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**Master of Business Administration**

Syllabus

CENTRE FOR DISTANCE AND ONLINE EDUCATION

(SCHOOL OF DISTANCE EDUCATION)

**OPEN AND DISTANCE LEARNING**

**2023– 2024 onwards**

**BHARATHIARUNIVERSITY**

**AStateUniversity,Accreditedwith“A++”Gradeby NAACRanked21stamongIndianUniversitiesby MHRD-NIRF**

**Coimbatore-641 046, TamilNadu,India**

**Modified & Approved for SDE vide SCAA Dated 18-06-2024 (2022-23 Onwards)**



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| **ProgramEducationalObjectives(PEOs)** |
| A graduate of **Master of Business Administration**program is expected to attain thefollowingwithin fiveto sevenyears aftergraduation |
| Occupymiddlelevelmanagerial positionsinprivate andpublicsectorbusinessfirms |
| Occupyexecutivepositionsin primary,secondaryand tertiarysector industries |
| Addingvalueto organizations byusheringin innovativeideas andapplyingemergingtechnologies |
| Become successful entrepreneurs providing employment for many and contributetothecountry‟seconomicgrowth |
| Turnto productiveresearch in Managementand contributetotheexistingbodyofknowledge |



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| **ProgramSpecificOutcomes(PSOs)** |
| AfterthesuccessfulcompletionofMBAprogram, thestudentsareexpectedto |
| Takedecisionsrelatedtotheirareaofemploymentindependently |
| Applyknowledge gainedtoarriveat rationaldecisions |
| Managearelativelysmall groupofpeopleeffectively |
| Achieveobjectives consistently |
| ConductresearchinthebroadfieldofManagement |
| ApplyICT tools effectivelyon the job |
| Identifyandimplementinnovativebusinessideas |



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| **ProgramOutcomes (POs)** |
| Thestudents areexpectedto possess thefollowingskill sets oncompleting the course |
| Basicknowledgeofdifferentspheresofmanagement |
| Businessdecisionmaking |
| Analysethesituationandfindsolutions |
| Peoplemanagementskills |
| Goalorientedteamwork |
| Timeboundachievementofobjectives |
| Effectiveleadershipskills |
| ApplyingICTtoolsonbusiness |
| Abilityto focuson objectives |
| Applymanagerialprinciples inlifesituationsas well |

**SCHOOL OF DISTANCE EDUCATION**

## BHARATHIAR UNIVERSITY, COIMBATORE-641 046

OPEN AND DISTANCE LEARNING PROGRAMME (ODL)

## MBA Curriculum

*(Forthe studentsadmitted duringthe academicyear2023–24 onwards)*

**SCHEME OF EXAMINATIONS**

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| **TitleoftheCourse** | **Credits** | **MaximumMarks** |
| **CIA** | **ESE** | **Total** |
| **FIRSTSEMESTER** |  |  |  |  |
| ManagementPrinciplesandPractice | 4 | 30 | 70 | 100 |
| OrganisationalBehaviour | 4 | 30 | 70 | 100 |
| ManagerialEconomics | 3 | 30 | 70 | 100 |
| FinancialandManagementAccounting | 4 | 30 | 70 | 100 |
| QuantitativeMethodsforManagement | 4 | 30 | 70 | 100 |
| CorporateCommunication | 4 | 30 | 70 | 100 |
| Introductionto Industry4.0 | 3 | 30 | 70 | 100 |
| **SECONDSEMESTER** |  |  |  |  |
| OperationsManagement | 4 | 30 | 70 | 100 |
| MarketingManagement | 4 | 30 | 70 | 100 |
| FinancialManagement | 4 | 30 | 70 | 100 |
| HumanResourceManagement | 4 | 30 | 70 | 100 |
| QuantitativeTechniques | 4 | 30 | 70 | 100 |
| ResearchMethods For Management | 4 | 30 | 70 | 100 |
| ComputerApplicationsinManagementusingSAP | 3 | 40 | 60 | 100 |
| **THIRDSEMESTER** |  |  |  |  |
| BusinessEthicsandGlobalBusinessEnvironment | 4 | 30 | 70 | 100 |
| ManagementInformationSystem | 3 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| \*SummerPlacementProjectReport&Viva-voce | 4 | - | - | 100 |
| **FOURTHSEMESTER** |  |  |  |  |
| StrategicManagement:IndianGlobalContext | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| Elective | 4 | 30 | 70 | 100 |
| **GrandTotal** | **100** |  |  | **2600** |

\*ForProjectReport80%marksandforViva-voce20%marks

**MBA**(**CBCSPattern)LIST OFELECTIVES**

## (2023-24onwards)

**Students canchooseany fourineachsemester**

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| **III Semester****(Studentscan chooseany four)** |
| **MARKETING**1. Integrated Marketing Communication(PromotionManagement)
2. ExportManagement
3. ConsumerBehaviour
4. RuralMarketing
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| **HUMANRESOURCE**1. StaffinginOrganisations
2. PerformanceManagement
3. EmployeeEngagement
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| **FINANCE**1. FinancialServices
2. EquityResearchandPortfolioManagement

 10.Derivatives Management11.BankingRegulationsandServices |



FirstSemester

### SEMESTERI:CORESUBJECTS

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| **CourseCode** | **MANAGEMENTPRINCIPLESAND****PRACTICE** | CORE |
| **Pre-requisite** | BasicknowledgeofBusinessfunctions |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandfundamentalsofbusinessmanagement
2. Learntheapplication ofmanagementprinciplesinbusiness
3. Learntoapplymanagement principlesinlifesituationsaswell
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnbasicconceptsofmanagement |
| Understandthevariousfunctionsofbusinessmanagement |
| Identifythe scopeand application ofmanagementindayto daylife |
|  |
| **Unit:1** | **INTRODUCTIONTOMANAGEMENT** |
| Definition and importance of Management - Science, Theory and Practice of Management - TheEvolution of Management thought and the patterns of Management Analysis - Management andsociety:Theexternalenvironment-Socialresponsibilityandethics-GlobalandcomparativeManagement-Thebasisofglobalmanagement. |
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| **Unit:2** | **PLANNING** |
| Nature,purposeandsignificanceofPlanning -Objectives–Strategies -Policies-Planningpremises-Decision Making-GlobalPlanning. |
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| **Unit:3** | **ORGANISING** |
| Nature and importance of Organising - Entrepreneuring - Organizational Structure:Departmentation-Line/StaffAuthorityandDecentralisation-EffectiveorganisingandOrganisationalculture -Globalorganising. |
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| **Unit:4** | **DIRECTING** |
| Co-ordinationfunctionsinOrganisations-HumanfactorsandMotivation-Leadership-Committeesandgroupdecisionmaking -Communication -GlobalLeading. |
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| **Unit:5** | **CONTROLLING** |
| SystemandprocessofControlling-ControltechniquesandInformationTechnology-ProductivityandOperationsManagement-OverallControlandtowardthefuturethroughPreventiveControl -GlobalControllingand GlobalChallenges. |
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| **TextBook(s)** |
| 1 | Koontz&Weirich,EssentialsofManagement,TataMcGrawHill. |
| 2 | VSP Rao,VHariKrishna–Management: TextandCases,ExcelBooks |
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| **ReferenceBooks** |
| 1 | Stoner&Wankai,Management,PHI. |
| 2 | RobertKrcitner,Management,ATTBS |
| 3 | Robbins.S.P.,FundamentalsofManagement,Pearson |



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| **CourseCode** | **ORGANISATIONAL BEHAVIOUR** | CORE |
| **Pre-requisite** | Basicknowledgeof activitiesofanorganisation |
| **CourseObjectives:** |
| Themain objectivesof this courseareto:1. Understandfundamentalsof individualand groupbehaviour
2. Learntheapplicationofknowledgeof OBinbusiness
3. Learntomodifypersonalityandget equippedforbetter workplace relationships
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnbasicconceptsofindividualandgroupbehaviour |
| RecognisetheapplicationofOBinbusinessmanagement |
| Learn to modifypersonalityforbetterwork performance |
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| **Unit:1** | **INTRODUCTIONTOOB** |
| OrganisationalBehaviour:History-Evolution,challenges&opportunities-Contributingdisciplines - Management functions and relevance to Organisational Behaviour – Personality:Determinants,structure,behaviour,assessment-Psycho-analyticalsociallearning,job-fit,traittheories. |
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| **Unit:2** |  **INDIVIDUALBEHAVIOUR** |
| Emotions and Emotional Intelligence as a managerial tool - Implications of EI on managers andtheir performance -. Attitudes: Relationship with behaviour, sources, types, consistency - Workattitudes–Values:Importance,sources,types-Ethicsandtypesofmanagementethics–Perception:Process,Selection,OrganisationalErrors,Managerialimplicationsofperception–Learning:Classical,Operant,SocialandCognitiveapproaches-Implicationsoflearningonmanagerialperformance. |
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| **Unit:3** | **GROUPBEHAVIOUR** |
| Stress:Nature,sourcesandeffects-Influenceofpersonality-Managingstress–Conflict:Management, levels, sources and bases - Conflict resolution strategies – Negotiation - Foundationsofgroupbehaviour:Linkingteamsandgroups-Stagesofdevelopment-Influencesonteameffectiveness-Teamdecisionmaking- Issuesinmanagingteams. |
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| **Unit:4** | **ORGANISATIONALCHANGEANDDYNAMICS** |
| Organisationalchange-Managingplannedchange-Resistancetochange-Approachestomanaging organisational change - Organisational Development: Values – Interventions - Changemanagement-Organisationalpolitics-Politicalbehaviourinorganisation-Impressionmanagement-Selfmonitoring-Organisationalculture:Dynamics,roleandtypesofcultureandcorporateculture-Ethicalissuesinorganisational culture-Creatingandsustainingculture. |
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| **Unit:5** | **OBINGLOBALSCENARIO** |
| OrganisationalBehaviour:Responsestoglobalandculturaldiversity-Challengesatinternationallevel-Homogeneityandheterogeneityofnationalcultures-Differencesbetweencountries-Challengesofworkforce diversityandmanagingdiversitycases. |

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| **TextBook(s)** |
| 1 | Robbins.S.OrganisationalBehaviour,Prentice-Hall, India. |
| 2 | Umasekaran,OrganisationalBehaviour,TataMcGrawHill. |
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| **ReferenceBooks** |
| 1 | HellinegalSlocum,Woodman,OrganisationalBehaviour,Thomsonlearning |
| 2 | Harris &Hartman,OrganisationalBehaviour,Jaico |
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| **CourseCode** | **MANAGERIALECONOMICS** | CORE |
| **Pre-requisite** | KnowledgeofbasicconceptsinEconomics |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toemphasizetheinfluenceofmicroandmacroeconomicsonmanagerialdecisionmaking.
2. Tomakethe studentslearn thefundamental conceptsof managerialeconomics.
3. Toimpart knowledgeonpricingandpricingdecisions
4. Tomapthedemandandforecastingtechniquestoanalysetheinternationalmarket.
5. Toadd knowledgeon balanceof payments,monetaryandfiscal policies.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course, studentwillableto: |
| Takeright decisionin businessbyanalysingmicro andmacroeconomicsituations. |
| Gainingknowledgerelatedto fundamentalconceptsofEconomics. |
| Acquiringtalented skills on pricingpolicyand decisions. |
| Tappingkeyskills on profitand investment analysis. |
| Applicationofearned knowledgein analysingmonetaryandfiscal policies. |
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| **Unit:1** | **INTRODUCTIONTOMANAGERIALECONOMICS** |
| Managerial Economics:Meaning,natureandscope-ManagerialEconomics andbusiness decisionmaking-RoleofManagerialEconomist-FundamentalconceptsofManagerialEconomics-DemandAnalysis: Meaning, determinantsand types ofdemand-Elasticityofdemand |
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| **Unit:2** | **PRODUCTIONFUNCTIONSANDCOSTCONCEPTS** |
| Supply:Meaninganddeterminants-Productiondecisions-Productionfunctions–Isoquants,Expansionpath-Cobb-Douglasfunction-Costconcepts-Cost-outputrelationship-Economiesanddiseconomies of scale– Cost functions. |
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| **Unit:3** | **PRICINGANDPRICINGDECISIONS** |
| Marketstructure:Characteristics-Pricingandoutputdecisions-Methodsofpricing-Differentialpricing-Governmentinterventionandpricing. |
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| **Unit:4** | **PROFIT POLICIESANDINVESTMENTANALYSIS** |
| Profit:Meaningandnature-Profitpolicies-Profitplanningandforecasting-Costvolumeprofitanalysis-Investmentanalysis. |
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| **Unit:5** | **NATIONALINCOMEAND FISCALPOLICIES** |
| NationalIncome-Businesscycle-Inflationanddeflation-Balanceofpayments-MonetaryandFiscalPolicies |
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| **TextBook(s)** |
| 1 | MichaelR.Baye and JeffreyT,Managerial Economics&Business Strategy,McGraw-Hill |
| 2 | WilliamF.SamuelsonandStephenG,ManagerialEconomics,Wiley |
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| **ReferenceBooks** |
| 1 | JoelDean-ManagerialEconomics,PrenticeHall/Pearson. |
| 2 | Rangarajan -PrinciplesofMacroEconomics,Tata McGrawHill |
| 3 | Atmanand,ManagerialEconomics,Excel |
| 4 | Mankar.V.G.,Business Economics,Macmillan, BusinessBook |



