index\\_file...](http://crl.du.ac.in/ical09/papers/index_file...)
5. [www.webresearchservices.com](http://www.webresearchservices.com)

# **SERVICE MARKETING**

COURSE CODE: MBAS317

## **OBJECTIVES:**

To differentiate between product and service businesses and equip for a career in marketing in the service industry.

## **METHODOLOGY**

The methodology includes, explaining the basics and problems of services marketing by lecture mode and case discussion, complemented with assignments. The students have to present, individual as well as group assignments in given topics to understand the application of concepts.

## **SYLLABUS**

**UNIT I: MARKETING OF SERVICES** - Introduction - Growth of the Service Sector- The Concept of Service - Characteristics of Services- Classification of Services - Designing the Service - Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.

### **UNIT II: MARKETING MIX IN SERVICES MARKETING - THE SEVEN Ps -**

Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process.

### **UNIT III: STRATEGIC MARKETING MANAGEMENT FOR SERVICES -**

Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service - External versus Internal Orientation of Service Strategy.

### **UNIT IV: DELIVERING QUALITY SERVICES -**

Causes of Service-Quality Gaps: The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap - Gaps in Service - Quality Standards, Factors and Solutions - The Service Performance Gap - Key Factors and Strategies for Closing the Gap - External Communication to the Customer: The Promise versus Delivery Gap - Developing Appropriate and Effective Communication about Service Quality.

### **UNIT-V: MARKETING OF SERVICES WITH SPECIAL REFERENCE TO**

- a. Financial Services
- b. Health Services
- c. Hospitality Services including Travel, Hotels and Tourism.
- d. Professional Services
- e. Public Utility Services
- f. Communication Services
- g. Educational Services

### Course Outcomes (COs)

- **CO1:** Understand the unique characteristics of services and their implications for marketing.
- **CO2:** Analyze the service marketing mix and its components.
- **CO3:** Develop service marketing strategies and plans.
- **CO4:** Manage service quality and customer satisfaction.
- **CO5:** Understand the role of technology in service delivery and marketing.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOK:

1. Valerie Zeithaml & Mary Jo Bitner: SERVICES MARKETING, McGraw Hill.

### REFERENCES

1. Christopher H. Lovelock: SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
2. Zeithaml, Parasuraman & Berry: DELIVERING QUALITY SERVICE; The Free Press, Macmillan.
3. Audrey Gilmore: Services marketing and Management, Response Books, Sage Publications.
4. Ron Zemke & Dick Schaaf: THE SERVICE EDGE.
5. Raghu & Vasanthi Venugopal: SERVICES MARKETING NB: Latest editions of books mentioned above are recommended.

### WEB RESOURCES:

1. [www.icmrindia.org/casestudies/Case\\_St](http://www.icmrindia.org/casestudies/Case_St)
2. [www.learnmarketing.net/servicemarketi](http://www.learnmarketing.net/servicemarketi)
3. [marketingteacher.com/lesson-store/les](http://marketingteacher.com/lesson-store/les)
4. [crl.du.ac.in/ical09/papers/index\\_file](http://crl.du.ac.in/ical09/papers/index_file)
5. [www.webresearchservices.com](http://www.webresearchservices.com)

### MAGAZINES AND JOURNALS:

- All marketing area related supplementary and periodicals

### ILLUSTRATIVE EXERCISE:

- The Internal mark is awarded based on the components.

# **SOCIAL MARKETING**

COURSE CODE: MBAS318

## **OBJECTIVES**

Social marketing involves the application of marketing theories to influence a change in behaviour and is concerned with health, social, environment and public policy issues. This course is designed for students concerned about social issues and problems, and passionate about making a difference. The objectives are:

- To appreciate the concept of social marketing and its role in behaviour change
- To understand the social marketing environment and relevant consumer behaviour models
- To develop and apply the social marketing planning and evaluation process to a range of practical situations

## **METHODOLOGY**

The classroom methodology will include lectures, quizzes, a hands-on miniproject, comprehensive case analysis and discussions, topic analysis and developing a reflection essay (term paper)

## **SYLLABUS**

### **UNIT I: INTRODUCTION TO SOCIAL MARKETING**

Development of Social marketing – Differentiating Social marketing from other socially-oriented marketing activities – Defining Social marketing – Social marketing Vs Commercial marketing: key differences - Social marketing environment – 5-forces model – Environment factors and external considerations – micro and macro environment variables that influence a social marketing program

### **UNIT II: CONSUMER BEHAVIOUR MODELS AND SOCIAL MARKETING RESEARCH**

Models of attitude and behaviour change – health belief model, protection motivation theory, social learning theory, theory of reasoned action, theory of trying, cognitive dissonance, theory of interpersonal behaviour, Rossiter-Percy motivation model, morality and legitimacy, diffusion theory - Marketing research and evaluation framework: qualitative versus quantitative research, formative research, efficacy testing, process research, outcome research

### **UNIT III: SOCIAL MARKETING STRATEGY**

Segmentation and targeting – psychographics, motives and benefits segmentation, Sheth's and Frazier's attitude-behaviour segmentation – Stage approach to segmentation; Selecting target audiences – cross-cultural targeting, cultural tailoring, individual tailoring; Positioning – behaviour-focussed, barriers- focussed, benefits-focussed, competition-focussed positioning  
Developing a Social marketing plan

#### UNIT IV: SOCIAL MARKETING MIX

Product – components of a Social product – core, actual and augmented product levels – branding a social product - Price – cost considerations in performing the desired behaviour – monetary and non- monetary incentives and disincentives – setting prices for tangible objects and services Place – managing distribution channels – Use of existing channels and developing advantages of location, time, place of need, accessibility, keeping competition away and psychological acceptance - Promotion – developing a creative brief – choosing media and methods - communication strategy for a Social product – Cognitive processing models for persuasion: elaboration- likelihood model, Cialdini’s six principles of persuasion, Types of appeals – Fear, threat, incentive and messenger appeals – Framing effects  
Extended Social marketing mix elements – policy, people and partnerships

#### UNIT V: ISSUES IN SOCIAL MARKETING IMPLEMENTATION

Ethical issues in social marketing – ethical principles and codes of behaviour – criticisms of social marketing: power imbalances and unintended consequences Issues in using Sponsorship to achieve changes – working and evaluation of sponsorships  
Issues in sustaining the desired behaviour change.

#### Course Outcomes (COs)

- **CO1:** Understand the concept of social marketing and its role in addressing social issues.
- **CO2:** Analyze the target audience and develop social marketing strategies.
- **CO3:** Develop and implement social marketing campaigns.
- **CO4:** Evaluate the effectiveness of social marketing initiatives.
- **CO5:** Understand the ethical and legal considerations in social marketing.

#### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	3	3	2	3	3
CO2	3	3	2	3	2	3	3
CO3	3	3	2	3	2	3	3
CO4	3	3	2	3	2	3	3
CO5	3	3	3	3	2	3	3
	<b>3</b>	<b>2.8</b>	<b>2.2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>3</b>

#### REFERENCE BOOKS

1. Rob Donovan, Nadine Henley: Principles and Practice of Social Marketing (Cambridge University Press)

2. Nancy Lee and Philip Kotler: Social Marketing (Sage)
3. Sameer Deshpande and Nancy Lee: Social Marketing in India (Sage)
4. Alan R. Andreasen: Social Marketing in the 21st Century (Sage)

#### **WEB RESOURCES**

1. [www.socialmarketingservice.com](http://www.socialmarketingservice.com) – a consulting firm specializing in social marketing campaign development and evaluation.
2. [www.turningpointprogram.com](http://www.turningpointprogram.com) – website of a social marketing initiative in public health; has useful resources

#### **ILLUSTRATIVE EXERCISES**

1. Develop a Social Marketing Plan for a ‘Wear helmet’ campaign among University students
2. Identify the top 10 social marketing campaigns and compile a list of best practices in social marketing communication.

# **SOCIAL MEDIA MARKETING**

COURSE CODE: MBAS319

## **OBJECTIVES**

- To understand the foundations of social media and its role in marketing
- To conceptualize social media marketing strategy formulation
- To understand the typology of social media platforms and their utility for marketers
- To become familiar with social media analytics and metrics

## **METHODOLOGY**

The classroom methodology will include lectures, quizzes, lab sessions, comprehensive case analysis and discussions, brainstorming on industry news and latest developments, white papers and development of a social media marketing plan.

## **SYLLABUS**

### **UNIT I: FOUNDATIONS OF SOCIAL MEDIA MARKETING**

Social media and its role within Marketing - The Social media environment – Social consumers – Social applications – Social business ecosystem – Network structure and group influences in social media

### **UNIT II: SOCIAL MEDIA MARKETING STRATEGY AND PLANNING**

Rules of engagement for social media marketing Target audience – Influencers – Message/Content Developing a Social media marketing plan

### **UNIT III: SOCIAL MEDIA PLATFORMS: TYPOLOGY, SCOPE AND UTILITY**

Scope and marketing utility of blogging, micro-blogging, social networks, social bookmarking, collaboration, video sharing, podcasts, picture sharing, live streaming, webinars

### **UNIT IV: SOCIAL MEDIA DATA MANAGEMENT AND MEASUREMENT**

Social media analytics, social media metrics – Introduction to analytics tools for popular social media (Facebook, Twitter, LinkedIn, YouTube, Instagram) - Social media monitoring and Online reputation management

### **UNIT V: USING POPULAR SOCIAL MEDIA PLATFORMS**

Marketing through Facebook– Community building and engagement Marketing through LinkedIn – B2B lead generation and personal branding Marketing through Twitter – Driving traffic and conversations - Marketing through YouTube – Viral marketing Marketing through Instagram – Visual story telling - Planning and creating multi-channel social media strategy.

## **Course Outcomes (COs)**

- **CO1:** Understand the concept of social media and its role in marketing.
- **CO2:** Develop social media marketing strategies and plans.
- **CO3:** Utilize social media platforms effectively for marketing purposes.

- **CO4:** Measure and analyze social media marketing performance.
- **CO5:** Manage social media crisis and reputation.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS

1. Social Media Marketing: A Strategic Approach (2e). Barker, Barker, Bormann, Zahay and Roberts, 2017, Cengage Learning (<https://www.cengage.com/c/social-media-marketing-a-strategic-approach-2e-barker#overview>)
2. Social Media Marketing (3e), Tuten and Solomon, 2018, Sage (<https://in.sagepub.com/en-in/sas/social-media-marketing/book257852>)

### REFERENCE BOOKS

1. Social Media Marketing for Dummies (3e). Singh and Diamond, 2014, Wiley (<https://www.wiley.com/en-us/Social+Media+Marketing+For+Dummies%2C+3rd+Edition-p-9781118985533>)
2. Social Media Marketing: Next generation of business engagement, Evans and McKee, 2010, Wiley (<https://www.pauladaunt.com/books/Social%20Media%20Marketing.pdf>)

### WEB RESOURCES

1. [www.hubspot.com](http://www.hubspot.com)—offering in-bound marketing software, support and methodology
2. [www.socialmediatoday.com](http://www.socialmediatoday.com) – provides social media industry news and analysis
3. [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com) – a popular social media marketing resource site
4. [www.econsultancy.com](http://www.econsultancy.com) – Internet marketing research and training company

# **STRATEGIC MARKETING**

COURSE CODE: MBAS320

## **OBJECTIVES**

This is an applications-oriented course and the primary objective is to develop the capabilities necessary to apply marketing theories and concepts to actual situations and current events. The course will help the students to develop analytical skills in the formulation and implementation of market driven strategies for an organization and to provide practical, decision-making experience necessary for a career in the dynamic global business economy.

## **METHODOLOGY**

The methodology is predominantly lecturing mode and case discussion, complemented with field based mini projects, terms papers and assignments. The students have to present the cases individually as well as in group assignments to understand the application of concepts.

## **SYLLABUS**

### **UNIT I**

Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution.

### **UNIT II**

Strategic Marketing Management – Objectives & concept of Strategic Marketing Management - Strategy Definition, Creating the marketing plan, Anticipating and adapting to change and Ethical and legal issues.

### **UNIT III**

Strategic Marketing analysis – SWOT Analysis, GAP Analysis – Competitive Analysis – Porter's 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey's 7s framework for analyzing and improving organizational effectiveness.

### **UNIT IV**

Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation. Marketing Strategy Evaluation – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year's Marketing strategy formulation.

### **UNIT V**

Specific strategy initiatives new product development and introduction strategies, Planned or unplanned strategy withdrawals /obsolescence, Contingency/alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing

strategies for IT and ITES industries.

**Course Outcomes (COs)**

- **CO1:** Understand the strategic marketing process and its role in organizational success.
- **CO2:** Analyze the external and internal environment of an organization to formulate marketing strategies.
- **CO3:** Develop and implement marketing strategies aligned with organizational goals.
- **CO4:** Evaluate the performance of marketing strategies and make necessary adjustments.
- **CO5:** Understand the role of digital marketing in strategic marketing.

**CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	4	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3.2</b>	<b>2</b>	<b>3</b>	<b>2</b>

**TEXT BOOKS**

1. Strategic Market Management, 9 TH ed. by David A. Aaker; Wiley publications.
2. David W. Cravens, Strategic Marketing, 6/e, Irwin McGraw-Hill, 2000.
3. David W. Cravens and Nigel F.Piercy, Strategic Marketing, 8th ed., McGrawHill, 2006.
4. Philip Kotler and Kevin Keller, “Principles of Marketing”, 12th ed, Prentice Hall, 2006.
5. Roger A. Kerin, Steven W. Hartley, and William Rudelius, “Marketing: The Core”, McGraw Hill, 2004.
6. Richard M.S. Wilson and Colin Gilligan, Strategic marketing management- Planning, Implementation and control, 3rd ed, ELSEVIER, 2005.

**REFERENCE BOOKS**

1. Thompson and Strickland, “Crafting and Executing strategy”, 14th ed, McGraw Hill International edition, 2005.
2. Boyd, Walker, Mullins and Larreche, Marketing Strategy – A decision focused approach, TMH 4th Ed, 2003.
3. Alan Andreasen and Phil Kotler, Strategic marketing for non-profit organizations, 6th ed, Prentice Hall;2002.
4. David A. Aaker, Strategic Market Management, 8th Edition, Wiley, 2008.
5. Damien McLoughlin and David A.Aaker, Strategic Market management-Global perspectives, John & Wiley sons ltd, 2010.

**ADDITIONAL READINGS**

Journal of Marketing, Journal of Consumer Research, Harvard Business Review Journal of Small Business Management, Small Business Journal, New Business Opportunities

**WEB RESOURCES**

1. [edis.ifas.ufl.edu/pdffiles/fe/fe29900.pdf](http://edis.ifas.ufl.edu/pdffiles/fe/fe29900.pdf)
2. [www.themarketingprocessco.com/document.../exmar\\_standard\\_proposal.p](http://www.themarketingprocessco.com/document.../exmar_standard_proposal.p)
3. [bbmarketingplus.com](http://bbmarketingplus.com).
4. [www.paulgerhardt.com/.../](http://www.paulgerhardt.com/.../)
5. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)

**ILLUSTRATIVE EXERCISE**

The Internal mark is awarded based on the components.

# **CREATIVITY AND INNOVATION MANAGEMENT**

COURSE CODE: MBAS321

## **OBJECTIVES**

This course shall enable students to generate, improve, expand and conceptualize ideas; to define situations and needs for new ideas, and develop and familiarize students with processes that manage the generation, adaptation and change of ideas and concepts and their implementation.

After completing this course, students will be able to:

- understand the purpose, processes and tools of creativity and innovation;
- discern appropriate strategies for implementing ideas;
- combine and build on the knowledge acquired from other subjects;
- appreciate the challenges of innovators in today's ever changing, diverse, and global technological environment.

## **SYLLABUS**

### **UNIT I: INTRODUCTION**

Definition and Justification of creativity and innovation - Types of Creativity & Innovation, Barrier to Creativity & Innovation - Four stages of creativity: Identify the question – Generate answers – Polish outcome

- Implement - Four principle approaches to creativity – Ignore creativity – Recognizing the importance of creativity – Develop creative culture in an organization – Make use of creative techniques in the organizational processes - Major Theories of Creativity - The Psychoanalytical Theory of Creativity - The Mental Illness Theory of Creativity - Eysenck's Theory of Psychoticism - The Addiction Theory of Creativity - The Humanistic Theory of Creativity

### **UNIT II: CREATIVE PROCESS**

Opportunity recognition, Development, Realization - Human creativity- stepping stones of analogy – making the strange familiar and the familiar strange – widening the span of relevance – practice serendipity – chances favours only the prepared mind – curiosity – suspension of judgment – toleration of ambiguity - Idea generation - Sourcing Ideas, Open versus closed Innovation, collaborative Innovation - Linking knowledge, creativity and innovation

### **UNIT III: ORGANIZING FOR CREATIVITY AND INNOVATION**

Individual creativity and innovation – Grassroot & Professional Innovations - Leadership versus Management approach to creativity - Creative culture – Individual personality – team dynamics – free flow of communication – acceptance of risks to fail – explicit rewards - Creative resources: internal versus external - training for creativity & innovation – Internet – Books - Open innovation.

#### **UNIT IV: COMPARISON OF CREATIVITY WITH CONCEPTS OF:**

TQM, Operational Research, Neuro-Linguistic Programming (NLP) – Information Technology & Artificial Intelligence - Kaizen, Quality Circles, Business Process Reengineering, General business skills, Suggestion Box - SWOT Analysis of creativity

#### **UNIT V: APPLICATIONS OF CREATIVITY AND INNOVATION**

Internalizing creativity in organizational activities through – four aspects of Creativity  
- The creative product/Service - The creative person - The creative process- The creative environment - Convergence of creativity across domains - Recent changes in creativity  
- Future of Creativity & Innovation.

#### **Course Outcomes (COs)**

- **CO1:** Understand the concept of creativity and innovation and their role in organizational success.
- **CO2:** Develop creative thinking and problem-solving skills.
- **CO3:** Identify opportunities for innovation and develop new product or service ideas.
- **CO4:** Manage the innovation process from idea generation to commercialization.
- **CO5:** Foster a culture of innovation within an organization.

#### **CO-PO Mapping**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

#### **FIELD BASED ASSIGNMENT**

Students need to visit few organizations and select few activities that could be improved upon. How creativity and innovation in various contexts such as different organizations, diverse cultures etc. be introduced to modify the existing service/product and enhance the employee satisfaction as well as employee productivity.

#### **TEXT BOOKS**

1. The innovation handbook : how to develop, manage, and protect your most valuable ideas, Adam Jolly, ISBN 978-0-7494-5318-3, Kogan Page, 2008.
2. Creativity and Innovation for managers, Brian Clegg, Butterworth-Heinemann, 1999
3. Tidd, J. and Bessant, J. 2009. Managing innovation. 3rd edition, Wiley, Chichester.

4. The art of creative thinking - How to be innovative and develop great ideas, John Adair, Kogan Page, London, 2007.

#### **REFERENCE BOOKS**

1. Managing creativity- A practical guide to inventing, developing and producing innovative products, Donna Shirley, 2007,
2. Managing Innovation, Design & Creativity, Bettina Von Stamm, John Wiley & Sons, 2003.
3. How the Paper Fish Learned to Swim - A Fable About Inspiring Creativity and Bringing New Ideas to Life, JONATHON A. FLAUM, 2007
4. “Expect the Unexpected or You Won’t Find It A Creativity Tools Based on the Ancient Wisdom of Heraclitus” by Roger Von Oech, Berret-Koehler Publishers, Inc. San Francisco 2002, ISBN: 1-57675-227-5 (RVO)
5. “The Houdini Solution. Put Creativity and Innovation to Work by Thinking INSIDE THE BOX”, by Ernie Schenck, McGraw Hill, New York 2007, ISBN: 978-0-07146204-4 (ES)
6. Cognitive Psychology. Thinking and Creating, J. R. Hayes, Dorsey Press, 1978
7. Creating the Digital Future, Albert Yu, Free Press, 1998
8. The Five-Day Course in Thinking, Edward de Bono, Pelican, 1969
9. Hare Brain and Tortoise Mind, Guy Claxton, Fourth Estate, 1997
10. Lateral Thinking, Edward de Bono, Penguin, 1990+
11. The Psychology of Thought, D. M. Johnson, Harper and Row, 1955
12. Six Thinking Hats, Edward de Bono, Penguin, 1990
13. Six Action Shoes, Edward de Bono, Fontana, 1993

#### **WEB REFERENCES**

1. <http://blog.creativethink.com/heraclitus/index.html>
2. <http://www.suite101.com/content/the-five-major-theories-of-creativity-a157568>
3. <http://lateralaction.com/articles/creativity-innovation/>
4. <http://www.innovation-creativity.com/definition-of-creativity.html>
5. <http://www.barnesandnoble.com/u/Free-eBooks/379001668/>

# **CONSUMER NEUROSCIENCE AND NEUROMARKETING**

COURSE CODE: MBAS322

**CREDITS: 3**

## **OBJECTIVES**

This course will provide learners with an introduction to the emerging fields of consumer neuroscience and neuromarketing and some of the research methods applied. The course will give an overview of the current and future uses of neuroscience in business. Designed to equip learners for professional roles in marketing research and brand management.

## **KEY LEARNING OUTCOMES**

On successful completion of this subject students should be able to:

- Identify and discuss the function of key brain systems in consumer behaviour
- Explain functional implications of selected perceptual, cognitive, and emotional processes for consumer behaviour and marketing planning
- Describe neuroscience-based tools and techniques used in marketing research
- Critically evaluate and apply marketing neuroscience research insights in selected marketing practices

## **TEACHING METHODS**

Classroom lectures, Term Project assignments, Analysis of live cases, Group tasks in conducting mini research assignments, Student presentations, etc - Experiential Exercises: An applied orientation will be used for all topics as the learners are expected to identify the neuroscience approaches such as nudge used in marketing.

## **SYLLABUS**

### **UNIT I: OVERVIEW**

Defining Neuromarketing - Neuromarketing versus marketing - Brain science and the foundations of neuromarketing - Understanding the New Scientific Foundations of Neuromarketing - The Rational Consumer: Rational models for rational marketing to consumers and limitations – Consumer Perceptions – Interpretation, Impression, Meaning and Value – The Intuitive Consumer Model - Putting Neuromarketing to Work – Branding, Product designing, Packaging, Advertising and marketing communications, Shopping behaviour, Online consumer behaviour, Storytelling

### **UNIT II: NONCONSCIOUS PROCESSES UNDERLYING CONSUMER BEHAVIOUR**

The Intuitive Consumer – From cognition to nonconscious thinking, Attention: The doorway to conscious awareness, Emotion: Arousal, attraction, motivation, Memory: How we construct, retrieve, and reconstruct the past - Emotions in Consumer Responses - Nonconscious emotions versus conscious feelings, Emotions and Attention, Emotions and Memory - Consumer Motivation - Conscious and nonconscious goals, Consumer Motivation, Goal Seeking, and Goal Attainment - Consumer Decision Making - Kahneman's System 1

and System 2, explicit and implicit decisions. Judgment heuristics, Persuasion versus implicit consumer decisions, judgment heuristics and habit.

### **UNIT III: NEUROMARKETING IN ACTION**

Understanding brand “equity” and the brand experience, Brain-friendly brands, brand leadership and Leveraging habitual buying - Creating Products and Packages - Standing out versus blending in, Neurotising, Neuromarketing and New Product Innovation, Testing Product and Package Designs - Advertising Effectiveness - Indirect Route and low-attention processing, Tracking attention - high and low, Monitoring emotional reactions - Shopping and In-Store Marketing - Multisensory experience, Goal pursuit, Personality and shopping styles. Using Neuromarketing to Test Shopping Environments - Simulating the shopping experience - Online consumer behaviour - Embracing interactivity and consumer control, Website frustration, confusion, and rejection, Online search and limitless information, Social networking and limitless sharing, Online shopping and limitless choice. Testing online ad effectiveness and website ease of use - Entertainment Effectiveness and Storytelling - Stories and persuasion, synchronizing the brain, triggering nonconscious goals. Product Placement, Immersive Games and Simulations. Measuring physiological, brain and behavioural responses to entertainment.

### **UNIT IV: MEASURING CONSUMER RESPONSE**

Traditional Approaches - in-depth interviews, focus groups, consumer surveys, Consumer panels, Observational and experimental studies. - Neuromarketing Measures: Listening to Signals from the Body and the Brain - Interpreting facial expressions, Eye tracking, Electrodermal activity, Physiological responses and Biometrics, Behavioral response times - Running Response-Time Studies - Measuring implicit brand attitudes, Measuring semantic and emotional connections. Wisdom of Crowds - Online eye tracking and facial expression analysis, using “gamification” in online research, “Crowdsourcing” with prediction markets - Ten Scientific Pillars Underlying Neuromarketing - System 1 and System 2, Priming, Emotional “Somatic Markers”, Processing Fluency, Misattribution, Nonconscious Goal Pursuit, Low-Attention Processing, Implicit Memory, Implicit Decisions, Reverse Inference

### **UNIT V: NEUROMARKETING ETHICS**

Ethics, Standards and Public Policy Implications – protecting the rights of research participants, Setting “Neuro-Standards”, Legal Issues - Balancing accountability and free speech. Ten Myths about Neuromarketing - Neuromarketing and public service advertising - health and education.

### **Course Outcomes (COs)**

- **CO1:** Understand the fundamentals of neuroscience and its application to consumer behavior.
- **CO2:** Apply neuroscience principles to marketing research and consumer insights.
- **CO3:** Develop neuromarketing strategies and tactics for product and brand

development.