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| **Course Code** | **FINANCIALANDMANAGEMENT****ACCOUNTING** | CORE |
| **Pre-requisite** | BasicunderstandingofAccountingconcepts |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toalignthe accountingtheoryandconcepts withindustrialapplication
2. Tocreatetheawarenessonusingvarioussoftwareinaccounting
3. Tocreatestrongfoundationinunderstandingrulesandregulations appliedinAccounting
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthecourse, students willbeable to: |
| Learnthebasicfunctions,principlesandconceptsofaccounting. |
| Understandpostulatesandtechniquesofaccounting. |
| AnalysethevariousissuesofFinancialandManagementAccountingtostrengthenit |
| Evaluatethe varioustools of accountingto resolvebusiness problems |
| Createinteresttodoresearch inthefieldofaccounting |
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| **Unit:1** | **BASICSOFFINANCIALACCOUNTING** |
| FinancialAccounting:Definition-AccountingPrinciples-Conceptsandconventions-TrialBalance–FinalAccounts(Problems)-DepreciationMethods-Straightlinemethod,Written down value method, Sinkingfund method.. |
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| **Unit:2** | **FINANCIALSTATEMENTANALYSIS** |
| FinancialStatementAnalysis:Objectives-ReorganizingtheFinancialStatementInformation-TechniquesofFinancialStatementAnalysis:ComparativeStatements,Common–Sizestatement,TrendPercentage-AccountingRatios:Constructionofbalancesheetusingratios(problems)-Dupontanalysis. |
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| **Unit:3** | **FUNDFLOWANDCASHFLOWANALYSIS** |
| FundFlowStatement-StatementofChangesinWorkingCapital-ComputationofFundfromOperations-WorkingsforComputationofvarioussourcesanduses-PreparationofFundFlowStatement-CashFlowStatementAnalysis-ComputationofcashfromOperationsProblems -DistinctionbetweenFundFlowandCashFlowStatement-Problems |
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| **Unit:4** | **BASICSOFCOST ACCOUNTINGANDBUDGETING** |
| CostAccounting:Meaning-DistinctionbetweenFinancialAccountingandCostAccounting* CostTerminology:Cost,CostCentre,CostUnit-ElementsofCost-CostSheet:Problems
* Budget,Budgeting,andBudgetingControl-TypesofBudgets-Preparationofflexibleandfixedbudgets,masterbudgetand cashbudget-Problems-Zero Base Budgeting.
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| **Unit:5** | **MARGINALCOSTING** |
| MarginalCosting:Definition-Distinctionbetweenmarginalcostingandabsorptioncosting–Break-EvenPointAnalysis-Contribution,p/vratio,marginofsafety-Decisionmakingundermarginalcostingsystem: Keyfactoranalysis,makeorbuydecisions,export |

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| decision,salesmix decision–Problems |
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| **TextBook(s)** |
| 1 | R. L.Gupta andRadhaswamy,AdvancedAccountancySultanChandPublishers |
| 2 | KhanandJain,ManagementAccounting-TataMcGrawHill |
| **ReferenceBooks** |
| 1 | S.N.Maheswari,ManagementAccounting, VikasPublishing |
| 2 | J.Batty,ManagementAccounting,Macdonald &Evans |



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| **CourseCode** | **QUANTITATIVE METHODS FORMANAGEMENT** | CORE |
| **Pre-requisite** | Basic knowledge of BusinessManagement,Mathematicsand Statistics |
| **CourseObjectives:** |
| Themainobjectives ofthis courseareto:1. Gaintheknowledgeof mathematicalandstatisticaltechniques
2. Learntheapplicationofmathematicalandstatisticaltechniquestoawiderangeofbusinesssituations.
3. Understandtheuseofstatistical techniquesfortest ofhypothesis.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthe course,studentwill beableto: |
| Memoriseandreproduce allbasicformulae coveredinthesyllabus |
| Explainindetailallthetheoretical conceptstaughtthroughthesyllabus |
| Applythe acquired knowledgeandskillsto thepractical problemsinbusinessandresearch |
| Illustratetheuseofmathematicalandstatisticaltechniquesinbusinessdecisionmaking |
| Interpretthe resultsofmathematicalandstatisticaltechniquesforbusinessdecisionmaking |
| Createandfindthe solutionforthebusinesssituationsusingmathematicalandstatisticaltechniques |
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| **Unit:1** | **INTRODUCTIONTOBASICMATHEMATICALCONCEPTS** |
| LinearandNon-Linearfunctions–Graphicalrepresentationoffunctions–Constants-Variables – Notion of Mathematical models – Concept of trade off – Notion of constants –ConceptofInterest-Basicconceptofdifferentiation–Integration–Optimizationconcepts–Useofdifferentiationforoptimizationofbusinessproblems-Optimization |
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| **Unit:2** | **DATA ANALYSIS- UNI AND BIVARIATEANALYSIS** |
| DataAnalysis–Uni-variate–ungroupedandgroupeddata-MeasuresofcentralTendencies-Measuresofdispersion–CVpercentages(problemrelatedtobusinessapplications)-Bi-variate–Correlation and Regression: Problems relatedto business applications |
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| **Unit:3** | **PROBABILITY AND PROBABILITYDISTRIBUTION** |
| Probability:Definition–AdditionandmultiplicationRules(onlystatements)–Simplebusinessapplicationproblems–Probabilitydistribution–Expectedvalueconcept–Theoreticalprobabilitydistributions–Binomial,PoissonandNormal–Simpleproblemsappliedtobusiness. |
| **Unit:4** | **INDEXNUMBERSAANDTIME SERIES** |
| Basicconceptofindexnumbers–Simpleandweightedindexnumbers–Conceptofweights-Typesofindexnumbers–Businessindexnumber–CPT,WPI,Sensex,Nifty,ProductionIndex,Timeseries –Variations in TimeSeriesfor business forecasting. |

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| **Unit:5** | **TESTOFHYPOTEHESIS** |
| HypothesistestingofProportionandMean–Singleandtwotailedtests–Errorsinhypothesistesting– Measuringthe powerofhypothesis test -Chi-Squaretests |
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| **TextBook(s)** |
| 1 | RichardLLevin&DavidSRubin–StatisticsforManagement–PearsonEducation,Canada |
| 2 | SPGupta–Statistical Methods–SultanChandandSons |
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| **ReferenceBooks** |
| 1 | RPHoods–StatisticsforBusinessandEconomics––MacMillanIndiaLtd |
| 2 | DavidM. Levin,TimothyC.KrehbielandMarkL.Berenson―BusinessStatistics:AFirstCourse‖,PearsonEducationAsia |
| 3 | AmirD.Aczel,CompleteBusinessStatistics,IrwinMcGraw-Hill. |
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| **CourseCode** | **CORPORATECOMMUNICATION** | CORE |
| **Pre-requisite** | Basicknowledgeof Business Communication |
| **CourseObjectives:** |
| Themain objectives ofthis subject is:1. Toenablethestudentstoacquirewrittenand spokencommunicationskills.
2. Tomakethestudentstolearnthevariouscommunicationmethodsfollowedincorporateand businessworld.
3. To train the students in the preparation of various reports, businesspresentationsandresumeandjobapplicationsandattendingemploymentInterviews.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthe course,student willbeableto: |
| Acquirewrittenandspokencommunicationskillandabletowriteandspeakefficiently. |
| Possessknowledgeonvariousmethodsofcommunicationadoptedincompanies. |
| Writebusinessreports,presentandpreparetheirownresumeandeffectivelyperforminjobinterviews. |
| Acquirethe knowledgein presentinganybusiness idea. |
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| **Unit:1** | **INTRODUCTIONTOCORPORATE COMMUNICATION** |
| Communicationbasics–BusinessCommunication–Components–Types–Formalcommunicationnetwork–Workteamcommunication–Variables–Goal–Conflictresolution– Non-verbalcommunication–Crosscultural communication–Businessmeetings–BusinessEtiquette. |
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| **Unit:2** | **UNDERSTANDINGCORPORATE COMMUNICATION** |
| UnderstandingCorporate Communication – Employee Communication – ManagingGovernmentRelations –WritingforMedia andMediaRelations |
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| **Unit:3** | **CORPORATECOMMUNICATIONIN BRANDPROMOTION** |
| CorporateCommunicationinBrandPromotion– FinancialCommunication –CrisesCommunication. |
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| **Unit:4** | **REPORTWRITING** |
| Reportwriting:Characterising&businessreports–Typesandforms&reports–Projectproposals–Collectionofdata–Tablesconstitution–Charts–Writingthereport–Documentingthesources –Proofreading. |
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| **Unit:5** | **BUSINESSPRESENTATION** |
| BusinessPresentation:Writtenandoralpresentation–Work–Teampresentation–Deliveringthebusinesspresentationvisualaids–Slides–Electronicpresentation–Hand- |

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| outs–Delivering thepresentation– Careerplanning–PreparingResume–Job applications–Preparationforajobinterview –Employmentinterviews–Follow-up. |
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| **TextBook(s)** |
| 1 | JoePCornelissen,CorporateCommunications:TheoryandPractice,SAGEPublicationsLtd |
| 2 | Argenti,CorporateCommunication,McGrawHill |
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| **ReferenceBooks** |
| 1 | ScotOber,“ContemporaryBusinessCommunication”,Cengage Learning |
| 2 | Lesikar&Flatley,“BasicBusinessCommunication:Skillsforempoweringtheinternetgeneration”,TataMcGrawHill |
| 3 | JaishriJethwaney, “CorporateCommunication:PrinciplesandPractice”,OxfordUniversityPress |



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| **CourseCode** | **INTRODUCTION TOINDUSTRY4.0** | CORE |
| **Pre-requisite** | Basicunderstandingof industryand computerknowledge |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. AlignthetheoryandconceptswithIndustrialapplicationofcomputers
2. IntroducethebasicconceptsofIndustry4.0,ArtificialIntelligence,BigDataandInternetof Things.
3. Learntheapplicationsandtoolsof Industry4.0.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| UnderstandthebasicconceptsofIndustry4.0 |
| OutlinethefeaturesofArtificial Intelligence |
| SummarizetheBigdata domainstackand InternetofThings |
| Identifythe applicationsand ToolsofIndustry4.0 |
| Analyzetheskills requiredforfuture |
|  |
| **Unit:1** | **INDUSTRY4.0** |
| Need–ReasonforAdoptingIndustry4.0-Definition–GoalsandDesignPrinciples-TechnologiesofIndustry4.0–BigData–ArtificialIntelligence(AI)–IndustrialInternetofThings-Cyber Security– Cloud – Augmented Reality. |
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| **Unit:2** | **ARTIFICIALINTELLIGENCE** |
| ArtificialIntelligence:ArtificialIntelligence(AI)–What&Why?-HistoryofAI-FoundationsofAI-TheAI-Environment-SocietalInfluencesofAI-ApplicationDomainsandTools -Associated Technologies ofAI-FutureProspects of AI-Challenges of AI. |
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| **Unit:3** | **BIGDATAANDIOT** |
| Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions -EssentialofBigDatainIndustry4.0-BigDataMeritsandAdvantages-BigDataComponents:BigDataCharacteristics-BigDataProcessingFrameworks-BigDataApplications-BigDataTools-BigDataDomainStack:BigDatainDataScience-BigData in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases :Big Data in Social Causes - Big Data for Industry - Big Data Roles and Skills - Big DataRoles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture ofIoT-TechnologiesforIoT-DevelopingIoTApplications-ApplicationsofIoT-SecurityinIoT. |
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| **Unit:4** | **APPLICATIONSANDTOOLSOFINDUSTRY 4.0** |
| Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence –Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact onBusiness,Government,People.ToolsforArtificial Intelligence, BigDataandDataAnalytics,VirtualReality,AugmentedReality,IoT,Robotics. |
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| **Unit:5** | **JOBS 2030** |

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| Industry4.0–Education4.0–Curriculum4.0–Faculty4.0–SkillsrequiredforFuture-ToolsforEducation–ArtificialIntelligenceJobsin2030–Jobs2030-FrameworkforaligningEducationwithIndustry4.0. |
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| **TextBook(s)** |
| 1 | P.Kaliraj,T.Devi,HigherEducationforIndustry4.0andTransformationtoEducation5.0 |
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| **ReferenceBooks** |
| 1 | AlasdairGilchrist.Industry4.0:The IndustrialInternetofThings,ApressPublications |



SecondSemester



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| **CourseCode** | **OPERATIONSMANAGEMENT** | CORE |
| **Pre-****requisite** | BasicknowledgeofProductionprocess |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandonkeyanalyticalmethods,systemoverviewandprovidepracticalinsightonoperations management.
2. Impartlearnerswiththe knowledgeaboutPPC,MPS,MRP,CRP,MaterialsManagementandTQM.
3. Enable students in learning Production Management System and Inventory ControlSystem.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthecourse, student willbe able to: |
| UnderstandandfocusonthebasicideasofOperationsManagement,functions,typesandproductdesigns;computerintegratedmanufacturing systems,etc. |
| Applytheirknowledgeinproductdesign,evaluationandselectionofoperations,differenttypesoflayout,manufacturingsystem,line balancingandCIMS. |
| Analyseproductionplanningandcontrol,capacityrequirementplanninganditstechniques,BusinessProcessRe-engineeringandtotalproductive maintenance. |
| ApplyandevaluateMaterialsManagementandInventoryControl Systems. |
| Createtotalqualitymanagement,typeIandtypeIIerror,ISOQuality CertificationsandSix Sigmaconcept. |
|  |
| **Unit:1** | **OPERATIONSMANAGEMENT** |
| OperationsManagement:Meaning–Importance–Historicalcontributions–SystemviewofOM-Operationstrategyandcompetitiveness-FunctionsofOM–Typesofproductionsystems |
|  |
| **Unit:2** | **PRODUCTDESIGN&COMPUTERINTEGRATEDSYSTEM** |
| Productdesignandprocessselection–EvaluationandSelectionofappropriateProductionandOperationstechnology-ProductDesignandprocessselection-Typesoflayout–Analysisandselectionoflayout–Productand/orProcesslayout-Cellular,LeanandAgilemanufacturingsystems– ComputerIntegratedManufacturingSystems-Assemblylinebalancing |
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| **Unit:3** | **PPC,MPS,MRP,CRPandTPM** |
| Productionplanningandcontrol:Meaning–Functions–Aggregateplanning–MasterProductionSchedule(MPS)–MaterialRequirementPlanning(MRP)–BOM–CapacityRequirementPlanning(CRP)–Techniques–ProblemsinMRPandCRP–IntroductiontoMRPIIand ERP–Business ProcessRe-engineering-TotalProductiveMaintenance(TPM) |
| **Unit:4** | **MATERIALSMANAGEMENT&INVENTORY CONTROLSYSTEM** |