- **CO4:** Evaluate the ethical implications of neuromarketing.
- **CO5:** Understand the future trends and applications of consumer neuroscience.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	3	3	2	3	3
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2.2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

### REFERENCES

1. Text Book: Neuromarketing for Dummies (Paperback) 2013; Stephen J Genco, Andrew P Pohlmann, Peter Stiedl; John Wiley & Sons, Canada ISBN 978-1-118-51868-8
2. Unconscious Branding: How neuroscience can empower (and inspire) marketing (Paperback) 2014; Douglas van Praet; Palgrave MacMillan ISBN 978-1-137-27892-0
3. The Buying Brain: Secrets for selling to the Subconscious Mind 2010; A K Pradeep; John Wiley & Sons ISBN 978-0-470-60177-8
1. Introduction to Neuromarketing and Consumer Neuroscience (Paperback) 2015; Thomas Zoega Ramsøy; Neurons Inc. ISBN 8799760207, 9788799760206
2. Thinking, Fast and Slow; Daniel Kahneman; Farrar, Straus and Giroux ISBN 0374275637 (ISBN13: 9780374275631)
3. Nudge: Improving decisions about Health, Wealth and Happiness; Richard H Thaler
4. Penguin Books, ISBN 014311526X (ISBN13: 9780143115267)
5. Hultén, B. (2015). Sensory Marketing: Theoretical and Empirical Grounds (Vol. First edition). New York: Routledge.

### WEB RESOURCES: (Select sample)

1. CHARTRAND, T. L., HUBER, J., SHIV, B., & TANNER, R. J. (2008). Nonconscious Goals and Consumer Choice. *Journal of Consumer Research*, 35(2), 189–201. <https://doi.org/10.1086/588685>
2. Stanton, S., Sinnott-Armstrong, W., & Huettel, S. (2017). Neuromarketing: Ethical Implications of its Use and Potential Misuse. *Journal of Business Ethics*, 144(4), 799–811. <https://doi.org/10.1007/s10551-016-3059-0>
3. Bray, S., Rangel, A., Shimojo, S., Balleine, B., & O’Doherty, J. P. (2008). The Neural Mechanisms Underlying the Influence of Pavlovian Cues on Human Decision Making. <https://doi.org/10.1523/JNEUROSCI.0897-08.2008>

# **INTERNATIONAL BRAND COMMUNICATION**

**Credits: 3**

## **OBJECTIVE**

To equip students to create a relationship between a product offer and the target market in the international and cross-cultural context by designing effective integrated brand communication, advertising and promotion. This course will help students gain an understanding of branding and communication principles and tools for entry level careers in product and brand management.

Upon completion of this course, the student should be able to:

- Explore the strategies that brands employ to target international markets and understand how the integrated marketing communication mix works
- Understand how the principles of branding are applied in the international communication mix
- Develop the Product/ Campaign Brief and create ad Copy
- Understand and apply principles of media planning and selection

## **SYLLABUS**

### **UNIT I: INTERNATIONAL MARKETING COMMUNICATION STRATEGIC ORIENTATIONS**

The International Product Lifecycle – Internationalization strategy and target markets - The standardization versus customization dilemma – Product-Communication Adaptation Strategy Matrix - Integrated Marketing Communication Mix advertising and promotion campaigns and packaging design in the international context.

### **UNIT II: ELEMENTS OF BRANDING IN MARKETING COMMUNICATION**

Brand Equity – Brand Extension - Brand Positioning - Brand Personality - Brand Propositions - Brand Associations - Points of Parity and Points of Difference - Brand Meanings and Brand Values in international cross-cultural contexts – 360 Degree Branding - Storytelling.

### **UNIT III: DEVELOPING THE INTEGRATED MARKETING COMMUNICATION CAMPAIGN**

Product Concept Platform - Product/ Campaign Brief – Campaign Objectives and Budget - elements of ad Copy – hierarchy of effects - message appeals, message strategies and execution frameworks – Celebrity endorsement – Sensory Branding.

### **UNIT IV: ELEMENTS OF MEDIA PLANNING AND STRATEGY**

Principles of Media Planning and Selection – Exposure, Reach, Frequency, Continuity, and Media Selectivity - Integrated Brand Placement - Media Metrics – Surrogate Advertising - Self-regulation and Codes of Ethics.

## UNIT V: CORPORATE IMAGE BUILDING

Measuring Advertising Effects - Control of Advertising by practitioners, media and the market  
– Owned, earned and owed media communications – Customer Engagement and Interactivity  
– Crisis Communications.

*Experiential Exercise: Analysing media reports, corporate crises, live cases*

### Course Outcomes (COs)

- **CO1:** Understand the concept of branding and its importance in international markets.
- **CO2:** Develop effective brand positioning and messaging for global audiences.
- **CO3:** Create integrated marketing communication plans for international markets.
- **CO4:** Manage international advertising and promotional campaigns.
- **CO5:** Evaluate the effectiveness of international brand communication efforts.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### RESOURCES - RECOMMENDED BOOKS

1. Robin Landa (2010 / 2016) Advertising by Design: Generating and Designing Creative Ideas across Media; 2<sup>nd</sup> Edition / 3<sup>rd</sup> Edition, Wiley [ISBN 978-0-470-36268-6 (pbk.) or ISBN- 978-111897105-5]
2. Jean-Noël Kapferer (2012). The new Strategic Brand Management: Advanced insights and strategic thinking, 5e, Kogepage.
3. Kevin Lane Keller and Vanitha Swaminathan (2020). Strategic Brand Management: Building, measuring and managing Brand Equity, 5e, Pearson

# **OPERATION ELECTIVES**

# **ADVANCED MATERIALS MANAGEMENT**

COURSE CODE: MBAS401

## **OBJECTIVES**

- Since parts of this subject have already been taught in an earlier Semester, this Advanced Version is meant to be largely practice-oriented. Hence the mode of coverage will be less through lectures and more through practice sessions, live experiences, data collections, feedback presentations, Case discussions, Seminars, etc.

## **SYLLABUS**

### **UNIT I**

Concepts of Integrated Materials Management (IMM) - Organizing for IMM - Types of Inventories - Inventory Problems in India.

### **UNIT II**

Codification - Computerization and Information Systems - Standardization and Variety Reduction - Value Analysis: ABC, VED, XYZ and other methods of Selective Analysis, AHP for vendor rating.

### **UNIT III**

P system of inventory, Q system of Inventory, Inventory Valuation, Multiple-item model with storage limitations, Purchase model of inventory for multi-item with inventory carrying cost constraint, Purchase model of inventory for multi-item joint replenishment without shortages, Manufacturing model of inventory for multi-item joint replenishment without shortages, EOQ for purchase model of inventory for multi-item joint replenishment with space constraint.

### **UNIT IV**

Purchasing - Source Selection - Vendor Rating - Purchase Budget - Systems - Tenders - Price Negotiations - Forward Buying - Purchasing Capital Equipments – Seasonal Goods- Special Items - Deferred Payment Schemes - Lending Institutions - Global Purchases - Government Buying - EGS & D - Rate Contract - Insurance - Legal Aspects in Purchasing - Evaluation of Purchase Performance.

### **UNIT V**

Stores Layouts - Stores Accounting Procedures and Forms - Stock Verification - Practical Problems in Management of Dead Stocks - Surplus and Scraps - Evaluation of Stores Performance - Materials Handling and Transportation Management.

## **Course Outcomes (COs)**

- **CO1:** Apply advanced material management concepts and techniques to complex supply chain scenarios.
- **CO2:** Develop and implement effective inventory management strategies.

- **CO3:** Optimize supply chain operations through demand forecasting and planning.
- **CO4:** Manage logistics and distribution effectively.
- **CO5:** Evaluate the impact of technology on material management and supply chain performance.

### CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	2	3	2
CO4	3	3	2	3	2	3	2
CO5	3	3	2	3	2	3	2
	<b>3</b>	<b>2.8</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### TEXT BOOKS:

1. Gopalakrishnan, P & Sundaresan, M: MATERIALS MANAGEMENT – AN INTEGRATED APPROACH; Prentice Hall of India Private Ltd.
2. Gopalakrishnan, P & Sandilya, M.S: INVENTORY MANAGEMENT - TEXT AND CASES; The Macmillan Company of India Ltd.
3. Datta, A.K: MATERIALS MANAGEMENT - PROCEDURES, TEXT AND CASES; Prentice Hall of India Private Ltd.

### REFERENCES

1. Panneerselvam, R., OPERATION RESEARCH, PHI Learning, Delhi, 2006.
2. Ammer, D.S, MATERIALS MANAGEMENT; Irwin.
3. Gokaran, P.R: ESSENTIALS OF MATERIALS MANAGEMENT; Somaiya Publications.
4. Menon, P.G: MATERIALS MANAGEMENT AND O.R. IN INDIA; M.M.J. Publication.

# ADVANCED OPERATIONS RESEARCH

COURSE CODE: MBAS402

## SYLLABUS

### UNIT I

**Linear Programming:** Review of Linear programming, Dual Simplex method, Two Phase method, Identification of special cases in simplex table, Sensitivity Analysis: Changes in the right-hand side constants of constraints, Changes in the objective function coefficients, adding a new constraint, Adding a new variable.

### UNIT II

**Transshipment model:** Transshipment problem with sources and destinations acting as transient nodes, Transportation problem with some transient nodes between sources and destinations, **Quantity Discount Model for Transportation Problem:** Modeling of transportation problem with quantity discounts: Model with All Quantity Discount Scheme (AQDS), Model with Incremental Quantity Discount Scheme (IQDS), **Assignment Problem:** 0-1 programming model for assignment problem, Branch and bound method for assignment problem

### UNIT III

**Shortest Path Problem:** Dijkstra's Algorithm for shortest path problem, **Minimum Spanning Tree Problem:** Kuruskal's algorithm for minimum spanning tree problem, **Maximal Flow Problem:** Linear programming modeling of maximal flow problem, Maximal Flow problem (MFP) algorithm, **Integer Programming:** Integer programming formulations, Cutting plane algorithm, Branch and bound technique, 0-1 implicit enumeration technique for generalized 0-1 programming problem

### UNIT IV

**Inventory Control:** Purchase model of inventory for multi-item with inventory carrying cost constraint, EOQ for purchase model of inventory for multi-item joint replenishment with space constraint, **Dynamic Programming:** Stage coach problem, Cargo loading problem, Minimizing Total tardiness in single machine scheduling problem, Optimal subdividing problem, Solution of linear programming, **Queueing Theory:** Simulation for queueing problems, Need for simulation, Simulation using high level languages, Introduction to GPSS (general Purpose Simulation System)

### UNIT V

**Game theory:** Linear programming approach for game theory, **Goal Programming:** Goal programming model, Simplex method for goal programming, **Parametric Linear Programming:** Changes in objective function coefficients, Changes in right-hand side constants, **Non-Linear Programming:** Lagrangean method, Kuhn-Tucker condition, Quadratic programming, Separable programming, Chance-constrained programming or Stochastic programming

### **TEXT BOOKS**

1. Panneerselvam, R., OPERATIONS RESEARCH, phi Learning Pvt. Ltd., New Delhi, 2006.
2. Hiller and Lieberman, Introduction to Operations Research, Tata Mcgraw Hill, New Delhi, 2009.
3. Wagner, Harvey M., Principles of Operations Research, Prentice-Hall, Englewood Cliffs, N.J., 1969.
4. Taha, H. A., Operations Research – An Introduction, Pearson Education, New Delhi, 2017.

### **MAGAZINES & OTHER SOURCES**

1. [www.or.pubs.informs.org](http://www.or.pubs.informs.org) (Popular Operations research Journals)
2. [www.emeraldinsight.com](http://www.emeraldinsight.com) (A renowned research journal database)
3. [www.spinger.com](http://www.spinger.com) (European Journal of Operations Research)

# ADVANCED PRODUCTION MANAGEMENT

COURSE CODE: MBAS403

## OBJECTIVES

- Discussions of Advanced nature on the following topics reinforced by Case Analysis, Situation Diagnosis, finding remedial alternatives, mathematical modeling, heuristics, etc. will form a major component of the teaching methodology.

## SYLLABUS

### UNIT I

Advanced Production System Concept: Forecasting using Multiple Regression (Matrix Method), Introduction to CIM, FMS, Reverse Engineering, Integrated Business Logistics, ERP.

### UNIT II

**Single** Facility Location Problem, Multifacility Location Problem – Minimax Location Problem - Computerized Layout Techniques - ALDEP, CRAFT, Group Technology - Rank Order Clustering Algorithm.

### UNIT III

Aggregate Planning: Concepts, Mathematical model. Master Scheduling - Single Machine Scheduling: Branch and Bound Algorithm to Minimize Mean Tardiness, Simple heuristic to minimize total tardiness, Flow Shop Scheduling: Branch and Bound Technique to minimize make span, CDS heuristic - Job Shop Scheduling: priority rules, Non-delay schedule generation - Travelling Salesman Problem and its use to solve Single Machine Scheduling Problem with dependent set up time.

### UNIT IV

Assembly Line Balancing: COMSOAL, Resource Allocation and Resource Leveling in Project Networks - Replacement Analysis: - Due to Complete Failure - Distinction between Break Down Maintenance and Preventive Maintenance - Use of Simulation for Maintenance Management Decision, AHP for vendor rating

### UNIT V

Inventory Models - Probabilistic Models – Multi-Item Model with Storage Limitation, Purchase model of inventory for multi-item Joint Replenishment without shortages, Manufacturing model of inventory for multi-item Joint Replenishment without shortages, P&Q Systems of Inventory, ABC Classification, VED Analysis, FSN Analysis, XYZ Analysis, Design of Single Sampling Plan using Nomogram.

## Course Outcomes (COs)

- **CO1:** Analyze and apply advanced production management techniques to optimize operational efficiency.

- **CO2:** Utilize critical thinking and research tools to solve complex production management issues through case analysis and mathematical modeling.
- **CO3:** Demonstrate ethical leadership and social responsibility in decision-making processes within the production management environment.
- **CO4:** Develop sustainable production strategies by understanding the global, economic, and legal aspects influencing production management.
- **CO5:** Collaborate effectively in team-based projects to design and implement production management solutions that align with organizational goals.

#### **CO-PO & CO-PSO Mapping Table**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	2	2	2	3	2
<b>CO2</b>	3	3	0	2	2	3	3
<b>CO3</b>	2	0	3	1	0	2	3
<b>CO4</b>	3	2	0	3	1	3	2
<b>CO5</b>	2	2	2	2	3	3	3
	<b>2.6</b>	<b>1.8</b>	<b>1.4</b>	<b>2.0</b>	<b>1.6</b>	<b>2.8</b>	<b>2.6</b>

#### **TEXT BOOK**

- Panneerselvam. R, PRODUCTION AND OPERATIONS MANAGEMENT- 3<sup>rd</sup> Edition, PHI learning, Delhi, 2012.

#### **REFERENCES**

- Everett E. Adam & Ronald J. Ebert: PRODUCTION AND OPERATIONS MANAGEMENT, (Prentice Hall, 1994).
- William J. Stevenson: PRODUCTION/OPERATIONS MANAGEMENT, Richard Irwin.
- Joseph G. Monks: OPERATIONS MANAGEMENT - THEORY AND PROBLEMS, (McGraw Hill).
- Norman Gaither: PRODUCTION AND OPERATIONS MANAGEMENT, (The Dryden Press).
- Panneerselvam, R., OPERATIONS RESEARCH- 2<sup>nd</sup> Edition, PHI learning, Delhi, 2006.
- Jack R. Meredith, THE MANAGEMENT OF OPERATION, (John Wiley & Sons).

# COMPUTER INTEGRATED MANUFACTURING SYSTEMS

COURSE CODE: MBAS404

## SYLLABUS

### UNIT I

**Manufacturing System Management:** Types of production system, CAD and CAM, Concurrent engineering, Design for Manufacturing (DFM), Design for Assembly (DFA), Review of aggregate planning, Master production planning, Materials Requirement Planning (MRP), Capacity requirements planning (CRP)

### UNIT II

**CIM:** Need for CIM, Objectives of CIM, major components of CIM, **Standard Architecture of CIM:** IBM Architecture of CIM, Digital Equipment Corporation CIM Architecture, CASA/SME's CIM wheel, Components of manufacturing enterprise, Integrated view of CIM (Hierarchical Planning and Control of CIM, Various Modes of Factory data Exchange ), Benefits of CIM, **Mathematical Models of Production Performance:** Performance Measures of Layout, Performance Measures of Capacity Planning, Performance Measures of Inventory Systems, ABC Analysis, Measures of Performance of Single Machine Scheduling Problem, Measures of Performance of Flow Shop Scheduling Problem, Measures of Performance of Job Shop Scheduling Problem, Performance Measures of Maintenance System, **Lean Manufacturing:** Steps of Lean Manufacturing, Components of Lean Manufacturing, **Total Productive Maintenance:** Objectives of TPM Equipment maintenance techniques, Pillars of TPM

### UNIT III

**Just-In-Time:** Types of Kanban, Push/pull production, Kanban systems - Pull system, **Agile Manufacturing:** Dimensions, Bolts and nuts of agile manufacturing, **Computer Aided Process Planning (CAPP):** Variant Process Planning, Generative Process Planning, Knowledge-Based Process Planning, Benefits of CAPP, Feature Recognition in CAPP, FEATURES – A Feature Recognition System, **Algorithms for Group Technology:** Rank Order Clustering (ROC) Algorithm, Bond Energy Algorithm , Production Flow Analysis (PFA), Hierarchical Clustering Algorithm/ Single Linkage Clustering Algorithm, **Classification and Coding System:** Opitz Classification and Coding System, MICLASS system, Multiclass, DCLASS, Introduction to Automated Guided Vehicle System (AGVS)

### UNIT IV

**Flexible Manufacturing Systems (FMS):** Types of flexibility of FMS, Objectives of FMS, Elements of FMS, types of FMS, Types of FMS layout, Complete FMS, **FMS Scheduling:** Review of single machine scheduling, flow scheduling, Job shop scheduling, **Shop Floor Control:** Operation/production planning and control, Shop floor data collection, Shop floor control elements, Types of factory data collection system, Types of data capturing techniques, Barcode Technology, Radio Frequency Identification (RFID), Machine Vision, Automated data collection systems, **Fundamentals of Communication:** Factory communication linkages, Components of communication, Data flow, **Networks:** Network topology, Types of Networks,

Types of data transmission, Computer Network Models [OSI Reference Model, TCP/IP Reference Model, Manufacturing Automation Protocol (MAP), TOP (Technical Office Protocol)]

## UNIT V

**Geometric Modelling:** Wireframe modelling, Surface modelling, Solid modelling [Constructive Solid Geometry, Boundary Representation (B-Rep)], **Robotics:** Terminologies of robot, Coordinate systems, Point to Point Type Robot, Continuous Path Type Robot, drive systems of robot, Robot precision, Applications of robots, **Sensing:** Range sensor, Time-of-flight range finders, Proximity sensors, Touch sensors, Force and torque sensors, **Robot End Effector:** Grippers, Mechanical grippers, Gripper mechanisms, Tools as end effectors, **Robot Programming:** Lead through programming methods, Essentials of robot programming (path in space), Select commands to operate robot, Textual robotic languages (Introduction to VAL II, AL and AML robot languages)

## TEXT BOOKS

1. Kant Vajpayee, S., Principles of Computer-Integrated Manufacturing, Prentice- Hall of India Private Limited, New Delhi, 1995.
2. Rao, P.N., Tewari, N.K. and Kundra, T.K., Computer Aided Manufacturing, Tata McGraw Hill Publishing Company, Delhi, 1993.
3. Schilling, R.J., Fundamentals of Robotics- Analysis & Control, Prentice Hall of India Private Limited, New Delhi, 1990.

## REFERENCES

1. Radhakrishnan, S and Subramanian, S., CAD/CAM/CIM, Wiley Eastern Limited, New Delhi, 1994.
2. Panneerselvam, R., Production and Operations Management (3<sup>rd</sup> Edition), PHI Learning Pvt. Limited, New Delhi, 2012.
3. Craig, J.J., Introduction to Robotics: Mechanics and Control, Pearson Education, New Delhi, 2009.
4. FU, K.S., Gonzalez, R.C. and Lee, C.S.G., Robotics: Control, Sensing, Vision and Intelligence, McGraw-Hill Book Company, Singapore, 1987.
5. Groover, M.P., Weiss, M., Nagel, R.N., Odrey, N.G. and Dutta, A., Industrial Robotics: Technology, Programming, and Applications, McGraw Hill Education (India) Private Limited, New Delhi, 1986.

## WEBSITES

1. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.135.4069&rep=rep1&type=pdf>
2. <http://www.alphace.ac.in/downloads/notes/me/10me61.pdf>
3. <http://www.ignou.ac.in/upload/UNIT %201-55.pdf>
4. <http://www.me.nchu.edu.tw/lab/CIM/www/courses/Computer%20Integrated%20Manufacturing/Chapter2%20-CIM-introduction.pdf>
5. <http://www.seas.upenn.edu/~robo2005/CIMslides.pdf>
6. <http://www.simflow.net/Publications/Books/CIMIE-Part1.pdf>

# **COMPUTER SIMULATION**

## **COURSE CODE: MBAS405**

### **OBJECTIVES**

- To understand stochastic models
- To know the various aspects of simulation
- To use high level languages and GPSS etc. In a stochastic environment

### **SYLLABUS**

#### **UNIT I**

System concept, need for simulation, Types of model, Major steps of simulation, Types of simulation, Advantages of simulation, Monte-Carlo simulation, Methods of random number generation- Mid-square method, Multiplicative Congruential method, Testing of randomness of random numbers- Chi-square method, Kolmogorov-Smirnov Test, Run test

#### **UNIT II**

Random variate formulas for Uniform distribution, Exponential distribution, Poisson distribution, Methods of Random variate generation for Normal distribution, Gamma distribution. Introduction to simulation languages – GPSS, SIMULA I, SIMSCRIPT, GASP, SIMAN, DYNAMO.

#### **UNIT III**

Simulation using high level language- Single server model with single queue, Parallel server model with single queue, Single server queueing system with two queues with alternate service, Single server queueing system with balking and with reneging, Single server queueing model with single queue with bulk arrivals, Inventory system, Assembly line system

#### **UNIT IV**

GPSS Preliminary blocks- GENERATE, QUEUE, DEPART, TERMINATE, SEIZE, RELEASE, ADVANCE, TABLE OF DEFINITION, ENTER, LEAVE, STOEG, TRANSFER BLOCKS, SAMPLING PROBABILITY DISTRIBUTION

#### **UNIT V**

GPSS- Standard Numerical attributes (SNAs), Transaction parameters, Priority block, Select Block, Equivalence Declaration, Table Entity. ARENA Modules - Basic Process Modules, Advanced Process Module Panel, Data Modules Simulation case Studies in Manufacturing and Service organizations.

### **Course Outcomes (COs)**

- **CO1:** Apply stochastic models to simulate complex business scenarios and improve decision-making processes.
- **CO2:** Utilize high-level programming languages and simulation software like GPSS to model and analyze business systems.

- **CO3:** Demonstrate critical thinking in the development and evaluation of simulation models for business applications.
- **CO4:** Integrate ethical considerations and social responsibility when designing simulation models that impact business and society.
- **CO5:** Collaborate effectively in teams to develop and implement simulation projects that address organizational challenges.

#### **CO-PO & CO-PSO Mapping Table**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	2	3	2
CO2	3	3	0	2	1	3	2
CO3	3	3	2	1	0	2	3
CO4	2	1	3	1	0	2	3
CO5	2	2	1	2	3	3	3
	<b>2.6</b>	<b>2.2</b>	<b>1.4</b>	<b>1.6</b>	<b>1.2</b>	<b>2.6</b>	<b>2.6</b>

#### **TEXT BOOKS:**

1. **1. R. PANNEERSELVAM** and **P. SENTHILKUMAR**, **SYSTEM SIMULATION, MODELLING AND LANGUAGES**, PHI Learning, Delhi.
2. **J. Banks, J.S. Carson B.L. Nelson, D.M. Nicol, S. Shah and P. Shahabudeen**, **DISCRETE EVENT SYSTEM SIMULATION**, Pearson Education, 2011, New Delhi.

#### **REFERENCES:**

1. **G. Gordon**, **System Simulation**, Prentice- Hall.
2. **T.H. Naylor, et.al.**, **COMPUTER SIMULATION TECHNIQUES**, John Wiley.
3. **Michael Pidd**, **COMPUTER SIMULATION IN MANAGEMENT SCIENCE**, John Wiley.
4. **R.E. Shannon**, **SYSTEM SIMULATION: THE ART OF SCIENCE**, Prentice-Hall.
5. **R. Panneerselvam**, **OPERATIONS RESEARCH**, PHI Learning, Delhi

# FUNDAMENTALS OF SIX SIGMA

COURSE CODE: MBAS406

## OBJECTIVE

- Objective of this course is to train management students about the principles of six sigma implementation and improving quality with respect to products and services.

## METHODOLOGY:

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## SYLLABUS

### UNIT I

**The fundamentals of six sigma-principles of quality management-** Business Performance Improvement and six sigma-the evolution of Six Sigma-Qualities as a Business Performance Metric-Quality Principles and Six Sigma- six sigma and Competitive Advantage.

**Principles of Six Sigma-** process Concept and Systems Thinking- Six Sigma Body of Knowledge-Metrics and Measurement-Six Sigma Problem Solving-Six Sigma in Service Organization.

### UNIT II

**Project Organization, Selection, and Definition-** Organizing for Six Sigma Projects- People skills- Six sigma Project Selection- Project Definition-Project Review.

**Process Measurement-** Process Metrics- Data Collection-Data Summarization– Measurement System Evaluation and Verification- Process Capability Evaluation Benchmarking

### UNIT III

**Process Analysis** – Statistical Methods in Six Sigma- Probability Distribution- Basic Statistical Methods- Tools for Process Analysis.