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| Materialsmanagement:Functions–Materialplanningandbudgeting–ValueAnalysis-Purchase functions and procedure - Inventory control – Types of inventory – Safety stock –Orderpoint–Servicelevel–Inventorycontrolsystems:Perpetual–Periodic–JIT–KANBAN. |
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| **Unit:5** | **TQM,ISO&SIXSIGMA** |
| Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling andProcess Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I andTypeIIerror–Qualitymovement–Qualitycircles––ISOQualityCertificationsandtypes–Qualityassurance– SixSigmaconcept. |
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| **TextBook(s)** |
| 1 | EverestEAdam&Ebert-ProductionandOperationsManagement,PHIpublication |
| 2 | JosephGMonks-OperationsManagement(TheoryandProblems),McGrawHillInternational |
| 3 | Mahadevan.B.,OperationsManagement,TheoryandPractice,NewDelhi:PearsonEducation |
| **ReferenceBooks** |
| 1 | SNChary-ProductionandOperationsManagement,TMHPublications |
| 2 | Pannerselvam-ProductionandOperationsManagement,PHI |
| 3 | LeeJ.KrajewskiandLarryP.Ritzman,―OperationsManagement:Process andvalueChains,PHI |
| 4 | HunawallaandPatil –productionandOperationsManagement,Himalaya. |
| 5 | StevensonJWilliam,OperationsManagement,NewDelhi:McGrawHillEducation. |
| 6 | OperationsManagementforCompetitiveAdvantage,RichardBChase,Jacobs,Aquilano,Agarwal, |

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| **CourseCode** | **MARKETING MANAGEMENT** | CORE |
| **Pre-requisite** | Basicideaof Business Management |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandthecore functionalareaofmarketing.
2. Familiarizethemarketingstrategiesandtakedecisions.
3. Impartkeyinsights intothepractical aspectsofmarketing.
 |
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandthefundamentalsandanalyse coreaspectsofmarketing. |
| Demonstratethemarketsegmentationandtargetingtobuildknowledgeonconsumer behaviour |
| Usecreative,criticalandreflectivethinkingtoaddressorganizationalopportunitiesandtointerprettheproductandpricingdecisions. |
| Identifythepromotionalaspectsof marketingandmodernmarketing |
| Measurethe marketingcontrol andmodern trends. |
|  |
| **Unit:1** | **INTRODUCTIONTOMARKETING** |
| Marketing Concepts and tasks - Defining and delivering customer value and satisfaction -Value chain - Delivery network, Marketing environment- Digitalisation andCustomisation -Changingmarketingpractices-MarketingInformationSystem-Strategicmarketingplanningandorganization |
|  |
| **Unit:2** | **MARKETSEGMENTATIONANDBUYINGBEHAVIOUR** |
| MarketSegmentation:Levels-Importance-Procedures-BasesforSegmentation-TargetingStrategies-Positioning:DifferentiationStrategies-PositioningStrategies-IndividualBuyerBehaviour:Model-BuyingDecisionProcess -BuyerRoles-Buying Influences |
|  |
| **Unit:3** | **PRODUCT&PRICINGDECISIONS** |
| Creating value: The product – Goods & Services continuum – Classification & levels ofproduct – Product decisions: Product Mix and Product Lines: Concepts - Product Life Cyclestrategies – Brand concepts – Marketing of services – Packaging & Labeling decisions –Warranties & Guarantees – New Product Development: Stages – New Product Success &Failure–Diffusionofinnovation–Pricingpolicies&strategies–Factorsaffectingpricedetermination–Stepsinsettingthe price. |
|  |
| **Unit:4** | **MARKETINGCHANNELSANDSALESPROMOTION** |
| Integratedmarketing communicationprocessandmix:Advertising,SalespromotionandPublicrelationdecisions-Directmarketing–Telemarketing-Salesforce:Objectives,structure,sizeand compensation. |
|  |
| **Unit:5** | **MARKETINGCONTROL&MODERNTRENDSIN MARKETING** |
| Concept,process&typesofMarketingControl–MarketingAudit–MarketingChallengesinglobalisedera–Marketingthroughsocialnetwork&digitalplatforms–Socialmarketing–Elementsof socialmarketingplan – Green Marketing– Consumerism |
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| **TextBook(s)** |
| 1 | PhilipKotler,Kevin LaneKellar,AbrahamKoshy, andMithileswarJha,"MarketingManagement“ASouthAsianPerspective”,PearsonEducation |
| 2 | Ramaswamy V.S. &Namakumari S, MARKETING MANAGEMENT –GlobalPerspective,Indian context– MacMillan 4thedition |
|  |
| **ReferenceBooks** |
| 1 | LouisWStern,AdelIElAnsary,andAnneTCoughlan.,"MarketingChannel",NewDelhi:PrenticeHallofIndia |
| 2 | NareshKMalhotraandSatyabhusanDash,"MarketingResearch-AnAppliedOrientation",NewDelhi:Pearson |
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| **CourseCode** | **FINANCIALMANAGEMENT** | CORE |
| **Pre-requisite** | BasicsofFinancialand Management Accounting |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Alignthefinancialtheoryandconceptswithindustrialapplication
2. Createthe awareness onusingvarioussoftwareinaccounting
3. Createstrongfoundationinunderstandingrulesandregulationsappliedinfinance
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: |
| Learnthebasicfunctions,principlesandconceptsofFinancial Management |
| Understandpostulates,principlesandtechniquesofFinancialManagement. |
| Applyfinancialmanagement conceptsto resolve business problems |
| AnalysethepracticalissuesofFinancialManagement |
| Createinteresttodoresearchinthefieldof accounting |
|  |
| **Unit:1** | **INTRODUCTIONOFFINANCIAL MANAGEMENT** |
| Objectivesandfunctions ofFinancialManagement-Role ofFinancialManagement intheorganisation-Risk-Returnrelationship-Timevalueofmoneyconcepts–IntroductiontoIndian FinancialSystem-RoleofSEBIinCapitalIssues-ValuationofBondsandShares |
|  |
| **Unit:2** | **CAPITALBUDGETING** |
| CapitalBudgeting-Methods ofappraisal-Conflictin criteriaforevaluation-CapitalRationing-Problems-RiskanalysisinCapitalBudgeting. |
|  |
| **Unit:3** | **COSTOFCAPITAL** |
| CostofCapital -Computationforeachsourceof finance andweightedaveragecostofcapital-EBIT -EPSAnalysis- OperatingLeverage-Financial Leverage-Problems. |
|  |
| **Unit:4** | **CAPITALSTRUCTUREANDDIVIDEND** |
| CapitalStructuretheory-NetIncomeapproach-NetOperatingIncomeapproach–MMapproach-Dividend policy-Types of Dividendpolicy. |
|  |
| **Unit:5** | **WORKINGCAPITAL MANAGEMENT** |
| WorkingCapitalManagement:Definitionandobjectives-WorkingCapitalpolicies–Factorsaffecting Working Capital requirements - Forecasting Working Capital requirements(problems)- Cash Management - Receivables Management and - Inventory Management -WorkingCapitalFinancing-SourcesofWorkingCapitalandimplicationsofvariousCommitteeReports. |
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| **TextBook(s)** |
| 1 | RichardA.Brealey,StevartC.Myers,Principlesof CorporateFinance,McGrawHill,NewYork. |
| 2 | JamesC.VanHorns,FinancialManagement&Policy,PrenticeHallofIndia(P) Ltd.,NewDelhi. |
|  |
| **ReferenceBooks** |
| 1 | PrasannaChandra,FinancialManagement,Theory&Practice,TataMcGrawHill,NewDelhi. |
| 2 | I.M.Pandey,FinancialManagement,VikasPublishing,NewDelhi |
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| **CourseCode** | **HUMANRESOURCE****MANAGEMENT** | CORE |
| **Pre-requisite** | Basicsof Businessmanagement |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. FamiliarisethestudentswithconceptsofHRM
2. Understandthe significanceof HRM in theorganisation
3. Learntoapplythemethods ofHRM toachieveorganisationalobjectives
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasic functions,principles andconceptsofHRM |
| UnderstandimportanceofHRMconceptsinbusiness |
| Applythe HRM tools toachievespecificobjectives |
|  |
| **Unit:1** | **INTRODUCTIONTOHUMANRESOURCE****MANAGEMENT** |
| Human Resource function- Human Resource philosophy - Changing environments of HRM -Strategic Human Resource Management - Using HRM to attain competitive advantage -TrendsinHRM-OrganisationofHRdepartments-Lineandstafffunctions-RoleofHRManagers. |
|  |
| **Unit:2** | **RECRUITMENT** |
| Recruitment & Placement - Job analysis: Methods - IT and computerised skill inventory -Writing job specification – HR and the responsive organisation - Recruitment and selectionprocess. Employment planning and forecasting - Building employee commitment: Promotionfrom within: Sources - Developing and using application forms – IT and recruiting on theinternet - Employee Testing & selection : Selection process, basic testing concepts, types oftests,worksamples&simulation,selectiontechniques,interview-Commoninterviewingmistakes - Designing & conducting the effective interview - Small business applications -Computeraided interview. |
|  |
| **Unit:3** | **TRAININGANDDEVELOPMENT** |
| Training&Development-Orientation&Training:Orientingtheemployees,Trainingprocess, need analysis - Training techniques - Special purpose training - Training via theinternet - Developing Managers: Management Development - The responsive managers - On-the-jobandoff-the-jobDevelopmenttechniquesusingHRtobuildaresponsiveorganization-Performanceappraisal:Methods-Problemsandsolutions-MBOapproach-Theappraisalinterviews - Performance appraisal in practice. Managing careers: Career planninganddevelopment -Managingpromotions and transfers. |
|  |
| **Unit:4** | **COMPENSATIONMANAGEMENT** |
| Compensation&Managingquality-EstablishingPayplans:Basicsofcompensation-Factors determining pay rate – Currenttrends in compensation - Job evaluation - Pricingmanagerialand professional jobs-Computerised job evaluation.Pay for performance andFinancialincentives:Moneyandmotivation-Incentivesforoperationsemployeesandexecutives-Organisationwideincentiveplans-PracticesinIndianorganisations-Benefits |

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| andservices:Statutorybenefits-non-statutory(voluntary)benefits–Insurancebenefits-Retirementbenefitsand otherwelfaremeasurestobuildemployee commitment |
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| **Unit:5** | **LABOURRELATIONS** |
| Labour relations and employee security – Industrial relations and collective bargaining: Tradeunions-Collectivebargaining-Futureoftradeunionism-Disciplineadministration-Grievances handling - Managing dismissals and separation - Labour Welfare: Importance &Implicationsoflabourlegislations-Employeehealth–AuditingHRfunctions-FutureofHRMfunction. |
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| **TextBook(s)** |
| 1 | GaryDessler, "HumanResourceManagement",PrenticeHallof IndiaP.Ltd. |
| 2 | VSP Rao,Human ResourceManagement:Text andCases,Excel Books,NewDelhi |
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| **ReferenceBooks** |
| 1 | H.JohnBernardin&JoyeeE. A.Russel,HumanResourceManagement-Anexperientialapproach,McGraw-Hill InternationalEdition |
| 2 | DavidA.DeCenzo&StephenP.Robbins,HumanResourceManagement,WileyIndiaPrivateLimited. |
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| **CourseCode** | **QUANTITATIVETECHNIQUES** | CORE |
| **Pre-requisite** | BasicknowledgeofBusiness Mathematics |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Providethebasicunderstandingaboutthevariousquantitative techniques
2. Learntheuseof quantitative techniques on awiderangeof business situations
3. Identifyrelevant quantitativetechniquesforgivendecisionmakingsituations
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Memoriseandreproduceallbasicsteps insolving thevariousquantitativetechniquescoveredinthesyllabus |
| Knowindetailtheidentificationof appropriatequantitativetechniqueforagivenbusiness situation |
| Applytheacquired knowledgeand skill tosolve thepracticalproblemsofbusiness |
| Illustratetheuseofquantitativetechniquesinbusinessdecisionmaking |
| Interpretthe resultsobtainedfromthequantitative techniquesforobtainingoptimal solution |
| Createandsolvethebusiness situationsusingquantitativetechniques |
|  |
| **Unit:1** | **INTRODUCTIONTOORANDLINEARPROGRAMMING** |
| MathematicalModels–Deterministicandprobabilistic–Simplebusinessexamples–ORandoptimizationmodels–LinearProgramming–Formulation–Graphicalsolution–Duallinearprogrammingproblem– Economicinterpretation |
|  |
| **Unit:2** | **TRANSPORTAIONANDASSIGNMENTMODELS** |
| Transportationmodel–InitialBasicFeasiblesolutions–Optimumsolutionfornon–degeneracymodel –Trans-shipment Model–Assignment Model |
|  |
| **Unit:3** | **NETWORKAND WAITINGLINE MODELS** |
| NetworkModel–Networking–CPM–Criticalpath–Timeestimates–Criticalpath–Crashing,Resourceleveling,Resourcesplanning-WaitingLineModel–Structureofmodel–M/M/1 forinfinite population. |
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| **Unit:4** | **INVENTORYMODEL** |
| InventoryModels–Deterministic–EOQ–EOQwithPriceBreaks–ProbabilisticInventoryModels-ProbabilisticEOQmodel |
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| **Unit:5** | **SIMULATIONANDDECISIONTHEORY** |
| Simulation–Typesof simulation–MonteCarlosimulation–Simulationproblems-Decision |

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| Theory– Payofftables–Decision criteria– Decision trees. |
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| **TextBook(s)** |
| 1 | KantiSwarup,GuptaAndManMohan,OperationsResearch,PrenticeHallof India |
| 2 | HamdyATaha,OperationsResearch–An Introduction,Pearson. |
|  |
| **ReferenceBooks** |
| 1 | J.K.Sharma-Operations Research,Macmillan IndiaLtd. |
| 2 | FredrickSHillierandHeraldJ Lieberman,OperationsResearch,Conceptsand cases,TMH |
| 3 | U.K.Srivastava,G.V.Shenoy,S.C.Sharma,―QuantitativeTechniquesforManagerialDecision,Prentice HallofIndia |
| 4 | Ronald L.Rardin,―OptimizationinOperationsResearch,PearsonEducation |
| 5 | R.Panneerselvam,OperationsResearch,PHI |
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| **CourseCode** | **RESEARCHMETHODSFORMANAGEMENT** | CORE |
| **Pre-requisite** | BasicknowledgeofResearch Methodology |
| **CourseObjectives:** |
| Themainobjectivesofthissubject are:1. Todevelopunderstandingofvariousresearchdesignsand techniques.
2. Tounderstandsomebasicconceptsofresearchmethodologiesand conductresearchinanappropriate manner
3. Toenhancetheknowledgein researchproposalandreportwriting.
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| **ExpectedCourseOutcomes:** |



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| Onthesuccessfulcompletion ofthe course,student willableto: |
| Applya range ofquantitativeand /orqualitativeresearchtechniquestobusinessandmanagementproblems/issues. |
| Understand and apply research approaches, techniques andstrategiesintheappropriatemannerformanagerialdecisionmaking. |
| Demonstrateknowledge andunderstandingofdataanalysisandinterpretationinrelationtotheresearchprocess. |
| Developnecessarycriticalthinkingskillsin order to evaluatedifferentresearch approachesutilizedintheserviceindustries. |
| Studentsshould beable todefinethemeaningof avariable, andidentifyindependent, dependent, and mediatingvariables. |
|  |
| **Unit:1** | **INTRODUCTIONTO RESEARCH** |
| Research:Meaning,scopeandsignificance-Typesofresearch-Researchprocess-Characteristicsofgoodresearch-Scientificmethod-Problemsinresearch–Identifyingresearchproblem –Concepts,constructsandtheoreticalframework. |
|  |
| **Unit:2** | **RESEARCHDESIGN** |
| Hypothesis: Meaning, sourcesand types - Formulation of research design - Types - Casestudy - Features of good design – Measurement: Meaning and need - Errors in measurement -Testsofsoundmeasurement-Techniquesofmeasurement-Scalingtechniques:Meaning-Typesofscales-Scale constructiontechniques. |
|  |
| **Unit:3** | **SAMPLINGDESIGN** |
| Sampling design: Meaning - Concepts - Steps in sampling - Criteria for good sample design -Types of sample designs- Probability and non-probability samples - Data collection: Typesofdata-Sources-Toolsfordatacollection-Methodsofdatacollection-Constructingquestionnaire-Pilotstudy-Casestudy-Dataprocessing:Coding-Editing-andtabulationofdata– Dataanalysis. |
|  |
| **Unit:4** | **PARAMETRIC AND NON-PARAMETRICTESTS** |
| Test of Significance: Assumptions about parametric and non-parametric tests - ParametricTest: T test, F Test and Z test - Non Parametric Tests: U Test, Kruskal Wallis, Sign test.Multivariateanalysis:Factor,Cluster,MDSandDiscriminantanalysis(NoProblems)-SPSSanditsapplications. |
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| **Unit:5** | **REPORTWRITING** |
| Interpretation : Meaning - Techniques of interpretation - Report writing:Significance – Stepsin report writing - Layout of report - Types of reports - Oral presentation - Executivesummary-Mechanicsofwritingresearch report-Precautionsforwritingreport-Norms forusingtables,chartsanddiagrams-Appendix:Normsforusing IndexandBibliography. |
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| **TextBook(s)** |
| 1 | WilliamM.K.Trochim,James P.Donnelly,The ResearchMethodsKnowledgeBase, AtomicDog |

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| 2 | JohnW.Creswell,ResearchDesign:Qualitative, QuantitativeandMixedMethodsApproaches,SAGEPublications,Inc |
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| **ReferenceBooks** |
| 1 | Zikmund,W.G.,Babin, B.J.,Carr,J.C.,&Griffin,M.BusinessResearchMethods,CengageLearning. |
| 2 | DonaldR.Cooperand PamelaS.Schindler -BusinessResearchMethods- TataMcGrawHill |
| 3 | NareshKMalhotra–MarketingResearch:AnAppliedOrientation,PearsonEducation |
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| **CourseCode** | **COMPUTER APPLICATIONS INMANAGEMENTUSINGSAP** | CORE-PRACTICAL |
| **Pre-requisite** | Basicknowledgeof BusinessManagementandComputers |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandthe various components of Computersand softwareusedinbusiness
2. Introducetheconceptsofinformationtechnologyandtheirapplicationsinmanagementfordecisionmaking
3. Recognizethe variousethical and privacyissues involved inSAP &ERP
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: |
| Understandthevarioussystemapplicationproducts |
| Applythe various components of computers toresolve business problems |
| Analysethevarious issuesofSAP&ERP to strengthenit |
| Createinterestto doresearchinthefieldof SAP&ERP |
|  |
| **Unit:1** | **COMPONENTSOFCOMPUTERS** |
| Components of a computer - Hardware and Software – Operations Systems – Directories andFileproperties-MSOFFICE–IntroductiontoWORD,EXCELandPOWERPOINT-WORD–Creatinganewdocumentwithtemplates&Wizard–Creatingowndocument–Opening/modifying a saved document – Converting files to and from other document formats –Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – Header andfooters – Finding and replacing text – Spell check and Grammar check – Formatting text -Paragraphformats-Adjustingmargins,linespace–Characterspace–Changingfonttype,size–Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables –Adding,deleting, modifyingrows and columns–Merging&splittingcells. |
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| **Unit:2** | **EXCEL** |
| EXCEL – Working with worksheets – Cells – Entering, editing, moving, copying, cutting,pasting, transforming data – Inserting and deleting of cells, rows & columns – Working withmultiple worksheets – Switching between worksheets – Moving, copying, inserting & deletingworksheets–Usingformulaeforquickcalculations–Working&enteringaformula–Formatting a worksheet – Creating and editing charts – Elements of an Excel Chart – Selectingdata to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart –Printingcharts-ExcelFunction–Mathematical,logical,Lookup&Reference,Financial,statisticalandotherfunctions.Rudimentarydataanalysis-Sort,filtering,conditionalformattingandPivot tables etc. |
|  |
| **Unit:3** | **POWERPOINT** |
| POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blankpresentation – Opening existing presentations – Adding, editing, deleting, copying , hidingslides–Presentations–Applyingnewdesign–Addinggraphics–Usingheadersandfooters–Animations text – Special effects to create transition slides – Controlling the transition speed –Addingsounds to slides– Usingaction buttons. |
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| **Unit:4** | **TALLY** |
| TALLY:Introduction and Installation- Required Hardware, Preparation for installation ofTally software, installation - Working in Tally: Opening new company, Safety of Accounts orPassword, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Makingdifferenttypesofvouchers,Correctingsundrydebtorsandsundrycreditorsaccounts,Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts,Groupsummary,SalesRegisterandPurchaseRegister,JournalRegister,StatementofAccounts&BalanceSheet. |
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| **Unit:5** | **ERP& SAP** |
| ERP&SAP:Introduction–NeedforERP–Advantages–MajorERPPackages–SAP:Features–ABAP:LogontoSAPEnvironment–ABAPDictionary–Functions–Objects–ManagingSAP Application |
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| **TextBook(s)** |
| 1 | GeorgeAnderson,Danielle Larocca-TeachyourselfSAPin24hours,PearsonEducation |
| 2 | Murthy,CS V,EnterpriseResourceplanning(ERP):Textandcasestudies,HPH |
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| **ReferenceBooks** |
| 1 | Ed,Bott-UsingMicrosoft Office2000, PHI |
| 2 | OFFICE2000Complete–BPBPublications. |
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ThirdSemester



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| **CourseCode** | **BUSINESSETHICSANDGLOBALBUSINESS****ENVIRONMENT** | CORE |
| **Pre-requisite** | Basicknowledgeof ethicsand BusinessEnvironment |
| **CourseObjectives:** |
| Themain objectivesof thissubject is:1. Tounderstandethicalissuesintheworkplaceandconflictsthatarisesinthe businessenvironment.
2. Tounderstandtheroleandresponsibilitiesof corporate governance.
3. TounderstandthestrategiesofInternational Business.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course,student willbeable to: |
| Understandtheimportanceofethicaldecisionsandtheconsequencesof unethicaldecisions. |
| Understandthat the businesshas a socialresponsibilitytowards the society. |
| Understandtherelativeinformationregardingcorporategovernance. |
| Gatheringcompleteknowledgeabouttradetheory. |
| Learningthestrategiesof internationalbusiness. |
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| **Unit:1** | **INTRODUCTIONTOBUSINESS AND BUSINESSENVIRONMENT** |
| Businessandsociety-Business&ethics-Socialresponsibility-EnvironmentalPollutionandcontrol.Businessandculture-BusinessandGovernment-Politicalsystemanditsinfluenceonbusiness-Businessenvironment-Theconceptandsignificance-Constituentsofbusiness environment |
|  |
| **Unit:2** | **CORPORATEGOVERNANCE** |
| Managing ethics - Framework of organisational ethical theories and sources - Ethics acrosscultures - Factors influencing business ethics - Ethical decision making - Ethical values andstakeholders - Ethics and profit - Corporate governance: Structure of boards, reforms inboards,compensationissues,ethicalleadershipfor improvedcorporategovernance andbetterbusinesseducation. |
|  |
| **Unit:3** | **GLOBALINSTITUTIONSANDPOLITICAL SYSTEM** |
| Globalisation:Emergenceofglobalinstitutions-Driversofglobalisation-NationaldifferencesinPoliticaleconomy-Politicalsystem,economicsystemandlegalsystem-Differencesinculture:Valuesandnorms,socialstructure,religiousandethicalsystem,language,education,culture,implicationsformanagers. |
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| **Unit:4** | **GLOBALTRADEANDINVESTMENT ENVIRONMENT** |
| Globaltradeandinvestmentenvironment-Internationaltradetheory:Introduction–Anoverviewoftradetheory–Mercantilism,AbsoluteAdvantage,ComparativeAdvantage,Heckscher-Ohlin Theory, TheNewTradeTheory,NationalCompetitiveAdvantage – Porte‟s |

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| Diamond-Therevisedcaseforfreetrade-Developmentoftheworldtradingsystem-WTO&developmentofworldtrade-Regionalgroupingof countriesandits impact. |
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| **Unit:5** | **STRATEGIES OF INTERNATIONALBUSINESS** |
| International business strategy: Strategy and the firm - Profiting from global expansion -Pressures for cost reductions and local responsiveness - Strategic choice - Mode of Entry:Introduction-Entrymodes-Selectingtheentrymode–Strategicalliances-Makingallianceswork–ExportingandImporting:Introduction–Thepromiseandpitfallsofexporting-Improvingexportperformance-Exportandimportfinancing-Exportassistance–Countertrade. |
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| **TextBook(s)** |
| 1 | LauraHartman,JosephDesJardins,BusinessEthics: Decision-MakingforPersonalIntegrity&SocialResponsibility,McGraw-Hill/Irwin |
| 2 | JanetMorrison,TheGlobalBusinessEnvironment:ChallengesandResponsibilities,RedGlobePress |
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| **ReferenceBooks** |
| 1 | CharlesW.L.,Hill,Arun KJain, InternationalBusiness:CompetingintheGlobalmarketplace, Irwin-McGrawHill |
| 2 | RakeshMohanJoshi.,International Business,OxfordUniversityPress |
| 3 | RonaldDFrancis&MuktiMishra.,BusinessEthics:An IndianPerspective,TheMc-GrawHill companies |
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| **CourseCode** | **MANAGEMENT****INFORMATIONSYSTEM** | CORE |
| **Pre-requisite** | Basic knowledge of BusinessManagementandInformation Systems |
| **CourseObjectives:** |
| Themain objectivesof this courseareto:1. Gainknowledgeonbasic conceptsofInformation Systems
2. Understandtheimportanceof InformationSystem infunctionalareasofbusiness
3. Comprehendthesecurityandethicalchallengesin onlineoperations
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| DescribethebasicconceptsrelatedtoManagement InformationSystem |
| Explainindetailthevariousfunctionalinformation systems |
| UseofDSSmodels,AI,ExpertSystemsindecisionmakingprocess |
| Analyzingthevariousinformationresourcesandtechnologiesfordevelopinganefficientinformationsystem |
| Evaluatingthe varioussecuritychallengesforasecuredinformationsystem |
| Creatinganinformationsystemforanorganizationtoprocessthedatafordecisionmakingprocess |
|  |
| **Unit:1** | **INTRODUCTIONTO INFORMATIONSYSTEMS** |
| FoundationsofInformationSystems:Aframeworkforbusinessusers-RolesofInformationsystems-Systemconcepts-Organisationasasystem-ComponentsofInformationSystems-ISActivities-TypesofIS. |
|  |
| **Unit:2** | **FUNCTIONALINFORMATIONSYSTEMS** |
| IS for operations anddecisionmaking: MarketingIS,ManufacturingIS,HumanResourceIS,AccountingISandFinancialIS-TransactionProcessingSystems-InformationReportingSystem-Information forStrategicAdvantage. |
|  |
| **Unit:3** | **DECISION SUPPORT SYSTEMS ANDARTIFICIALINTELLIGENCE** |
| DSS and AI: DSS models and software: The decision-making process - Structured, SemiStructured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seekingAnalysisandOptimizingAnalysis-OverviewofAI:NeuralNetworks,FuzzyLogicSystems,GeneticAlgorithms -ExpertSystems. |
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| **Unit:4** | **ISARCHITECTUREANDEDI** |
| ManagingInformationTechnology:Managinginformationresourcesandtechnologies-ISarchitectureandmanagement-Centralised,DecentralisedandDistributed-EDI,SupplyChainManagement&Globalinformationtechnologymanagement |
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| **Unit:5** | **SECURITYANDETHICALCHALLENGES** |
| SecurityandEthicalChallenges:IScontrols-Facilitycontrolandproceduralcontrol-Risks |