**Process Improvement-** Principles of Process Improvement- Tools for Process Improvement- Six Sigma and Lean Production- Implementation Planning.

### UNIT IV

**Process Control-** Control Systems-Statistical Process Control- Constructing and Using Control Charts.

**Design for Six Sigma-Concept and Design Development-** Overview of DFSS- Concept Development- Concept Engineering- Design Development- Quality Function Deployment-Detailed Design and Analysis- Design Failure Mode and Effect Analysis- Reliability Prediction in DFSS.

## Course Outcomes (COs)

- **CO1:** Apply Six Sigma principles to identify and eliminate defects in business processes, enhancing overall quality and efficiency.
- **CO2:** Utilize critical thinking and problem-solving skills to analyze quality-related issues in products and services, using Six Sigma tools and techniques.
- **CO3:** Demonstrate ethical leadership in the implementation of Six Sigma projects, ensuring that improvements benefit both the organization and society.
- **CO4:** Understand the environmental and legal implications of Six Sigma practices and develop strategies that support sustainable business growth.
- **CO5:** Collaborate effectively in team environments to lead Six Sigma initiatives that align with organizational goals and improve process performance.

#### CO-PO & CO-PSO Mapping Table

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	2	3	2
CO2	3	3	0	1	1	3	2
CO3	2	1	3	1	0	2	3
CO4	3	2	1	3	0	2	2
CO5	2	2	2	2	3	3	3
	<b>2.6</b>	<b>2</b>	<b>1.4</b>	<b>1.8</b>	<b>1.2</b>	<b>2.6</b>	<b>2.4</b>

#### TEXT BOOKS:

1. **James R. Evans and William M. Lindsay, 2014.** An introduction to six sigma and process improvement 2e, Cengage Learning India Private Limited, New Delhi - 110092.
2. **Thomas Pyzdek and Paul Keller ,2015.** The Six Sigma Handbook, Fourth Edition by - McGraw-Hill.

#### REFERENCES:

1. **Dhirendra Kumar, 2006.** Six Sigma Best Practices: A Guide to Business Process Excellence for Diverse Industries, J. Ross Publishing.
2. **Jiju Antony; Ashok Kumar; Roberto Bañuelas, 2006.** World class applications of Six Sigma, Oxford: Butterworth-Heinemann,
3. **Georgette Belair and John O' Neill 2007.** Implementing Design for Six Sigma: A leader's guide, Pearson Education, New Delhi 110 017.

#### WEB RESOURCES:

1. [www.sixsigmatutorial.com](http://www.sixsigmatutorial.com)
2. [www.sixsigmaonline.org](http://www.sixsigmaonline.org)
3. [www.sixsigmaspc.com](http://www.sixsigmaspc.com)
4. [www.sixsigma.in](http://www.sixsigma.in)

5. [www.sixsigmaindia.net](http://www.sixsigmaindia.net)

### **ILLUSTRATIVE EXERCISES**

1. Six Sigma project in an automobile company.
2. Six Sigma project in a financial organization
3. Six Sigma project in a hospital.
4. Six Sigma project in an educational institution.
5. Six Sigma project in an electronic product manufacturing company
6. Six Sigma project in a hotel
7. Six Sigma project in retail industry
8. Six Sigma project in Telecommunication Industry

# INNOVATION AND PRODUCT DEVELOPMENT

COURSE CODE: MBAS407

## OBJECTIVE:

- Objective of this course is to train management students about the principles of innovation with respect to products and services.

## METHODOLOGY:

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## SYLLABUS

### UNIT I

#### **High technology-strategic context**

Characteristics of high technology, high-tech markets, high-tech products, high-tech environment –market penetration and marketing management, IT-internet opportunities, IT-enablement of new products and industries, IT and digital technology –implications for new product development and competitive advantage

#### **Product Development Strategies**

Business, Market, technology and resource strategies, business strategy, basis of competition, competitive strategy, technology strategy and roadmap, product strategy, global resource strategy, implementing strategy, strategy officer, guidelines for preparing and implementation of strategic plans

### UNIT II

#### **Marketing management**

Marketing-definitions, the role of marketing in high-tech markets-misconceptions, marketing management functions, the marketing process-characteristics, marketing managers –output and success metrics, inventing the whole product, ancillary products and tools, understanding stakeholders needs and priorities. Need satisfaction and window of opportunity-criticality of timing, S-curve model and growth through successive product introduction, value proposition, market segmentation in product development, segment analysis, market segmentation by diffusion of innovation and the technology adoption life cycle, impact of market infrastructure on new product penetration, product development and commercialization investment, the product roadmap, positioning strategy, value pricing, the selling process, managing customer relations,

#### **Product platform and Knowledge integration**

Product development goals, knowledge-generation, retention, reuse and integration, dimensions of knowledge integration, knowledge integration across the value chain and virtual teams, time value of knowledge and short time to market, types of products and development projects, product platform and architectural design considerations, product architecture and modularity, strategic outsourcing and product architecture, product life cycle, continuous improvement of a product, baseline and derivative products.

## **UNIT III**

### **The Product Development process**

The product development framework, the product development process at leading companies, the new product development and commercialization process, scaling the process and the dynamic nature of product development, knowledge generation and integration in PDCP, flexibility in product development, market requirement specification, phases of the PDCp, product launch, cross-functional responsibilities and deliverables in product development, deliverables checklist, process development methodology, software product development, product release and post release management, product change management.

### **Excellence in design and product reliability**

Product design-guidelines for excellence-design for excellence-design for reliability, predictability and robustness, reliability profile over the product life cycle- reliability assurance beyond the design phase-reliability design-reliability modeling and other tools- fault tree analysis-failure modes, effects and criticality analysis-design of experiments passive data collection-accelerated testing and screening, Weibull analysis, The Duane growth Model-reliability growth testing-robustness and predictability of performance terminology in product design and development-definitions-product documentation prototype-product characterization testing-customer participation in product development- quality.

## **UNIT IV**

### **Flawless execution, Global resources management**

Challenges in the development and commercialization of high-tech products-strategies for flawless execution-process orientation-kaizen in PDCP-managing critical interfaces systems analysis, systems engineering and life cycle thinking, product development systems analysis methodology-product development –a global perspective-managing constraints-fostering innovation and entrepreneurship-common innovation problems in large companies-engineering excellence and team productivity-manufacturing metaphors for lean product development-virtual team through strategic alliances and sourcing to external and internal suppliers-core competency, core activities and leveraging resources strategic alliances-sourcing strategy and supplier selection-in sourcing and outsourcing structure and management of internal suppliers-outsourcing strategy.

### **Project management in product development**

Project management tasks and a project manager's responsibilities-sources of a project manager's authority and influence-responsibilities of a functional manager- midcourse change in project manager-the planning process-the project plan outline-the statement of work-the work breakdown structure –the project schedule-cost estimating-project organization and resource management-product development-an integrated team from engineering and manufacturing-staff deployment-the task assignment sheet-planning resource demand and deployment-Driving Progress and Project Meetings- a cost/schedule/performance trade-off matrix-project cost and schedule variance analysis project closure-aggregate project planning and management-prioritization of projects-the aggregate project plan- a seven step process.

## UNIT V

### Best practices for product development managers

Business processes- decision making-risk management- the decision tree in risk management- problem solving-root cause analysis- creative brainstorming- cycles of learning-effective meeting management- effective Presentation.

### Managing product and technology portfolios for shareholder value

Factor affecting long-term growth of shareholder value-return on investment models product and technology portfolio planning-a framework for product portfolio planning product portfolio planning-step 3-product project analysis-product portfolio planning-step 4-portfolio analysis-resource distribution-assessing market and business opportunities project viability assessment-estimating the probability of success and financial exposure in product development-intellectual property portfolio planning and protection-protection of intellectual property and patents.

### Course Outcomes (COs)

- CO1: Apply innovative management theories and practices to develop and implement strategies for new product and service innovation.
- CO2: Utilize critical thinking and communication skills to analyze and articulate the challenges and opportunities in innovation processes.
- CO3: Demonstrate ethical leadership and social responsibility in guiding innovation initiatives that benefit various stakeholders.
- CO4: Assess the global, economic, and legal implications of innovation and design sustainable business models.
- CO5: Work collaboratively in teams to drive innovation projects and contribute to organizational objectives.

### CO-PO Mapping Table:

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	2	3	2
CO2	3	3	0	1	1	3	2
CO3	2	1	3	1	0	2	3
CO4	3	2	1	3	0	2	2
CO5	2	2	2	2	3	3	3
	<b>2.6</b>	<b>2</b>	<b>1.4</b>	<b>1.8</b>	<b>1.2</b>	<b>2.6</b>	<b>2.4</b>

### TEXTBOOK:

1. **Dariush Rafinejad 2006.** Innovation, Product Development and Commercialization-case studies and key practices for market leadership, Cengage Learning India Private Limited , New Delhi 110092.
2. **Paul Trott 2010.** Innovation Management and New Product Development, Pearson Publication, New Delhi 110 017.

**REFERENCES:**

1. **Kahn, K.B., Ed.** *PDMA Handbook of New Product Development*, New York: John Wiley & Sons; 2005.
2. **Ulrich, K.T., Eppinger, S.D.** *Product Design and Development*. New York: McGraw-Hill; 1995.
3. **Kuczmariski, T.D.** *Managing New Products*. Upper Saddle River, NJ: Prentice Hall; 1988.

**WEB RESOURCES:**

1. [www.productinnovationeducators.com](http://www.productinnovationeducators.com)
2. [www.innovationtools.com](http://www.innovationtools.com)
3. [www.prod-dev.com](http://www.prod-dev.com)
4. [www.innovation-point.com](http://www.innovation-point.com)
5. [www.tnsglobal.com](http://www.tnsglobal.com)

**ILLUSTRATIVE EXERCISE**

1. Innovation and Product development of five best passenger cars currently in the market.
2. Innovation and product development of five best TVs in the current market.
3. Innovation and product development of five best washing machines in the current market.
4. Innovation and product development of five best water heaters in the current market
5. Innovation and product development of five best refrigerators in the current market.

# **SERVICE OPERATIONS MANAGEMENT**

COURSE CODE: MBAS408

## **OBJECTIVE:**

The objective of this course is to teach Service Operations Management concepts and also to make students understand tools necessary to solve Service Operations Management problems.

## **METHODOLOGY:**

Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Service organization visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## **SYLLABUS**

### **UNIT I**

- The Role of Services in an Economy
- The Nature of Services
- Service Strategy

### **UNIT II**

- New Service Development
- Technology in Services
- Service Quality

### **UNIT III**

- The Service Encounter
- The Supporting Facility
- Service Facility Location

### **UNIT IV**

- Managing Projects
- Forecasting Demand for Services
- Managing Capacity and Demand
- Managing Waiting Line

### **UNIT V**

- Capacity Planning and Queuing Models
- Service Supply Relationships
- Managing Facilitating Goods
- Growth and Globalization of Services

## **Course Outcomes (COs):**

- CO1: Identify and analyze key operational challenges in a service business, enabling them to address issues proactively.

- CO2: Adept at resolving quality issues in service operations by applying quality management principles and techniques to ensure consistent service excellence.
- CO3: Critically evaluate and optimize design processes to enhance the intended customer service experience, ensuring alignment with customer expectations and business objectives.
- CO4: Measure service process performance using relevant metrics and tools, enabling them to implement continuous improvement initiatives for better efficiency and effectiveness.
- CO5: Capable of developing comprehensive service operations strategies tailored to the specific needs of a service business, fostering innovation and competitive advantage.

**CO-PO Mapping Table:**

Mapping of COs with POs							
POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	1	1	2	2	2
CO2	3	2	2	1	2	1	2
CO3	2	3	2	2	2	2	1
CO4	2	3	1	2	2	2	2
CO5	3	2	2	3	3	2	2
<b>*3 – Strong, 2 – Moderate, 1- Weak</b>							

**TEXT BOOKS:**

1. **James A. Fitzsimmons and Mona J. Fitzsimmons** Service Management: Operations, Strategy, Information Technology, 2013. Tata McGraw Hill Publishing Company Limited, New Delhi.
2. **Robert Johnston and Graham Clark, 2012.** Service Operations Management: Improving Service Delivery, Pearson Education, Delhi.

**REFERENCES:**

1. **William J Stevenson, 2017.** Operations Management, McGraw-Hill Irwin New York, USA
2. **Mark M. Davis and Janelle Heineke 2005.** Operations Management: Integrating Manufacturing and Services, McGraw-Hill Irwin New York, USA
3. **Jay Heizer, Barry Render, Chuck Munson and Amit Sachan, 2017.** Operations Management: Pearson Education, USA.