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| toonlineoperations-Denialofservice,spoofing-EthicsforISprofessional-Societalchallengesofinformationtechnology. |
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| **TextBook(s)** |
| 1 | JamesAO'Brien-ManagementInformationSystems,TataMcGrawHill |
| 2 | KennethCLaudonandJaneP Laudon -Management InformationSystem,PHI |
|  |
| **ReferenceBooks** |
| 1 | EffyOz-ManagementInformation Systems, Vikas PublishingHouse |
| 2 | WamanSJawadekar-ManagementInformationSystemText andcases,TataMcGraw-Hill |
| 3 | R.Srinivasan-StrategicManagement,PrenticeHallofIndia |
| 4 | M.Senthil-ManagementInformationSystem |

### 3.8 SUMMER PLACEMENT PROJECT REPORT & VIVA-VOCESEMESTERIII: ELECTIVESUBJECTS:MARKETING

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| **CourseCode** | **INTEGRATED MARKETINGCOMMUNICATION(PROMOTIONMANAGEMENT)** | ELECTIVE |
| **Pre-requisite** | Basic conceptsofMarketing |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Highlighttherole ofmarketingcommunications in the marketingof aproduct
2. Familiarisethestudents withmakingtherightpromotionmixforaproduct/service.
3. Createandmanagepromotionaltoolsforsuccessfulexecutionofbusinessstrategicplan.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understand the connection between marketing communicationstoolsand howeachcanbeusedeffectively-individuallyorin anintegratedmix. |
| Applythemodern practiceson promotionwith respectto digitalandonlineplatforms |
| Analysetheadvertisementmediaandtacticsatcorporate andmarketlevel |
| Createadvertisementcopy |
| Evaluatethe optimumsales promotional tool(s)for usein themarketingcommunicationsplan |
|  |
| **Unit:1** | **PROMOTIONMIX & PERSONALSELLING** |
| PromotionMixTools-Stepsincommunicationprocess-Factorsindecidingpromotionmix-Personal selling - Sales force design: Objectives, strategy, size, structure and compensation -PrinciplesofPersonalSelling–Salesmanship:Stepsinsellingprocess–Negotiation:Models, strategy & tactics - Customer Relationship Management - Evaluation of personalselling. |
|  |
| **Unit:2** | **ADVERTISING STRATEGIES IN MODERNMARKETING** |
| FundamentalsofAdvertisingCampaigns–BrandPositioningthroughadvertising–UniqueSellingPropositions–BrandImageCreationthroughadvertising–Typesofmediainadvertising– Celebrityendorsements &Ethics inadvertising –Pros&cons of advertising |
|  |
| **Unit:3** | **SALES PROMOTION STRATEGIES, DIRECTMARKETING& PERSONALCOMMUNICATION** |
| Consumer promotion:Elements–Tradepromotion:Objectives& types–Exhibitions&EventManagement–Creatingwordofmouth–Directmarketing&itsintegrationwithIMC–PersonalSelling–Databasemarketing–ManagingBigData–Promotionthroughcustomerrelations |
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| **Unit:4** | **ADVERTISINGCREATIVITY** |
| Advertisingcopy:Meaning-Writingforprintandbroadcastmedia-Principles,andStyles-AdvertisingVisualizationandDesign-ProductionofPrint,BroadcastandotherAdvertisements-Evaluation ofAdvertising. |
|  |
| **Unit:5** | **SALESPROMOTIONANDPUBLICRELATIONS** |
| SalesPromotion:Objectives,tools,planning,implementationandcontrol-Evaluationofsalespromotion-PublicRelations:Objectives,tools,mediaandmessage-EvaluationofPublicRelations. |
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| **TextBook(s)** |
| 1 | James.S.Norris,Advertising,PrenticeHall India |
| 2 | RoderickWhite,Advertising,TataMcGrawHill |
| 3 | TonyDakin, SalesPromotion, Gower Press |
|  |
| **ReferenceBooks** |
| 1 | Bovee&Thill,AdvertisingExcellence,McGrawHill International. |
| 2 | JulianCummin,SalesPromotion,KoganPage |



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| **CourseCode** | **EXPORTMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicsof ExportTrade |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Educatethestudents insolvingissues relatedtorequirements inexportmanagement
2. Understandthe legalaspectsofexport marketingand the roleofpromotioncouncils
3. Imparttheknowledgeonthe keyfunctionsin exportprocess and procedures
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Knowthe needforexportmanagement andfunctions |
| Understandthelawrelated toexportmanagement |
| Evaluatethe methodsofexportpricing |
| Analysetheexportperformance |
| Applytheexport procedureand createdocumentation |
|  |
| **Unit:1** | **INTRODUCTIONTOEXPORT MANAGEMENT** |
| ExportManagement:Definition,needandnature-Featuresofexportmanagement-Processofexportmanagement-Functionsofanexportmanager-Organisationstructureofanexportfirm. |
|  |
| **Unit:2** | **LEGAL ASPECTS OFEXPORTTRADE** |
| Internationallaw:PrivateLaw-Transportcontracts-Paymentandcredit-settlementofdisputes-IndianLaws:EXIMpolicy-Lawrelatingtopackaging-Pricing-Advertising-Distribution. |
|  |
| **Unit:3** | **EXPORT FINANCING ANDEXPORTPRICING** |
| Export financing: Methods and sources of export finance - Terms of payment for export -Letterofcredit-Institutionalaidforexportfinancing:RBI,EXIMBank,ECGC-Commercial banks - Export pricing: Factors influencing export price - Forms of pricing -Pricingapproaches-Transferpricing-Dumping-Internationalpricequotation–INCOterms. |
|  |
| **Unit:4** | **EXPORTPERFORMANCEANDEXPORTPROMOTION** |
| India'sexportperformance-Problemsinexporttrade-Exportpromotion-Need-ExportpromotioninIndia:Institutionalsupportforexportpromotion-Exportpromotionincentives–SEZ,EPZ&FTZ,100%EOUs,Exporthouses,TradinghousesandStarTradinghouses-Projectand consultancyexport. |
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| **Unit:5** | **EXPORTPROCEDUREANDDOCUMENTATION** |
| Export order execution - Product preparation - Quality control and Pre-shipment inspection -Packaging - Freight forwarders - Cargo insurance - Customs clearances - DocumentationProcedure and clearing export bills - Import Procedure: Import licensing - Replenishmentlicense-Advanceimportlicense-Passbookscheme-Importofcapitalgoods-ImplicationsofGoodsand SalesTax(GST) |
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| **TextBook(s)** |
| 1 | Varshney&Battacharya -InternationalMarketingSultanChand&Sons |
| 2 | B.SRathor-ExportManagement–HimalayaPublishing |
| 3 | S.Shivaramu -ExportMarketing–HimalayaPublishing |
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| **ReferenceBooks** |
| 1 | TASBalagopal -ExportManagement –HimalayaPublishing |
| 2 | FrancisCherunilam-InternationalTradeandExportManagement,HimalayaPublishing |
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| **CourseCode** | **CONSUMERBEHAVIOUR** | ELECTIVE |
| **Pre-requisite** | Basicideaof Marketing |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Enablethestudents tounderstandthe dynamicnatureofConsumer Behaviour.
2. Familiarisetheinformationneedsforhelpingthe consumerindecision-making.
3. Addresstheimportance ofcore andsubculture asmarketingopportunities.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandthebasic conceptsinconsumer behaviour. |
| Relatetheattitude,perceptionand personalitytypeofindividualconsumersandanalysetheimpactofthese factorsonthe purchasedecisions. |
| Analysethefactorsofgroupinfluenceand itsimpacton consumerdecisionmakingprocess. |
| Applythe methods ofconsumerattitudeformationthat influenceaparticular purchasedecision. |
| Evaluatethecultureandconsumerbehaviouralpatterns |
|  |
| **Unit:1** | **INTRODUCTIONTOCONSUMER BEHAVIOUR** |
| ConsumerBehaviour:Concepts–DimensionsofconsumerBehaviour–Applicationofconsumerbehaviourknowledgeinmarketingdecisions–Approachestothestudyofconsumerbehaviour. |
|  |
| **Unit:2** | **PSYCHOLOGICALINFLUENCESONCONSUMERBEHAVIOUR** |
| Roleofselfimage&personality–Personalitytheories& behaviourofconsumer:Anoverview–Personalvalues&consumption–Moderntrendsinlifestylesofconsumer–Memory,learning&perception:Impactonconsumerbehaviour–Roleofmotivationinconsumerbehaviour – Beliefs&attitudes anditsimpact on consumer behavior |
|  |
| **Unit:3** | **GROUPINFLUENCEONCONSUMERBEHAVIOUR** |
| Referencegroups&itsimpactonconsumerbehaviour–Consumerrelevantgroups–Factorsaffectinggroupinfluence–Householdasaconsumptionunit–Family:Roleoffamilyinbuyingdecisions– FamilyLifeCycle&Its impact onconsumerbehavior |
|  |
| **Unit:4** | **CONSUMERATTITUDEFORMATION& CHANGE** |
| LinkagesinAttitudeFormation**-**Tri-componentModel**-**StandardLearningHierarchy**-**Formingattitudes**-**AttitudeModels-ElaborationLikelihoodModel**-**ImpactonMarketingStrategies**-**CausalityandAttribution Theory. |
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| **Unit:5** | **CULTUREANDCONSUMERBEHAVIOR** |
| Corecultureandsubcultures-Roleofcultureinconsumerbuyingbehaviour-ProfileofIndianconsumers-BehaviouralpatternsofIndianconsumers-ProblemsfacedbyIndianconsumers-Consumerprotection inIndia -Publicpolicyand consumer behaviour. |
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| **TextBook(s)** |
| 1 | LeonG.Schiffman,LeslieLazarKanuk,“ConsumerBehaviour”,PearsonEducation,NewDelhi. |
| 2 | JayD.Lindquist, JosephSirgy.M, “Shopper, buyer &consumerBehaviour,TheoryandMarketingApplication”,BiztantraPublication,NewDelhi. |
| 3 | K.K.Srivastava.K.K., “ConsumerBehaviourin IndianContext”,GalgotiaPublishingCo,NewDelhi |
|  |
| **ReferenceBooks** |
| 1 | S.L.Gupta &SumitraPal,“ConsumerBehaviouranIndianPerspective”,SultanChand,NewDelhi. |
| 2 | ShethMittal,“ConsumerBehaviourAManagerial Perspective”,Thomson Asia(P)Ltd.,Singapore |



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| **CourseCode** | **RURALMARKETING** | ELECTIVE |
| **Pre-requisite** | BasicconceptsofMarketing |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandthebasicconceptsofruralmarketing.
2. Familiarisetheruralmarketingdecisionsanddevelopstrategiesfor applicationinbusinessscenarios
3. Createawarenessontherecenttrendsinruralmarketing.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Applyconceptualknowledgeof ruralmarketingwith specialreferencetoIndian context |
| Understand the rural marketing decisions and formulate product and pricingstrategy |
| Identifythe concepts ofdistribution decision models |
| Evaluatetheruralmarketingresearchand consumerbehaviourmodels |
| Analyseabouttheconsumerbehaviour andrecenttrendsinruralmarketing |
|  |
| **Unit:1** | **INTRODUCTIONTORURALMARKETING** |
| Concept,nature,scopeandsignificanceofRuralMarketing-Factorscontributingtogrowthofruralmarkets-Componentsandclassificationofruralmarkets-RuralMarketVsUrbanMarket. |
|  |
| **Unit:2** | **RURAL MARKETING DECISIONS –PRODUCT&PRICE** |
| Segmenting,TargetingandPositioning–ProductDecisions–ProductandBrandingStrategy-Marketingof Services –PricingDecisions:Challenges-PricingStrategyinRural Market. |
|  |
| **Unit:3** | **RURALMARKETINGDECISIONS–PLACE&PROMOTION** |
| DistributionDecisions–ChannelBehaviour–Challenges-DistributionModels–PromotionDecisions:Process,Challenges,Methods,Mediamix-ICTinRuralmarkets |
|  |
| **Unit:4** | **RURALCONSUMER BEHAVIOUR INMARKETINGRESEARCH** |
| Consumer buyerbehaviour modelinRuralMarketing-Ruralmarketingresearch-Retail&ITmodelsinRuralMarketing-CSRandmarketingethicsinRuralMarketing-Consumereducation &consumermethodsinpromotionofRuralMarketing. |
|  |
| **Unit:5** | **RECENTTRENDSINRURAL MARKETING** |
| e-RuralMarketing-CRM&e-CRMinRuralMarketing-AdvancedpracticesinRuralMarketing-SocialMarketing-Networkmarketing-GreenmarketinginIndianandglobal |

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| context-Co-operativemarketing-Microcreditmarketing-PublicPrivatePartnershipmodelinRuralMarketing-AdvancementoftechnologyinRuralMarketing-Structureofcompetitioninrural India. |
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| **TextBook(s)** |
| 1 | Kashyap,P,Rural Marketing–Pearson, NewDelhi. |
| 2 | Gopalaswamy,RuralMarketing, WheelerPublishing |
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| **ReferenceBooks** |
| 1 | Krishnamacharyalu&Lalitha,RuralMarketing,PearsonEducation |
| 2 | Badi&BadiRuralMarketing–HimalayaPublishing,NewDelhi |
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### HUMANRESOURCE

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| **CourseCode** |  | **STAFFINGINORGANISATIONS** | ELECTIVE |
| **Pre-requisite** | BasicideaofHumanResourceManagement |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Gainunderstandingonholisticmodelofstaffingin organization
2. Evaluateandcreatehumanresourceplanninginorganizations
3. Developandapplybehavioral event interviewingtechniques
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandthe concepts andprocessofrecruitmentandselection |
| Applythe methods ofselection and recruitment to evaluateapplicants fairly |
| Evaluatecontemporaryrecruitmentandselectionprocesses |
| Evaluatethecriticalfunctionsinselection |
| Designselectionprocess fororganisations |
|  |
| **Unit:1** | **HUMANRESOURCE PLANNING** |
| Strategicplanoftheorganisation-Humanresourceplanningmodel–Demandforecasting–InternalSupplyestimates-InternalIdentifyinggapandspecificroles-DevelopingJobanalysis,Job specification and required competencies– Managingredundancy |
|  |
| **Unit:2** | **TALENTSOURCING** |
| Identifying the market for talents – Creating a strategy to attract talent – Recruitment sources:Internalandexternal–Tapping therighttalentpool–Building employerbrandstory-Linkedinforsourcing-Talentsourcingsoftwareandthirdpartyagencies-Findingbestcandidates-Challengesin talentsourcing |
|  |
| **Unit:3** | **EMPLOYEESELECTION** |
| EmployeeSelectionProcess–Selectionmethods:IntelligenceTesting,EmotionalIntelligence, Personality Testing – 16 PF, MBTI, TAT - Assessment centers – Interviews –Interviewingskills:InterviewingEtiquette,QuestioningSkills-Biasesininterviews-Practice:Conductemployeeselectioninterviews |
|  |
| **Unit:4** | **EMPLOYEEONBOARDING** |
| Employment contracts- Job offers – Job offer process- New employee orientation: Objectivesandprocess-Orientationprogram-Socialisationandintegration-Legalaspectsofemployment-AIandtechnologyinselectionprocess–Recruitmentsoftware-Hiringdilemmas |
|  |
| **Unit:5** | **PRACTICE** |
| Designthefollowingforamanufacturing/NGO/Serviceorganisation/EducationalInstitutionand preparethedocument and makeapresentation* Studyanddesigna recruitmentand selectionprocessfor anorganisation
* Designa3 dayson boardingplanfor anorganization
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| **TextBook(s)** |
| 1 | FarrandTippins,HandbookofEmployeeSelection,Routledge |
| 2 | GarethRoberts,Recruitment AndSelection,Jaico |
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| **ReferenceBooks** |
| 1 | Wolfe,RecruitingintheAgeofGooglization:WhenTheShiftHitsYourPlan |
| 2 | LillyMBerry,Employee Selection,Cengagelearning |
| 3 | Guilford,HowtoInterviewPeople:Aguidetochoosingthebestpersonforthe job everytime |



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| **Course Code** | **PERFORMANCEMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicsof HumanResourceManagement |
| **CourseObjectives:** |
| Themainobjectives of this courseareto:1. Familiarizetheperformancemanagementof employeesinanorganization
2. ProvideinsightsonthePerformancemanagementsystemimplementationanddevelopmentof employees.
3. Applythe theoreticalconcepts in industry
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandtheperformancemanagementframework |
| Articulateorganizationalandindividualgoalsettingprocess |
| Evaluatethevarious employeeappraisalmethods |
|  Design asimpleemployeeperformanceappraisal system |
|  |
| **Unit:1** | **FUNDAMENTALCONTEXT** |
| Performance Management: Meaning, goals, who is involved and approaches - Performancemanagement Vs appraisal – Significance of building a performance culture in organisation -PerformanceManagementCycle:Plan,review,developandreward-Principlesofperformancemanagement |
|  |
| **Unit:2** | **PERFORMANCE GOALSETTING** |
| Basicconcept–PerformanceplanningandGoal-settinginthecontextoforganisationalgoals-Thecascadingeffecttoindividuals-Definingperformance:Measuresandcriteria-SettingMutualExpectations and Performancecriteria |
|  |
| **Unit:3** | **PERFORMANCE REVIEWS ANDDEVELOPMENT** |
| Periodicreviewsanddiscussions–Criticalsuccessfactors–Monitoring–EperformancemanagementsystemsandEPSS-Ongoingmentoringandsupport–Settingaplatformforsucceeding–Challenges |
|  |
| **Unit:4** | **ANNUALREVIEWANDDEVELOPMENT** |
| Annualappraisalmethods-Debateonannualreviews–Avoidingbiases-Measuringteamperformance-Performancediscussionandfeedback–Personaldevelopmentplan–Potentialappraisalforgrowth –Futuredirections inperformancemanagement |
| **Unit:5** | **PRACTICE** |
| Designanemployeeperformanceappraisalsystemforanorganisation/NGO/EducationalInstitution |
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| **TextBook(s)** |
| 1 | Ashdown,PerformanceManagement,APracticalIntroduction,KognPage |
| 2 | HermanAguinis,Performancemanagement,PearsonIndia |
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| **ReferenceBooks** |
| 1 | Armstrong,HandbookofPerformanceManagement:AnEvidence-BasedGuidetoDeliveringHigh Performance,KoganPage |



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| **CourseCode** | **EMPLOYEEENGAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicsof HumanResource Management |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Highlightthesignificanceofemployeeengagement
2. Presentmethodstoassesstheengagementlevelsofemployees
3. Understandvariousemployeeengagementinterventions
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Describeandcritiquetheconceptofemployeeengagement |
| Identifyproblemsassociatedwithbothover-engagementanddisengagement |
| Criticallyevaluatethemeasurementofemployee engagement |
| Compileandcriticallyanalyzevariousengagementpracticesinorganizations |
|  |
| **Unit:1** | **ENGAGINGPOSITIVELY** |
| Employeeengagement:Meaningandsignificanceforemployee-Businessimpact–Principlesofcreatingengagedworkforce:Capacitytoengage,Motivationtoengage,Freedomtoengage,focusofengagement-EmployeebehaviorinEngagedsetting–EmployeeEngagementModels |
|  |
| **Unit:2** | **ORGANIZATIONAL CULTURE INENGAGEMENT** |
| OrganisationalCulture:Trust,valuingpeople,fairness,learningculture-Driversofengagement - Role of work in engagement: Role of superiors, colleagues and subordinates –Roleofrewardsandrecognitionsinengagement–Alignmentofpersonalandorganisationalgoals |
|  |
| **Unit:3** | **DIAGNOSTICS ANDENGAGEMENTSURVEY** |
| Gallop Q12 survey - Designing a customised engagement survey: Pulse surveys, – Craftingthesurvey instrument–Conducting survey-Survey resultsinterpretations-Sentimentanalysis–Othersformsofassessmentsofemployeeengagement:Exitsurveys,One-on-onemeetings |
|  |
| **Unit:4** | **ACTIONPLANANDINTERVENTION** |
| Feedbackofengagementresults–Levelsofengagement-DisengagementandBurnoutActionPlanningmodels–Interventionstoimproveengagement:Buildingconfidence,socialsupport,process freedom, fairness, collaborativeand leadershipsupport |
| **Unit:5** | **PRACTICE** |
| Research andcomposevariousemployeeengagementpracticesoforganisation. |
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| **TextBook(s)** |
| 1 | William H. Macey, Benjamin Schneider, Karen M. Barbera, Scott A. YoungEmployee Engagement:ToolsforAnalysis,Practice, andCompetitiveAdvantage,Wiley |
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| **ReferenceBooks** |
| 1 | SusanStamm, 42RulesofEmployeeEngagement |
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### FINANCE

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| **CourseCode** | **FINANCIALSERVICES** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof Financial services |
| **CourseObjectives:** |
| Themain objectives of this courseareto:1. Alignthe theoryand conceptswith industrialapplication
2. Createthe awarenessofusingvarioussoftwareinfinancialservices
3. Familiarisethestudentswiththelatesttrendsinfinancialservices
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthecourse, student willbe ableto: |
| Learnthebasic functions,principlesandconceptsoffinancialservices |
| Understandpostulates,principlesandtechniquesoffinancialservices |
| Applythe various tools of Accountingto resolvefinancialserviceproblems |
| Analysethevariousissuesoffinancialservicestostrengthenit |
| Createinteresttodoresearch inthefieldofaccounting |
|  |
| **Unit:1** | **MERCHANTBANKING** |
| Merchant Banking - Functions – Categories of merchant bankers-Modes of raising capitalfrom domestic and foreign markets -Raising short term funds -Recent developments in thecapital markets - SEBI guidelines on obligations & responsibilities of merchant bankers-MerchantbankinginIndia-NBFCs-TypesofactivitiesofNBFCs-RegulationofNBFCsinIndia. |
|  |
| **Unit:2** | **HIREPURCHASE** |
| HirePurchase:Concept-Evaluationofhirepurchaseproposals–Leasing:Overview-Taxaspects-LeaseAccounting-Typesofleases–Benefitsofleasing-Rights&obligationsofLessor&Lessee-Evaluationofleasingproposals. |
|  |
| **Unit:3** | **MUTUALFUNDS** |
| Mutualfunds–Operations–Types-Performancemeasureofamutualfund-Regulation–SEBIguidelinesfor mutualfunds |
|  |
| **Unit:4** | **OTHERFINANCIALSERVICES** |
| Otherfinancialservices-VentureCapital-Billdiscounting-Factoring-Creditrating-Assetsecuritisation–SecuritisationinIndia–Depositories:Roleofdepositoriesinthecapitalmarket. |
|  |
| **Unit:5** | **MERGERSANDACQUISITIONS** |
| MergersandAcquisitions-SEBIcodeontakeovers-Businessfailuresandreorganisations-CaseAnalysis,Reviewofrelevantarticles. |
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| **TextBook(s)** |
| 1 | Dr.R.Shanmugam,FinancialServices. |
| 2 | M.Y.Khan,IndianFinancialSystems |
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| **ReferenceBooks** |
| 1 | K.Sriram,HandBookof LeasingHirePurchase &Factoring |
| 2 | R.M.Srivastava,IndianFinancialSystem |



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| **CourseCode** | **EQUITYRESEARCHAND PORTFOLIOMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingofconcepts ofcapital Market |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. AlignthetheoryandconceptswithIndustrialapplication
2. Helpthestudentsunderstandthemodesofselectinginvestmentopportunities
3. Analysethesecuritiesfor investmentandtoconstructandevaluateportfolios
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasicfunctions, principles,concepts |  |
| Understandpostulates,principlesandtechniquesof PortfolioManagement |  |
| Apply thevarioustools forSecurityAnalysis |  |
| Analysethevarious issuesofcapitalmarketto resolvebusiness problems |  |
| Createinteresttodoresearchin thefieldofPortfolioManagement |  |
|  |
| **Unit:1** | **INVESTMENTSETTING** |
| Investmentsetting-Securities -SecuritiesMarket -Sourcesofinvestmentinformation-Securitymarket indicators-SecurityContractregulationAct. |
|  |
| **Unit:2** | **VALUATIONOFSECURITY** |
| ValuationofSecurities:Equity-Preferenceshares-Debtinstruments -Hybridsecurities-Derivatives-Assetpricingtheories-CAPM-APT-Portfoliotheory-Optionpricingtheory. |
|  |
| **Unit:3** | **FUNDAMENTALANALYSIS** |
| EconomicAnalysis -Economicforecastingandstock InvestmentDecisions-Forecastingtechniques-IndustryAnalysis-Industryclassifications-EconomyandIndustryanalysis-Industrylifecycle-EvaluatingIndustryrelevantfactors-Externalindustryinformationsources. |
|  |
| **Unit:4** | **TECHNICALANALYSIS** |
| Company Analysis: Measuring Earnings - Forecasting Earnings - Applied valuationtechniques-GrahamandDoddsinvestorrationsvalueinvesting.TechnicalAnalysis:FundamentalAnalysisVsTechnicalAnalysis-Chartingmethods–MarketIndicators-Trend-Trendreversals-Patterns-MovingAverage-ExponentialmovingAverage-Oscillators-ROC-Momentum-MACD -RSI–Stochastics |
|  |
| **Unit:5** | **PORTFOILOMANAGEMENT** |
| Portfolio - Construction - Diagnostics Management - Performance Evaluation -Portfoliorevision -CaseAnalysis-Review ofrelevantarticles. |
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| **TextBook(s)** |
| 1 | Brown-InvestmentManagementandPortfolioAnalysis |
| 2 | Gitman-Fundamentalsof Investing,Cengage |
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| **ReferenceBooks** |
| 1 | Grahamand Dodd-SecurityAnalysis–ValoreBooks |
| 2 | ClarkFrancis-ManagementofInvestments–McGrawHill |
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| **CourseCode** | **DERIVATIVESMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingofcapitalmarkets andderivatives |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Tocomprehend thenotion ofderivatives andstudythederivatives market
2. ToalignthetheoryandconceptswithIndustrialapplication
3. Tohelp thestudents understandthe modesof selectinginvestment opportunities
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthecourse, studentwill beable to: |
| Learnthebasic functions,principlesandconceptsofDerivatives |
| Understandpostulates,principlesandtechniquesofDerivatives |
| Applythe varioustools of AccountingsoftwaretoDerivativeInvestment |
| Analysethevariousissues ofDerivativesto resolvebusinessproblems |
| CreateinteresttodoresearchinthefieldofDerivatives |
|  |
| **Unit:1** | **DERIVATIVE MARKET** |
| Derivatives-Commonderivative products-Functionsperformed byderivativesmarket-Risksassociatedwithderivatives-HistoryofderivativesinIndia-Forwardcontract-Limitationofforward contract– Pricingofforward contract |
|  |
| **Unit:2** | **FUTUREANDFORWARDCONTRACTS** |
| Futures-Futurecontractspecifications-Marketparticipantsinafuturescontract-Hedgingusingfuturescontract-Valuationoffuturescontract-Differencebetweenforward&futurecontract-Futuresstrategies-Typesoffutures-Individualstocks-Stockindices-ForeignExchange futures-Commodityfutures-Interest rate futures-Utilityoffutures market |
|  |
| **Unit:3** | **OPTIONS** |
| Options:Characteristics–Specifications-Optionpricing-Binomialmodel-BlackScholesmodel-Optiontradingstrategies-Bullishstrategies-Bearishstrategies-Strategiesforvolatilesituations-Exoticoptions-FuturesVsCalloptions |
|  |
| **Unit:4** | **SWAPS** |
| Warrants:Features-Gearingeffect-Valuingwarrants-warrantsVsoptions–Swaps–Features-Mechanismofinterestrateswaps-Valuationofinterestrateswaps-Currencyswaps-Gainfromswaps-Rate anticipators |
|  |
| **Unit:5** | **DERIVATIVEMECHANISM** |
| Derivatives-Tradingmechanism-Typesoforders-Clearing&settlementoforders-Regulationofderivativemarket-RecentdevelopmentsinCapitalmarket. |