**WEB RESOURCES:**

1. [www.amazon.com](http://www.amazon.com)
2. [www.poms.org](http://www.poms.org)
3. [www.ebay.com](http://www.ebay.com)
4. [www.sixsigma.in](http://www.sixsigma.in)

5. [www.ibid.informindia.co.in](http://www.ibid.informindia.co.in)

**ILLUSTRATIVE EXERCISES:**

- Develop an original case for a Service Operations Management Project in a government organisation.
- Develop an original case for a Service Operations Management Project in a financial organization
- Develop an original case for a Service Operations Management Project in a Hospital.
- Develop an original case for a Service Operations Management Project in an educational institution.
- Develop an original case for a Service Operations Management Project in Tourism
- Develop an original case for a Service Operations Management Project in a Hotel
- Develop an original case for a Service Operations Management Project in retail industry
- Develop an original case for a Service Operations Management Project in Telecommunication Industry

# **SUPPLY CHAIN ANALYTICS**

COURSE CODE: MBAS409

## **COURSE OBJECTIVES:**

- The objective of this course is to study key decision areas in supply chain design and operation. Students will learn what data is needed and how to use these data to measure supply chain performance, such as inventory levels, product availabilities, vendor performance, warehouse operations efficiency and customer service levels.
- Subsequently, they will learn how to use data and apply various tool and methods to analyse trends, forecast the customer demand, extract knowledge and business intelligence, and make decisions. Finally, through the analysis and discussion of case studies they get useful insights on how to optimize the value of supply chain processes and operations, to streamline the goals and to design flexible supply chains.

## **METHODOLOGY:**

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercises

## **SYLLABUS**

### **UNIT I: BUILDING A STRATEGIC FRAMEWORK TO ANALYZE SUPPLY CHAINS**

- Understanding the Supply Chain
- Supply Chain Performance: Achieving Strategic Fit and Scope
- Supply Chain Drivers and Metrics

### **UNIT II: DESIGNING THE SUPPLY CHAIN NETWORK**

- Designing Distribution Networks and Applications to Online Sales
- Network Design in the Supply Chain
- Designing Global Supply Chain Networks

### **UNIT III: PLANNING AND COORDINATING DEMAND AND SUPPLY IN A SUPPLY CHAIN**

- Demand Forecasting in a Supply Chain
- Aggregate Planning in a Supply Chain
- Sales and Operations Planning in a Supply Chain
- Coordination in a Supply Chain

### **UNIT IV: PLANNING, MANAGING INVENTORIES IN A SUPPLY CHAIN AND TRANSPORTATION NETWORKS**

- Managing Economies of Scale in a Supply Chain: Cycle Inventory
- Managing Uncertainty in a Supply Chain: Safety Inventory
- Linking Product Availability to Profits
- Transportation in a Supply Chain

## UNIT V: MANAGING CROSS FUNCTIONAL DRIVERS IN A SUPPLY CHAIN

- Sourcing Decisions in a Supply Chain
- Pricing and Revenue Management in a Supply Chain
- Sustainability and the Supply Chain
- Information Technology in a Supply Chain

- CO1: Identify and explain key performance indicators (KPIs) and metrics used in supply chain management, such as inventory turnover, order accuracy, and lead time.
- CO2: Apply optimization techniques to improve supply chain efficiency, including methods for inventory management, demand forecasting, and transportation planning.
- CO3: Predictive models to forecast demand, assess risks, and evaluate the impact of various scenarios on supply chain performance.
- CO4: Analytics to support decision-making processes, including supply chain optimization, risk management, and resource allocation.
- CO5: Interpret analytical results to provide actionable insights and recommendations for improving overall supply chain performance.

Mapping of COs with POs							
POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	2	2	2	2
CO2	2	2	1	2	3	3	2
CO3	2	3	2	2	2	2	2
CO4	2	3	2	3	2	2	3
CO5	2	3	2	3	2	1	2
<b>*3 – Strong, 2 – Moderate, 1- Weak</b>							

### TEXTBOOK (S):

1. Chopra S (2019), Supply Chain Management: Strategy, Planning and Operation, 7th Edition, Pearson Education, USA.
2. Fisher M. and Raman A. (2010). The new Science of Retailing: How analytics are transforming the supply chain and improving performance, Harvard Business Press, Boston, Massachusetts, USA

### REFERENCES:

1. Feigin G. (2012). Supply Chain Planning and Analytics: The right product to the right place at the right time, Business Expert Press, New York, USA.
2. Handfield R. (2006). Supply Market Intelligence: A managerial handbook for building sourcing strategies, Taylor and Francis Group, Auerbach Publications, New York, USA.

### WEB RESOURCES:

1. SCM Knowledge Base: <http://supplychain.ittoolbox.com>
2. Supply Chain Council: <http://www.supply-chain.org>

3. Supply Chain Management Review: <http://www.scmr.com>
4. Supply Chain Podcasts: <http://www.richardwilding.info/podcasts>
5. Supply Chain Resource Consortium: <http://scrc.ncsu.edu/index.html>
6. Supply Chain Standard: <http://www.supplychainstandard.com>
7. The Stanford Global SCM Forum: <http://www.stanford.edu/group/scforum>
8. Logistics Manager.com: <http://www.logisticsmanager.com>

**ILLUSTRATIVE EXERCISES:**

1. Develop models for making network design decisions and use optimization methods for facility location and network design decisions using Excel and Decision Analysis
2. Use decision tree methodologies to evaluate supply chain planning and capacity allocation decisions under uncertainty
3. Apply forecasting methods as well as formulate and solve optimization problems using Excel Spreadsheets

# **SUPPLY CHAIN MANAGEMENT**

COURSE CODE: MBAS410

## **OBJECTIVES:**

- The objective of this course is to cover not only high-level supply chain strategy and concepts, but also to give students an understanding of the tools necessary to solve supply chain management problems.

## **METHODOLOGY:**

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## **UNIT I:**

- Introduction to Supply Chain Management
- Inventory Management and Risk Pooling
- Networking Planning
- Supply Contracts

## **UNIT II:**

- The Value of Information
- Supply Chain Integration
- Distribution Strategies

## **UNIT III:**

- Strategic Alliances
- Procurement and Outsourcing Strategies
- Global Logistics and Risk Management

## **UNIT IV:**

- Coordinated Product and Supply Chain Design
- Customer Value
- Smart Pricing

## **UNIT V:**

- Information Technology and Business Processes
- Technology Standards
- Local Issues in Supply Chain Management

## **Course Outcomes (COs):**

- CO1: Describe and explain the fundamental framework and scope of supply chain management.

- CO2: Demonstrate the ability to design, build, and manage a competitive supply chain by applying relevant strategies, models, techniques, and leveraging information technology.
- CO3: Effectively plan demand, manage inventory, and coordinate supply to optimize the overall supply chain network.
- CO4: Gain insights into emerging trends in supply chain management and analyze the significant impact of information technology on supply chain processes and performance.
- CO5: Create and apply strategies to optimize supply chain performance and address challenges.

**CO-PO Mapping Table:**

Mapping of COs with POs							
POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	1	2	2	2	2
CO2	3	3	2	3	3	2	3
CO3	2	2	1	2	3	3	3
CO4	2	3	2	3	2	2	2
CO5	3	2	2	2	3	1	2
<b>*3 – Strong, 2 – Moderate, 1- Weak</b>							

**TEXT BOOKS:**

1. **David Simchi-Levi, Philip Kaminsky, Edith Simichi-Levi and Ravi Shankar** 2008. Designing and Managing the Supply Chain. Concepts, Strategies and Case Studies, McGraw-Hill, New Delhi,2008.
2. **Janat Shah**, 2017. Supply Chain Management-Text and Cases, Pearson Education, Noida 201309.

**REFERENCES:**

1. **Sunil Chopra, Peter Meindl and D.V.Kalra** ,2016. Supply Chain Management: Strategy,Planning and Operations, Pearson, Noida.
2. **Joel D Wisner, G. Keong Leong and Keah- Choon Tan**, 2011. Principles of Supply Chain Management- A Balanced Approach, Cengage Learning, New Delhi.
3. **John J. Coyle, C. John Langley, Brian J. Gibson, Robert A. Novack and Edward J. Bardi**, 2013. A logistics approach to Supply Chain Management, Cengage Learning, New Delhi.

**WEB RESOURCES:**

1. SCM Knowledge Base: <http://supplychain.ittoolbox.com>
2. Supply Chain Council: <http://www.supply-chain.org>
3. Supply Chain Management Review: <http://www.scmr.com>
4. Supply Chain Podcasts: <http://www.richardwilding.info/podcasts>
5. Supply Chain Resource Consortium: <http://scrc.ncsu.edu/index.html>

6. Supply Chain Standard: <http://www.supplychainstandard.com>
7. The Stanford Global SCM Forum: <http://www.stanford.edu/group/scforum>
8. Logistics Manager.com: <http://www.logisticsmanager.com>

**ILLUSTRATIVE EXERCISES:**

1. Study of supply chain practices of fresh fish business in Pondicherry.
2. Study of supply chain practices of fresh milk business in Pondicherry
3. Study of supply chain practices of fresh vegetables business in Pondicherry
4. Study of supply chain practices of fresh flower business in Pondicherry
5. Study of supply chain practices of handloom industry in Pondicherry

# TOTAL QUALITY MANAGEMENT

COURSE CODE: MBAS411

## OBJECTIVES:

- After undergoing this course student will get clear idea about Total Quality Management and will be able to work efficiently in a Total Quality Management organization
- Also, they can be a member of Total Quality Management Implementation team in an organization.

## METHODOLOGY:

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## SYLLABUS

### UNIT I: (The Foundations of TQM)

- Understanding quality
- Models and frameworks for total quality management
- Leadership and commitment
- Case studies on planning

### UNIT II: (Planning)

- Policy, strategy and goal deployment
- Partnerships and resources
- Design for quality
- Case studies on planning

### UNIT III: (TQM – performance)

- Performance measurement frameworks.
- Self-assessment, audits and reviews
- Benchmarking
- Case studies on performance

### UNIT IV: (TQM – Processes)

- Process management
- Process redesign/engineering
- Quality management system
- Continuous improvement
- Case studies on process

## UNIT V: (TQM – People and Implementation)

- Human resource management
- Culture change through teamwork
- Communications, innovation and learning
- Implementation
- Case studies on people and Implementation

### TEXT BOOKS:

1. **John S. Oakland**, 2003. Total Quality Management text with cases, Butterworth Heinmann, Oxford/New Delhi
2. **Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield and Mary Besterfield-Sacre**, 2003. Total Quality Management, Pearson Education, New Delhi.

### REFERENCES:

1. **Feigenbaum, A.V.**, 1983. Total Quality Control, McGraw-Hill, New York.
2. **Omachonu, V.K., Ross, J.E.**, 1994. Principles of Total Quality, Lucie Press, Florida.
3. **J. Juran** 1979. Quality Control Handbook, McGraw-Hill, New York

### WEB SOURCES:

1. [www.iso.org](http://www.iso.org)
2. [www.qcin.org](http://www.qcin.org)
3. [www.asq.org](http://www.asq.org)
4. [www.qualitymag.com](http://www.qualitymag.com)
5. [www.qualitymanagementinternational.com](http://www.qualitymanagementinternational.com)

### ILLUSTRATIVE EXERCISES

1. Develop an original case for a Total Quality Management project in a government organization.
2. Develop an original case for a Total Quality Management project in a financial organization
3. Develop an original case for a Total Quality Management project in a hospital.
4. Develop an original case for a Total Quality Management project in an educational institution.
5. Develop an original case for a Total Quality Management project in a company manufacturing any product

# **SYSTEMS ELECTIVIES**

# **BUSINESS INTELLIGENCE**

COURSE CODE: MBAS501

## **OBJECTIVES**

- This subject aims to presents the importance of data and data warehouse
- It also gives different methods perform data mining to find useful patterns if any
- It focuses on Business performance measures

## **SYLLABUS**

### **UNIT I:**

Business Intelligence – Introduction, Framework of Business Intelligence- Definition, History, Architecture of BI, benefits of BI, Intelligence creation and use of BI governance, Transaction processing versus analytic processing, BI implementation – Developing or acquiring BI, Justification and Cost-benefit analysis, Security and protection of privacy, Integration of systems and applications, BI tools and techniques, Major vendors.

### **UNIT II**

Data Warehousing – Definition, and concepts, Characteristics, Data marts, Operational data stores, Enterprise data warehouse, metadata, Architectures. Data warehouse process overview. Data integration, ELT.

Data warehouse development – Vendors, Development approaches, Representation of data in data warehouse, OLAP Vs OLTP, OLAP operations Implementation issues of data warehouse, Administration, security and future trends of data warehouse.

### **UNIT III:**

Business performance management (BPM) – Overview, Definition, BPM Vs BI, Strategize, Plan, Monitor, Act and Adjust of BPM, Performance management, BPM methodologies, technologies and applications, Performance dashboards and scoreboards.

### **UNIT IV:**

Data mining for business intelligence – concepts, definitions, applications, process, methods, Clustering methods, meta heuristics, Artificial neural networks for data mining, data mining software tools.

### **UNIT V:**

Text mining – concepts and definitions, Natural language processing, Applications, Process, Tools. Web mining – overview, web content mining, Web structure mining, Web usage mining. BI Implementation – Overview (BI implementation factors, managerial issues), BI and integration implementation, Connecting BI systems to databases and other systems, On demand BI, Issues of legality, privacy and ethics, Social networks and BI for collaborative decision making, RFID and new BI application opportUNIT ies.