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| **TextBook(s)** |  |
| 1 | JohnC.Hull, Futures&options andotherderivatives ,Pearson |
| 2 | NDVohra&BRBagri-Futures&options, TataMaGraw |
|  |  |
| **ReferenceBooks** |
| 1 | A.N.Sridhar,Futures&options,ShroffPublishers&DistributorsPvt.Limited, |
| 2 | S.N.Maheswari,ManagementAccounting,VikasPublishing |
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| **CourseCode** | **BANKING REGULATIONS ANDSERVICES** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof Banking concepts |
| **CourseObjectives:** |
|  | Themainobjectives ofthis courseare:1. Toprovidean overview ofthe regulatoryframeworkand thestructureofBankingsystem
2. Tofamiliarisethe studentswith thevarious servicesprovided bybanks.
3. Toalignthe financialtheoryandconceptswithIndustrialapplication
 |  |
|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasicfunctions andconceptsofBanking |
| Understandpostulates,principlesandregulationsofBanking |
| Analysethe variousissues inbankingsectors |
| Applythe bankingservicesto resolve businessproblems |
| Createinteresttodoresearch inthefieldofbanking |
|  |
| **Unit:1** | **BANKINGSERVICES** |
| Banking services- Fund based business-Deposit Products – CASA and Team Deposits –Different types of Commercial Loans, Retail Loans and Wholesale Loans – Trade finance –Overdraft Facilities – Primary and Collateral Securities – Modes of creating charges onsecurities–Hypothecation,Pledge,Mortgage,LienandAssignment-Nonfundbasedbusiness–BankguaranteeandLetterofCredit |
|  |
| **Unit:2** | **BANKINGTECHNOLOGY** |
| Role of IT- Banking technology – Electronic banking – Core Banking, Mobile Banking,OnlineBanking–RemittanceFacilitiesandClearingsystem:NationalElectronicFundTransfer(NEFT),RTGS,ECS,SWIFT,MICR–ATMs,Credit/Debit/SmartCards–TechnologyInitiativesofRBI/IDRBT –ElectronicBenefitTransfers. |
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| **Unit:3** | **INDIANBANKINGSYSTEM** |
| Structural framework- Indian Banking System: An overview – Banking Structure – Differenttypes of banking – Investment Banking and Commercial Banking – Central Bank – Need andestablishment–OrganisationandAdministrationofRBI–FunctionsofRBI–StateLevelBankingCommittees(SLBCs) –BankingOmbudsman. |
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| **Unit:4** | **BANKINGREGULATORYFRAMEWORK** |
| Regulatory framework-Banking Regulations Act – RBI Act – Credit control measures andMonetarypolicyofRBI:CRR,SLR,REPOrates-ReverseREPOratesandBaseLendingRate–BankCapital:TierI&TierII–Base1IIIandCapitalAdequacynorms(CARANDCRAR)– LiquidityAdjustmentFacility(LAF)–IBA–PaymentandSettlementSystemAct. |
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| **Unit:5** | **MARKETINGOFBANKINGSERVICES** |
| Marketingofbankingservices-MarketingStrategies:Segmentation,MarketingMixforBanking Services– Productand Services-Innovation– Costeffectivepricing,One stopshop,Crosssellingofproducts,valueaddedservices,MarketingInformationSystem–Importance of Finance Planning – Identification of Investment needs for retail investors –StudyingInvestment Behaviour-HouseholdVsInstitutionalInvestors. |
|  |
| **TextBook(s)** |
| 1 | TannanM.L,Tannan„sBankingLawandPracticeinIndia,JainBook. |
| 2 | SundharamK.P.M,Modern Banking,SultanChand &Co. |
|  |  |
| **ReferenceBooks** |
| 1 | Muraleedharan.D,ModernBanking,PHI. |
| 2 | IyengarVijayaragavan,IntroductiontoBanking,ExcelBooks. |

### SYSTEMS

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| **Course Code** | **ELECTRONICCOMMERCE** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeof BusinessManagementand networks |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandthe various networks andweb-basedbusiness
2. Comprehendthevariouselectronicpaymentsystems
3. Recognisethevariousethicaland privacyissues involvedin informationsecurity
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Describethebasic conceptsrelated toE-Commerce |
| Explainin detailthe variousnetworkandwww architecturein E-Commerce |
| Launchingane-businessonthe internet |
| Analysingthevariouselectronicpaymentsystemandelectronic paymentsmediafor asuitableE-Commerceforanorganisation |
| Evaluatingthe variouse-securitymeasures for asecuredelectronic commercesystem |
| Createavirtual electroniccommercesystem foranorganisation |
|  |
| **Unit:1** | **INTRODUCTIONTOTELECOMMUNICATION NETWORKSANDE-COMMERCE** |
| TelecommunicationNetworks:Introduction-LAN–WAN-Internet-ElectronicCommerce* BriefhistoryofelectronicCommerce-AdvantagesandLimitationsofelectroniccommerce
* Typesofelectroniccommerce-Integratingelectroniccommerce-Keyquestionsformanagement
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| **Unit:2** | **INTERNETANDWORLDWIDE WEB** |
| TheInternetandtheWorldWideWeb:TheInternettoday-Historyoftheweb-Uniquebenefitsof theInternet-Internetarchitecture - WorldWideWeb- Conceptsandtechnology-Creatingwebpages–LaunchingabusinessontheInternet. |
|  |
| **Unit:3** | **ELECTRONICPAYMENTSYSTEMS** |
| Electronicpaymentsystems:Overviewoftheelectronicpaymenttechnology-Requirementsforinternetbasedpayments-Electronicpaymentmedia-Electroniccommerceandbanking. |
|  |
| **Unit:4** | **E-SECURITY** |
| E-security:Securityinthecyberspace-Designingforsecurity-Virus-SecurityProtectionandrecovery-Encryption-TheBasicAlgorithmSystem-AuthenticationandTrust-Keymanagement-InternetSecurityProtocolsandStandards-OtherEncryptionissues. |
|  |
| **Unit:5** | **WEBBASEDBUSINESS** |
| WebbasedBusiness:Business-to-BusinessElectronicCommerce-IntranetsandExtranets-IntranetsandSupplyChainManagement- Legal andEthical issues -Casestudies. |
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| **TextBook(s)** |
| 1 | KamaleshK Bajaj,DebjaniNag,“E-Commerce(TheCuttingEdgeofBusiness)–TataMcGrawHillPublishingCompanyLimited |
| 2 | Elias.M.Awad, "ElectronicCommerce",Prentice-Hallof IndiaPvtLtd |
|  |
| **ReferenceBooks** |
| 1 | RaviKalakota,AndrewB.Whinston,"ElectronicCommerce-AManager's guide",Addison –Wesley |
| 2 | EfraimTurban,JaeLee, DavidKing,H.MichaelChung,―ElectronicCommerce–AManagerialPerspective", Addison–Wesley |
| 3 | EliasMAwad, ElectronicCommercefromVision toFulfilment, PHI |
| 4 | JudyStrauss,Adel El-Ansary,Raymond Frost,―E-Marketing,PearsonEducation |



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| **CourseCode** | **SYSTEMANALYSISANDDESIGN** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingofcomputers |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toalignthesystemanalysisanddesignwithindustrialapplication
2. Tocreate theawarenesson usingvarioussoftwarein business
3. Tofamiliarisethe studentsonthe latesttrends insystemanalysis anddesign
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasicfunctions, techniquesand methodsof systemanalysisanddesign |
| Applythe various softwaresystems to resolve business problems |
| Analysethevariousissuesofsystemdesigntostrengthenit |
| Createinteresttodoresearchinthefieldofsystemanalysisand design |
|  |
| **Unit:1** | **SYSTEM CONCEPTS & INFORMATION SYSTEMENVIRONMENT** |
| SystemConcepts&InformationSystemEnvironment:Systemconcepts-Definition,characteristics of a system - Elements of a system- Types of Systems-Introduction toSystemAnalysisandDesign:SystemAnalysis,SystemDesign,SystemDevelopmentLifeCycle. |
|  |
| **Unit:2** | **INFORMATIONSYSTEMANALYSIS** |
| TheInformationSystem Analysis: Introduction-Wheredoesthesystemanalysiscomefrom?-Whatdoesitdo?-PreparingforCareerasaSystemAnalyst-GeneralBusinessKnowledge- Technicalskills- Communicationskills- Role of SystemAnalyst- Change Agent–Investigator and Monitor - Psychologist, Sales Person, Motivator, Politician, and Place of theSystemanalyst position in the MIS organisation. |
|  |
| **Unit:3** | **APPROACHESOFSYSTEMANALYSIS** |
| System Analysis: Problems of System Development - Life Cycle approach - Need for aStructured approach - Information Gathering - A problem solving approach - Data FlowDiagrams,Datamodelingwithlogicalentityrelationship-Processmodelingwithlogicaldataflowdiagram,Data dictionary, DecisionTree,DecisiontablesandStructuredEnglish. |
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| **Unit:4** | **PROCESSOFSYSTEMDESIGN s** |
| System Design: Introduction - The Process of Logical & Physical design - Modern ComputerDatabases - Different kinds of databases - E-R models - E-R diagrams – Normalization -Computeroutputs andcontrols-Computerinputsand controls,Codedesign, Computer basedmethods,Procedures andcontrols. |
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| **Unit:5** | **SYSTEMIMPLEMENTATION** |
| SystemImplementation:SystemtestingConversionComputingresistancetochangePostImplementationreview-Softwaremaintenance-Hardware/SoftwareSelection-Securitydisaster/recoveryandethics in System development. |
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| **TextBook(s)** |
| 1 | EliasM.Awad,SystemAnalysisandDesign,AbeBooks |
| 2 | JerryL.Whitten, LonnieD.Bently&VictorM,SystemAnalysisand Design,AbeBooks |
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| **ReferenceBooks** |
| 1 | RobertJThierauf,SystemAnalysisandDesign- Acasestudyapproach,MerrillPub.co. |
| 2 | HenryF.Korth,Abraham Silberchatz&Sudharsan, DatabaseSystemConcepts,McGrawHill |
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### PRODUCTION

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| **Course Code** | **ADVANCEDPRODUCTION MANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basic knowledge of Production Management  |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toelucidate impactoftechnologyon production.
2. Toimpartlearnerswithknowledgeonsystems andproceduresofproductionsystem.
3. ToenablestudentslearnhumanaspectsandfinancialplanningofProductionManagementSystem.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandandanalysetheissuesrelatedtotheeconomicand socialenvironment |
| ApplyandevaluatethesystemsandproceduresofProduction Management |
| Understandandanalyseschedulingandmaintenancesystem |
| EvaluatethequantitativemodelsforProductionPlanningand Controlwithsupportivetools |
| Createaneffectiveproductivesystemwithhumanaspectand financialplanning |
|  |
| **Unit:1** | **IMPACTOFTECHNOLOGYONPRODUCTION** |
| ImpactofTechnology onProduction;EconomicandSocialIssues–Automation–Operationstrategyandcompetitiveness–EconomystudiesforInvestmentandreplacementinProductionManagement |
|  |
| **Unit:2** | **SYSTEMSANDPROCEDURES** |
| Designofthesystemsandprocedures:ProductDecisionandProcessSelection–Designoffacilities. |
|  |
| **Unit:3** | **PPC,INVENTORYSYSTEMAND MAINTENANCESYSTEM** |
| DesignofProduction,planningandcontrolsystem–Designofschedulingsystem–Designofinventorysystem – Design ofmaintenancesystem. |
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| **Unit:4** | **APPLICATIONOFQUANTITATIVEMODELS ANDPPC** |
| ProductivityTechniques–Applicationofquantitativemodelsforproductionplanningandcontrol–Processcharts,networkanalysis. |
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| **Unit:5** | **HUMANASPECTS,FINANCIALPLANNINGOF PPC** |
| Humanaspectsofproductionmanagement–Methodsofimprovingbusinessprocessreengineeringsynchronousmanufacturing–Productionplanningandfinancialplanning. |
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| **TextBook(s)** |
| 1 | ChaseandO„Aqulano,ProductionandOperationsManagement |
| 2 | PowellNiland,ProductionPlanning,SchedulingandInventorycontrol |
| 3 | S.C.Agarwal,MaintenanceManagement |
| **ReferenceBooks** |
| 1 | FloydC.Mannand L.Richard,AutomationandtheworkerHeffman |
| 2 | J.D. Radford and D.B. Richardson Oriver W. Wight, TheManagementofProductionandInventoryManagementinComputerarea |
| 3 | E. LenoJ. Miller–Modern MaintenanceManagementJeromeW.Blood(ed) |
| 4 | PremVrat,G.D.Sardana,B.S.Sahay,ProductivityMeasurementforBusinessExcellence,NarosaPublishingHouse. |
| 5 | S.N.Chary,ProductionandOperationsManagement,TMGH |