**TEXTBOOK**

- Turban, E., Sharda, R., Delen, D. and King, D., Business Intelligence- A Managerial Approach, Pearson Education, New Delhi, 2012.

**Reference**

- Sonar, R.M., Next generation Business Intelligence – A Knowledge Based Approach, VIKAS Publications, New Delhi, 201

# **DATABASE MANAGEMENT SYSTEMS**

COURSE CODE: MBAS502

## **OBJECTIVES:**

- The objective of the subject is to introduce the concepts of data modelling, database design, DBMS products and Database administration

## **METHODOLOGY:**

- Lectures supplemented with case studies and classroom exercises

## **SYLLABUS**

### **UNIT I:**

Concept of system, Conventional file processing system, Drawbacks of conventional file processing system, Database system, Definition, Advantages, Components of Database Management System, Economic Justification of Database Approach, Terminologies of database systems, Data structure: Location methods, Types of pointers, Stack, Queue, sorted list, Ring, Inverted list, Multi –List, Tree, Balanced tree.

### **UNIT II:**

Data model: Hierarchical data model, Network data model, Relational data model, E-R model. Database Design: Steps of database design, Normalization – 1NF, 2NF, 3NF, Case problems for design of conceptual data model, Data Volume and Usage Analysis.

### **UNIT III:**

Implementation design: guidelines for mapping conceptual data model into hierarchical data model, Network data model and Relational data model, Program design guidelines (DAD). Hierarchical Database Management Systems: DBD and DL/I of IMS and DDL and DML of PC-FOCUS. Examples with small programs.

### **UNIT IV:**

Network database management systems: DDL and DML of IDMS, Relational Database Management Systems: Relational Algebra and Relational calculus, DDL and DML of SQL.

### **UNIT V:**

Database Administration: Functions of DBA, Security Mechanism: Authorization, Encryption, Concurrency control, Problem of concurrency control, Resource locking, deadlock/Deadly embrace, Database recovery: Restore/Return, backward recovery, Forward recovery.

## **TEXT BOOK:**

1. Panneseelvam, R., Database Management Systems PHI Learning Pvt. Ltd., New Delhi, 2011.

**REFERENCES:**

1. James martin, Principles of Database Management, Prentice-Hall of India, 1998.
2. Silberschatz., A., et.al., Database Management Concepts, McGraw Hill International Edition, New York, 1997.
3. Date, C.J., An Introduction to Database Systems, Narosa Publishing House, New Delhi, 1987.
4. Everest, Gorden, C., Database Management, McGraw-Hill, New York, 1986.

**WEB RESOURCES**

1. [www.sciencedirect.com](http://www.sciencedirect.com)
2. [www.ebsco.com](http://www.ebsco.com)
3. [www.google scholar.com](http://www.google scholar.com)
4. [www.scirp.org](http://www.scirp.org)
5. [www.springerlink.com](http://www.springerlink.com)

**ILLUSTRATIVE EXERCISE:**

- The Internal mark is awarded based on the components.

# **DECISION SUPPORT SYSTEMS**

COURSE CODE: MBAS503

## **OBJECTIVES**

- To help towards a career in Info. Systems Management.
- To introduce the basic concepts in Decision Support Systems, illustrating, how they facilitate efficient executive decision making.

## **METHODOLOGY**

- The methodology of this subject includes lectures, application problem solving and case studies.

## **SYLLABUS**

### **UNIT I:**

Decision Support Systems – Definition – Characteristics & capabilities of DSS – Components of DSS-database, Model base, Communication subsystem & User – Classes of DSS.

### **UNIT II:**

DSS hardware and software – Group DSS – components & typology – Constructing a DSS – development process.

### **UNIT III:**

DSS development tools – Yardsticks for choosing DSS software – Executive information and support systems.

### **UNIT IV:**

Illustrative DSS applications – Portfolio Management – Human Resource Management, Marketing Decision Support System, Small Business Application, Manufacturing DSS.

### **UNIT V:**

Expert Systems – fundamentals – Types of expert systems – Developing ES – Problems & Limitations of ES.

## **TEXT BOOK:**

1. Efralm Turbon: DECISION SUPPORT SYSTEM AND EXPERT SYSTEMS, Macmillan.

## **REFERENCES:**

1. Ralph H. Sprange, Jr. and Eric. D. Carlson: BUILDING EFFECTIVE ESS, Prentice Hall.
2. Ralph H. Sprange, JR. & Huga, J. Watson (Eds.): DSS-PUTTING THEORY INTO PRACTICE, Prentice Hall.
3. R. Jayshankar: DECISION SUPPORT SYSTEMS, Tata McGraw Hill.
4. Janakiraman and Sarukesi, Decision Support Systems, Prentice Hall of India, New Delhi.

**WEB RESOURCES**

1. [www.sciencedirect.com](http://www.sciencedirect.com)
2. [www.ebsco.com](http://www.ebsco.com)
3. [www.google.com](http://www.google.com)
4. [www.scirp.org](http://www.scirp.org)
5. [www.springerlink.com](http://www.springerlink.com)

**ILLUSTRATIVE EXERCISE:**

- The Internal mark is awarded based on the components.

# **E-COMMERCE**

COURSE CODE: MBAS504

## **OBJECTIVES:**

- To introduce the concepts of Electronic Commerce
- To make students to understand the concepts of Electronic Commerce through case studies

## **METHODOLOGY:**

Lectures, mini-projects, case studies, tutorials using Open-Source software

## **SYLLABUS**

### **UNIT I:**

- Foundations of Electronic Commerce
- Retailing in Electronic Commerce

### **UNIT II:**

- Internet Consumers and Market Research
- Advertisement in Electronic Commerce

### **UNIT III:**

- Electronic Commerce for Service Industries
- Business-to-Business Electronic Commerce

### **UNIT IV:**

- Intranet and Extranet
- Electronic Payment Systems

### **UNIT V:**

- EC Strategy and Implementation
- Public Policy: From Legal Issues to Privacy

## **TEXT BOOKS:**

1. Dave Chaffey, E-Business and E-Commerce Management, Pearson, 2007
2. P.T. Joseph, E-commerce: An Indian Perspective, Prentice-Hall, 2009

## **REFERENCES:**

1. Ritendra Goel, E-Commerce, New Age International, 2007
2. Gary Schneider, Electronic Commerce, Cengage Learning, 2008

## **WEB RESOURCES**

1. <http://www.ecommercetimes.com>
2. <http://e-commerce.net.in/>

3. <http://e-commerce.meetup.com/>
4. <http://www.davechaffey.com/>
5. <http://www.ecommerce-ebooks.com/>

**ILLUSTRATIVE EXERCISE:**

1. Develop an original case for an E-Commerce project in a financial organization
2. Develop an original case for an E-Commerce project in a company manufacturing any product
3. Develop an original case for an E-Commerce project in retail industry
4. Develop an original case for an E-Commerce project in Telecommunication Industry
5. Develop an original case for an E-Commerce project in B2C application
6. Develop an original case for an E-Commerce project in B2B application
7. Develop an original case for an E-Commerce project in C2C application

# **OBJECT-ORIENTED PROGRAMMING WITH C++**

COURSE CODE: MBAS505

## **OBJECTIVES:**

To introduce the concepts of Object-Oriented Programming using C++ language

To focus on different components of Object-Oriented Programming using C++ language and to plan, design and develop information systems.

## **METHODOLOGY:**

Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Organization visit and field study, seminar, Subject Video presentation and Illustrative exercise

## **SYLLABUS**

### **UNIT I:**

Introduction to Object-Oriented Programming (OOP) – Organization of data and functions in OOP – Concepts in OOP – Objects, Classes, Data Abstraction, Data Encapsulation, Inheritance, Polymorphism, Dynamic binding, Message Passing – Benefits of OOP – Application of OOP – Introduction to C++ Programming Language – Structure of a C++ Program – Keywords, Identifiers, Data types, Operators in C++, Character strings, Arrays, Functions, Pointers and Structures.

### **UNIT II:**

Classes and Objects Constructors and Destructors

### **UNIT III:**

Operator Overloading and Type Conversion Inheritance

### **UNIT IV:**

Pointers to objects, Virtual functions and Polymorphism Managing Console Input/Output Operations

### **UNIT V:**

Working with files – File pointers and Error handling Object-Oriented Systems development

## **TEXT BOOK:**

1. **Balagurusamy, E.**2007 OBJECT-ORIENTED PROGRAMMING WITH C++, New Delhi: Tata McGraw-Hill Publishing Co. Ltd.
2. **Farrell,** 2009. OBJECT-ORIENTED PROGRAMMING WITH C++, Cengage Learning India Pvt. Ltd, Delhi.

## **REFERENCES**

1. **Malik,** 2009. C++ Programming Language, Cengage Learning India Pvt. Ltd, Delhi.

2. **Lafore**,2002. Object-Oriented Programming in C++; Pearson Education, Noida.
3. **Ira Pohl**, 2002. Object-Oriented Programming using C++, Pearson Education, Noida.

#### **WEB RESOURCES**

1. [www.startwright.com/virtual.htm](http://www.startwright.com/virtual.htm)
2. [www.lamp.infosys.deakin.edu.au](http://www.lamp.infosys.deakin.edu.au)
3. [www.mbsportal.bl.uk](http://www.mbsportal.bl.uk)
4. [www.ibm.com](http://www.ibm.com)
5. [www.infoworld.com](http://www.infoworld.com)

#### **ILLUSTRATIVE EXERCISE:**

- Design and Development of Object-Oriented program using C++ for Student admission
- Design and Development of Object-Oriented program using C++ for Income tax calculation
- Design and Development of Object-Oriented program using C++ for Sales application
- Design and Development of Object-Oriented program using C++ for performance appraisal application
- Design and Development of Object-Oriented program using C++ for consolidated mark sheet printing

# SOFTWARE ENGINEERING

COURSE CODE: MBAS506

## OBJECTIVES:

- To make the students understand the underlying concepts of Software Engineering, Analysis and design, Quality assurance and testing.
- To enable the students to develop software for specific categories.

## METHODOLOGY:

- Lectures, mini-projects, case studies, tutorials using Open-Source software

## SYLLABUS

### UNIT I: Introduction to Software Engineering

Software as a product – its characteristics, components and applications, Software engineering as a process – Process Maturity levels – Different process models – Linear sequential model, Prototyping model, Rapid application development model, Evolutionary software process models, Conventional methods for Software Engineering – System Engineering, Information Engineering and Product Engineering.

### UNIT II: Software Quality Assurance

Software quality assurance – concepts, metrics (McCall's Quality Factors and Hewlett-Packard's FURPS factors), Defect Amplification and removal, Formal Technical Reviews (FTRs), Software reliability, statistical quality assurance (SQA) for software.

### UNIT III: Requirement analysis and Design

Overview of Software requirement analysis and analysis modeling – data modeling, functional modeling and behavioural modeling  
Software design – process, principles, concepts and methods – transform flow and transaction flow – interface design.

### UNIT IV: Software testing

Software testing – methods (white box testing, black box testing, basis path testing, control structure Testing) and strategies (UNIT testing, integration testing, validation testing, system testing)  
Testing for specialized environments – GUIs, C/S, Web sites, Documentation/Help facilities and Real-time systems, Debugging – process and approaches.

### UNIT V: Software Engineering applied to Object-oriented systems and Client/Server systems

Object-oriented software engineering – concepts, distinguishing characteristics and principles, Object oriented Analysis process, Object Design process and Object-oriented Testing strategies  
Client-server(C/S) software engineering – structure and design of C/S systems.

**TEXT BOOKS:**

1. Roger Pressman, Software Engineering: A Practitioner's Approach, Tata McGrawHill, 2005
2. Nasib Singh Gill, Software Engineering, Khanna Publishers, 2002

**REFERENCES:**

1. Ian Sommerville, Software Engineering, Pearson Education, 2010
2. James Peters and Witold Pedrycz, Software Engineering: An Engineering Approach, Wiley, 2000

**WEB RESOURCES**

1. <http://www.rspa.com/spi/>
2. <http://www.sei.cmu.edu/>
3. <http://www.se.rit.edu/>
4. <http://best-practice-software-engineering.blogspot.com/>
5. <http://softwareengineeringblog.com/>

**ILLUSTRATIVE EXERCISE:**

- The Internal mark is awarded based on the components.

# **SOFTWARE PROJECT MANAGEMENT**

COURSE CODE: MBAS507

## **OBJECTIVES:**

- To understand the concept of software projects and steps in software project management
- To enable the students to evaluate the technical feasibility, financial viability, market acceptability and social desirability of software projects
- To become familiar with Software project management tools and techniques
- To be effective as project managers and as part of software project teams

## **METHODOLOGY:**

- Lectures, mini-projects, case studies, periodic invited talks from industry experts

## **SYLLABUS**

### **UNIT I: SOFTWARE DEVELOPMENT PROJECT MANAGEMENT**

Software characteristics and development scenarios (4-quadrant view), Software life-cycle processes, Software development project management strategies: Linear, Incremental, Iterative, Adaptive, and Extreme approaches - their characteristics, strengths and weaknesses

### **UNIT II: SOFTWARE PROJECTS AND METRICS**

Software Project Management – Concepts and 3 P's (People, problem and process) Metrics in the process and project domains, Software measurement - size-oriented metrics, function-oriented metrics and extended function point metrics, Integrating metrics within the process

### **UNIT III: SOFTWARE PROJECT PLANNING**

Software Project planning – objectives, scoping, Resources – human resources, reusable software resources and environmental resources Software project estimation – Popular decomposition techniques – problem- based, process based and empirical estimation (COCOMO model)

Make-or-Buy decision, Project Scheduling and tracking, Managing global software projects

### **UNIT IV: SOFTWARE RISK MANAGEMENT AND CONFIGURATION MANAGEMENT**

Risk Management – Reactive and Proactive risk strategies, Risk identification, projection, mitigation and monitoring – RMMM Plan Software configuration management – process and standards

### **UNIT V: MANAGING PEOPLE AND ORGANIZING COMMUNICATION**

Managing people – Defining staff requirements, staff selection, managing staff, management styles, Project organization structures – hierarchical, matrix, agile teams, managing communication – Planning a communication strategy, communication styles, meetings – types and approaches

**TEXT BOOKS:**

1. Roger Pressman and Bruce Maxim, Software Engineering: A Practitioner's Approach, Tata McGraw-Hill, 2015
2. Robert K. Wysocki, Effective Software Project Management, Wiley, 2010

**REFERENCES:**

1. Ian Sommerville, Software Engineering, Pearson Education, 2016
2. Ashfaque Ahmed, Software Project Management: A Process-Driven Approach, CRC Press (Taylor & Francis), 2016
3. Anna P. Murray, the complete Software Project Manager: Mastering technology from Planning to launch and beyond, Wiley, 2016

**WEB RESOURCES**

1. <http://softwareprojectmanager.org/>
2. <http://www.softwareprojects.org/>
3. <http://www.rspa.com/spi/project-mgmt.html>
4. <http://www.project.net/>
5. <https://www.sei.cmu.edu/>

**ILLUSTRATIVE EXERCISE:**

- The Internal marks are awarded through continuous assessment based on components such as tests, quizzes, case analysis, etc.

# **SYSTEMS ANALYSIS AND DESIGN**

COURSE CODE: MBAS508

## **OBJECTIVES:**

- To introduce the concepts of System analysis and design
- To focus on different components of System analysis and design and to plan, design and develop such information systems.

## **METHODOLOGY:**

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Organization visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

## **SYLLABUS**

### **UNIT I:**

INTRODUCTION TO SYSTEMS ANALYSIS AND DESIGN – Scope – Functions of a Systems Analyst – What is Systems Analysis and Design – Categories of Information Systems. MANAGING THE APPLICATIONS DEVELOPMENT PORTFOLIO – Role of Information Systems – Systems, Subsystems and their Interdependence – Classical Systems Development – Lifecycle – Introduction to Structured Methodologies – Prototyping – Preliminary Investigation – Testing Project Feasibility.

### **UNIT II:**

STRUCTURED ANALYSIS DEVELOPMENT STRATEGIES – Data Flow Analysis – Physical and Logical – Data Dictionary. APPLICATION PROTOTYPE DEVELOPMENT STRATEGY – Purpose – Steps involved in Uses of Prototypes – Tools for Prototyping- Prototype Strategies.

### **UNIT III:**

COMPUTER AIDED SYSTEMS TOOLS – Role of Tools – Categories of Tools – Case. DESIGN OF COMPUTER OUTPUT – Identification of Computer Outputs – Ways of presenting – Information – Designing of Printed Outputs – Designing Visual Display UNIT s.

### **UNIT IV:**

DESIGN OF INPUT AND CONTROL – Objectives of Input Design – Data Capture Guidelines – Input Validation. DESIGN OF ONLINE DIALOGUE – Purpose and Definition of Online, Interface, etc. – Designing Dialogue – Dialogue Strategies – Data Entry Dialogues.

### **UNIT V:**

MANAGING SYSTEMS IMPLEMENTATION – Training – Conversion Methods – Post Implementation Review. HARDWARE AND SOFTWARE SELECTION – Overall Economic Analysis.

### **TEXT BOOKS:**

1. **James A. Senn.**2007. ANALYSIS AND DESIGN OF INFORMATION SYSTEMS; McGraw Hill International Edition, Singapore.
2. **Alan Dennis, Barbara Haley Wixom** and [Roberta M. Roth](#) ,2009 . Systems Analysis and Design, John Wiley & Sons Inc, USA.

### **REFERENCES**

1. **Igor Hawryszkiewycz**, 2001. Introduction to Systems Analysis and Design, Prentice-Hall of India, New Delhi.
2. **Jeffrey L Whitten** and **Lonnie D Bentley.**2007. ANALYSIS AND DESIGN; Tata McGraw Hill Publishing Company Limited, New Delhi.
3. **John W. Satzinger, Robert B.Jackson** and **Stephen D.Burd.**2007. SYSTEM ANALYSIS AND DESIGN, Cengage Learning India Pvt. Ltd, Delhi.

### **WEB RESOURCES**

1. [www.startwright.com/virtual.htm](http://www.startwright.com/virtual.htm)
2. [www.lamp.infosys.deakin.edu.au](http://www.lamp.infosys.deakin.edu.au)
3. [www.mbsportal.bl.uk](http://www.mbsportal.bl.uk)
4. [www.ibm.com](http://www.ibm.com)
5. [www.infoworld.com](http://www.infoworld.com)

### **ILLUSTRATIVE EXERCISES**

1. Develop an original case for a System analysis and design project in a government organisation.
2. Develop an original case for a System analysis and design project in a financial organization
3. Develop an original case for a System analysis and design project in a Hospital.
4. Develop an original case for a System analysis and design project in an educational institution.
5. Develop an original case for a System analysis and design project in a company manufacturing any product
6. Develop an original case for a System analysis and design project in a Hotel
7. Develop an original case for a System analysis and design project in retail industry
8. Develop an original case for a System analysis and design project in Telecommunication Industry

# **VISUAL BASIC FOR BUSINESS APPLICATIONS**

COURSE CODE: MBAS509

## **OBJECTIVES:**

- To introduce the concepts of Visual Basic
- To focus on different components of Visual Basic and to plan, design and develop information systems.

## **METHODOLOGY:**

- Power Point Presentation, Participative type classes, case study, Assignments, test. Subject quiz, Organization visit and field study, seminar, Subject Video presentation and Illustrative exercise

## **SYLLABUS**

### **UNIT I**

VB environment; Tools; Bars; Different Menus; Customizing a Form – Setting Different properties; Saving, Edit, Debug, Run and writing simple programs; user interface – Creating Controls; Command buttons, simple event procedure; image controls, text boxes; Labels and Navigation.

### **UNIT II**

VB Programming – Editing Tools; Statements; Variables; Data Types; Strings; Numbers; Picture Boxes; Printer Object; Operators, Determinant and Indeterminant loops; Decision Making Statements; Built-In-Functions; Date-Time functions.

### **UNIT III**

Functions – Procedures – Arrays – Writing simple programs using above function (like Searching, Sorting and etc.) – Control Arrays – List and Combo Box; Flex Grid control – VB Object Browser – Introduction to Object Oriented Programming – Making user interfaces using MS Window common control, MDI Forms.

### **UNIT IV**

Tools and Techniques for testing, Debugging and optimization; ActiveX Controls, Basic file Handling – Workspace; Database; Recordset; Report Generation; Accessing with different back end (MS Access, Oracle8i), Building Packages (like Student Information System, Library Information System, Railway Reservation System, Inventory Control System etc.)

### **UNIT V**

Fundamentals of Graphics; Monitoring Mouse activity; File System Controls and File System Object, Communicating with other Windows Applications, VB Script, Programming to Internet.

**TEXT BOOKS:**

1. **Gary Cornell**,1998. VISUAL BASIC 6 FROM THE GROUND UP, Tata McGraw Hill Publishing Company Ltd.,
2. **Connell** 1999. VISUAL BASIC 6.0, Tata McGraw Hill Education Private Limited, New Delhi.

**REFERENCES**

1. **David Kruglirski**. 1998 J, Inside Visual C++, Microsoft press.
2. **Zak**, 2008. Visual Basic 2008 Cengage Learning India Pvt. Ltd, Delhi.
3. **Steven Holzner**, 2003. Teach yourself Visual Basic .NET, Pearson Education, Noida.

**WEB SOURCES**

1. [www.startwright.com/virtual.htm](http://www.startwright.com/virtual.htm)
2. [www.lamp.infosys.deakin.edu.au](http://www.lamp.infosys.deakin.edu.au)
3. [www.mbsportal.bl.uk](http://www.mbsportal.bl.uk)
4. [www.ibm.com](http://www.ibm.com)
5. [www.infoworld.com](http://www.infoworld.com)

**ILLUSTRATIVE EXERCISE:**

1. Design of form for Student admission
2. Design of online test using visual basic (Ten Questions).
3. Design a visual basic system for pay roll application for any manufacturing company
4. Design an online train ticket reservation system using visual basic
5. Design a visual basic system for departmental store bill printing for a customer.

# **ADVANCED EXCEL**

COURSE CODE: MBAS510

## **OBJECTIVE**

- The course is designed to provide an in-depth understanding of the various tools and techniques used in Microsoft Excel for data analysis and management.
- The course is divided into five UNIT s that cover conditional logic and text formulas, charts and data organization, pivot tables and pivot charts, data protection, and macros.
- By the end of the course, you will have gained the skills and knowledge necessary to use Excel effectively for data analysis and management.

## **METHODOLOGY**

Classroom lectures, discussions, and continuous lab exercises with internal and end-semester end examinations as assessment criteria

## **SYLLABUS**

### **UNIT I: Conditional Logic and Text Formulas**

- Introduction to Conditional Logic
- IF Statement, Nested IF, AND, OR, NOT, IFERROR
- SUMIF, AVERAGEIF, COUNTIF, COUNTIFS, SUMIFS, AVERAGEIFS
- Introduction to Text Formulas
- Case Formulas, Fix Number Fields, Trim Spaces, Substitute Text

### **UNIT II: Charts and Data Organization**

- Introduction to Charts
- Chart types, Instant Chart, Update Chart
- Column Chart, Picture Fill, Line Chart, Scatter Chart
- Chart Styles, Chart Layouts, Add Labels, Axis Options, Chart Title, Legends, Data Labels
- Outline, Sort, Filter, and Subtotal
- Group and Ungroup, Sort Data, Sort Multiple Levels
- Filter Data, Advanced Filter, Conditional Sorting, and Filtering
- Sorting with Custom Lists, Subtotal

### **UNIT III: PivotTables and Pivot Charts**

- Introduction to PivotTables
- Creating PivotTables, Choosing Fields, PivotTable Layout
- Filtering PivotTables, Modifying PivotTable Data, Pivot Charts

### **UNIT IV: Data Protection**

- Introduction to Protecting Data
- Workbook Passwords, Protecting Workbooks, Unlocking Cells

## **UNIT V: Macros**

- Introduction to Macros and Macro Security
- Recording a Macro, Assigning a Macro to a Button or Shape

## **TEXT BOOKS**

1. “Excel 2016 Bible”, John Walkenbach
2. “Excel 2016 Power Programming with VBA”, Dick Kusleika and Michael Alexander
3. “Advanced Excel Essentials”, Jordan Goldmeier

## **WEB SOURCES**

1. [https://www.youtube.com/watch?v=JYtZ2zsdE\\_s](https://www.youtube.com/watch?v=JYtZ2zsdE_s)
2. <https://www.youtube.com/watch?v=RkQl2wVpQAo>
3. [https://www.youtube.com/watch?v=NdUZx\\_yyEqY](https://www.youtube.com/watch?v=NdUZx_yyEqY)
4. [https://www.youtube.com/watch?v=Jwo5Ae7tH\\_I](https://www.youtube.com/watch?v=Jwo5Ae7tH_I)

## **ILLUSTRATIVE EXERCISES**

1. Create an IF statement that returns "Pass" if a student's score is greater than or equal to 70, and "Fail" if the score is less than 70.
2. Use the SUMIF function to calculate the total sales for a particular product category.
3. Use the SUBSTITUTE function to replace all instances of a particular text string in a cell with another text string.
4. Create a column chart that shows the sales performance of different regions in a company.
5. Create a Pivot Table that shows the total sales by product category and region.
6. Use a slicer to filter the data in a Pivot Table based on a particular value.
7. Protect a worksheet with a password to prevent unauthorized access.
8. Lock specific cells in a worksheet to prevent users from editing them.
9. Record a macro that performs a series of repetitive tasks, such as formatting data or generating reports.
10. Assign a macro to a button or shape on a worksheet for easy access.