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| **CourseCode** | **INTEGRATEDMATERIALSMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basic knowledge of production management |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Acquaintthestudentwithvariousobjectivesand functionsofmaterialsmanagementandrelated decision making.
2. Recognisesignificanceof materials andinventoryplanningand control.
3. Gainknowledgeonpracticalissuesandproceduresrelatedtopurchasing,warehousingandtransportingof materials.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Perceivethebasicconceptsof IntegratedMaterialsManagement. |
| ApplyvarioustoolsandtechniquesrelatedtomaintenanceofStocklevelsandInventoryaudit. |
| EvaluateandapplythedecisionsrelatedtomakeorbuyImportpurchaseproceduresandpurchaseperformance. |
| Analyse stores location and warehousing system in amanufacturingorientedorganization. |
| Identify and evaluate practical problems related to storesperformanceandtransportationandcreateeffectivesystem. |
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| **Unit:1** | **INTRODUCTIONTOINTEGRATEDMATERIALS MANAGEMENT** |
| Introduction and Basic Concepts-Concept and significance of IntegratedMaterialsManagement-Materials codificationand computerization |
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| **Unit:2** | **INVENTORYPLANNINGANDCONTROL,MRPAND INVENTORYAUDIT** |
| MaterialsPlanningandControl-InventoryPlanningandControlModels–TheoryandPractice ABC, VED and other classifications EOQ – Reorder point – Lead Time Analysis –Safety–Stocks–Q System–PSystem–S System- MaterialsRequirementPlanning(MRP)-ProblemsinIndianConditions- InventoryAuditand InformationSystems. |
|  |
| **Unit:3** | **PURCHASESYSTEM** |
| Purchasing- Fundamentals – Make or Buy – Source Selection – Vendor Rating – ValueAnalysis-PurchaseNegotiations–PurchaseTiming–PurchaseContracts–PurchaseInsurance - Purchasing Capital Goods, Seasonal Goods, Imported Goods - Deferred PaymentSchemes–LendingInstitutions–LeasingTrends.Governmentalbuying–D.G.S.&D–EvaluationofPurchasePerformance. |
|  |
| **Unit:4** | **WAREHOUSINGANDSTORESACCOUNTING** |
| Warehousing and Stores - Location and layout of warehouses and stores – Different typicalmodels - Stores procedures and records for receipt, inspection, issue, reorder checking –KardexStores Accounting. |

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| **Unit:5** | **ISSUESOFSTORESPERFORMANCEANDTRANSPORTATIONMANAGEMENT** |
| PracticalproblemsinmanagementofDeadStocks,Surplusstocksandscraps–EvaluationofStoresPerformance-MaterialshandlingandTransportationManagement–Cases |
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| **TextBook(s)** |
| 1 | P.Gopalakrishnan,PurchasingandMaterialsManagement,TataMcGrawHillPublishingCompanyLtd. |
| 2 | A.K.Datta,IntegratedMaterialsManagementAFunctionalApproach–PrenticeHallofIndiaP.Ltd. |
| **ReferenceBooks** |
| 1 | M.S.SandilyaandP.Gopalakrishnan–InventoryManagement:TextandCases–Macmillan IndianLtd. |
| 2 | M.D.Patel, A. Chunawalla and D.R. Patel –Integrated MaterialsManagement(Concepts&Cases) –HimalayaPublishingHouse |
| 3 | Kay,F.“PurchasingforInventoryandPublicUndertakings,SirIssaPitmanandSons Limited, London. |
| 4 | Patel, M.D. Chunawala, S.A. and Patel, D.R. “Integrated MaterialsManagement”HimalayaPublishingHouse,Bombay |
| 5 | Peterson,R.andSilver,E.A.“DecisionsSystemsforInventoryManagementandProductionPlanning”JohnWileyandSons,NewYork |
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### HEALTHCARE

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| **CourseCode** | **HOSPITALOPERATIONS MANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofhospitaladministration |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Transmitknowledgeontheconceptsofpatientcareservicesandfrontofficeservicesinhospitals.
2. Acquireknowledgeonlabservices,ward managementand qualitymodelsin hospitals.
3. Developstrategicsystemandservicesrelatedtohealthcaresector
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|  |
| **EXPECTEDCOURSEOUTCOMES** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Recognisevariousconceptsrelatedtopatientcareservicesin hospital |
| Haveknowledgeofserviceslikelab,intensivecareunit,blood bankservicesandwardmanagement |
| Implementqualitycontrolsystemin hospital |
| Evaluatenutritionanddietaryservices,pharmacyservices, medicalrecordsservices,transportationservices,etc. |
| Constitutethemaintenanceofcivilassets,communication systemanddisastermanagement,etc., |
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| **Unit:1** | **INTRODUCTION TO HEALTH CARE SERVICESINHOSPITALS** |
| Meaningandscopeofpatientcareservices–Significanceofpatientcare–Roleofadministration-In-patientcare–Classificationofhospitals-Frontofficeservices–Outpatientservices–inpatientservices –AccidentandEmergencyservices–Billingservices |
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| **Unit:2** | **TYPESOFSERVICES INHOSPITALS** |
| Labservices–RadiologyandImagingservices–Rehabilitationservices–Bloodbankservices–TelemedicineOperationtheatre–Intensivecareunits–Hospitalacquiredinfections–Sterilisation–Nursingservices–Wardmanagement |
|  |
| **Unit:3** | **TQMINHOSPITALS** |
| Conceptofquality–Qualitycontrol–Qualityassurance–ISO9000standards–TQM–Accreditation– NABL–JCAHQ – Qualitymanual |
|  |
| **Unit:4** | **NUTRITION,PHARMACY AND OTHER SERVICESINHOSPITALS** |
| Nutrition and dietary services – Pharmacy services – Medical records services - Laundryservices–Housekeepingservices–Energyconservationmethods-Costcontainmentmeasures in a hospital - Transportation services – Mortuary services – Hospital securityservices |
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| **Unit:5** | **MAINTENANCE,COMMUNICATIONSYSTEMANDDISASTERMANAGEMENT** |
| FacilitiesEngineering–Maintenanceofcivilassets-Electrical supplyandwatersupply – Medical gas pipeline – Plumbing and sanitation – Air conditioning system – Hotwater and steam supply – Communication system – Biomedical engineering department inamodernhospital-Disastermanagement–FireHazards–EngineeringHazards–Radiologyhazards |
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| **TextBook(s)** |
| 1 | S.Srinivasan,ManagementProcessinHealthcare, McGrawHill |
| 2 | C.M.Francis,MarioCdeSouzaHospitalAdministration,JaypeeBrothersMedicalPublishers(P) Ltd.,NewDelhi |
| **ReferenceBooks** |
| 1 | B.M.SakharkarPrinciplesofHospitalAdministrationandPlanning,JaypeeBrothersMedicalPublishers(P)Ltd.,NewDelhi. |
| 2 | PragnaPai,EffectiveHospitalManagement,TheNationalBookDepot,Mumbai. |
| 3 | ChandraBallabh,HealthcareServicesinHospital,AlfaPublications, |
| 4 | Dr.A.G.Chandorkar,HospitalAdministrationandPlanning,ParasMedicalPublisher,Hyderabad. |
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| **CourseCode** | **HOSPITAL ARCHITECTUREPLANNING&DESIGN** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofhospital administration |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Acquaintthestudentswithhospitals,itsfacility,designandoperations.
2. AcquireknowledgeaboutProjectconcepts,Projectplan,projectformulationanditsimplementation.
3. Implementandevaluatetheprojectplan
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| **EXPECTEDCOURSE OUTCOMES** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Recognise variousconceptsrelatedtoplanninganddesignof hospital |
| Haveknowledge of tools and techniques for project management |
| Implementprojectscheduling |
| Evaluateandorganisethehumanresourcesinproject execution |
| Constitutetheprojectworksystem |
|  |
| **Unit:1** | **PLANNINGANDDESIGNOFHOSPITAL** |
| Concept of hospitals – Planning and design of hospital (Building and physical layout) –Spacerequiredforseparatefunction–Differenttypesofhospitals–Problemsandconstraints in different type of hospitals – History of hospital development- Department andorganizationstructureofdifferenttypesofhospitals-Vertical&Horizontal–Clinical&Nonclinical– Supportive& ancillaryservicedepartments |
|  |
| **Unit:2** | **CONCEPTOFPROJECTMANAGEMENT** |
| Conceptofprojectmanagement–Conceptofproject–Categoriesofprojects–Projectslifecyclephases–Projectmanagementconcepts–Toolsandtechniquesforprojectmanagement. |
|  |
| **Unit:3** | **PROJECTFORMULATION** |
| Projectformulation–Stages–Bottlenecks–Feasibilityreport–Financingarrangements–Finalisationofprojects–Implementationofschedule. |
|  |
| **Unit:4** | **HUMANRESOURCESINPROJECTMANAGEMENT** |
| Organisinghumanresourcesandcontracting–Projectmanager–Projectmanager„sauthority-Rolesandresponsibilitiesofprojectmanager-Projectorganisation–Accountabilityinprojectexecution–Contractsandtendering-Selectionofcontractors–Teambuilding |
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| **Unit:5** | **PROJECTSYSTEMANDPROCEDURES** |
| Organising system and procedures – Working of system – Design of system – Project worksystem design – Work break down structure – Project execution plan – Project procedure -Manualprojectcontrolsystem–Planningschedulingandmonitoring–Monitoringcontracts and project diary - Project implementation stages direction – Communication in aproject–Coordinationguidelinesforeffectiveimplementationreportinginprojectmanagement–Projectevaluationanditsobjectivestypesandmethods. |
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| **TextBooks** |
| 1 | SidAdelman,LarissaT. Moss,DataWarehouseProjectManagement |
| 2 | G.D.Kuders,HospitalfacilitiesplanningandDesign |
| **ReferenceBooks** |
| 1 | RalphKimball,TheData WarehouseLifecycleToolkit |
| 2 | HenryAlder, How to evaluateequipment and servicecontract |
| 3 | AminJalali,TheDataWarehouseLab:Astep-by-stepguideusingSSISandSSAS, |
| 4 | LauraReeves,DataWarehouseforProjectManagers |
| 5 | SteveWilliams and NancyWilliams, The Profit Impact of BusinessIntelligence |
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### ENTREPRENEURSHIP

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| **CourseCode** | **ENTREPRENEURDEVELOPMENT** | ELECTIVE |
| **Pre-requisite** | BasicconceptsofBusiness |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toenablethestudentstodevelopentrepreneurialmotivation
2. Todevelop entrepreneurialcompetency
3. Tosettleissues relatedto startingsmall business
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Identifymanagementessentialssuchasdevelopingbudget,critical pathswork breakdownetc |
| Identifythe keyelementsofaconference and the process involved invenueselection,registration,cateringetc.  |
| Entrepreneurshipandinnovationminorswill beabletosell themselvesand theirideas |
|  |
| **Unit:1** | **INTRODUCTIONTOENTREPRENEURSHIP** |
| Entrepreneur:Meaning,importance,qualities,nature,types,traitsandculture-Similaritiesanddifferencesbetweenentrepreneurandintrapreneur-Entrepreneurshipandeconomicdevelopment- Itsimportance-Roleofentrepreneurship -Entrepreneurial environment. |
|  |
| **Unit:2** | **EVOLUTIONOFENTREPRENEUR** |
| Evolutionofentrepreneurs-Entrepreneurialpromotion:Traininganddevelopment-Motivation: Factors - Mobility of entrepreneurs - Entrepreneurial change- Occupationalmobility-Factorsinmobility-Roleofconsultancyorganisationsinpromotingentrepreneurs-Formsofbusinessforentrepreneurs. |
|  |
| **Unit:3** | **PROJECTMANAGEMENT** |
| Projectmanagement:Sourcesofbusinessidea-Projectclassifications-Identifications-Formulation anddesign-Feasibilityanalysis-PreparationofProjectReportandpresentation* Financialanalysis-Conceptandscope-Projectcostestimate-Operatingrevenueestimate
* Ratioanalysis-Investmentprocess-BEanalysis-Profitanalysis-Socialcostbenefitanalysis -Project Appraisalmethods-Project Reportpreparation.
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|  |
| **Unit:4** | **PROJECTFINANCE** |
| Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC,SFC,SIPCOT,CommercialBank-Appraisalofbankforloans-Institutionalaidsforentrepreneurshipdevelopment-RoleofDICS,SIDCO,NSICS,IRCI,NIDC,SIDBI,SISI,SIPCOT,Entrepreneurialguidancebureau-ApproachingInstitutionsforassistance. |
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| **Unit:5** | **SETTINGSMALLSCALEINDUSTRIES** |
| Setting small scale industries - Location of enterprise - Steps in setting SSI unit - Problems ofentrepreneurs-Sicknessinsmallindustries-Reasonsandremedies-Incentivesandsubsidies-Evaluatingentrepreneurialperformance-Ruralentrepreneurship-Womenentrepreneurship |

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| **TextBook(s)** |
| 1 | VasanthDesai,DynamicsofEntrepreneurialDevelopmentandManagement,HimalayaPublishingHouse |
| 2 | N.P.Srinivasan&G.P.Gupta,EntrepreneurialDevelopment,Sultanchand&Sons. |
|  |
| **ReferenceBooks** |
| 1 | P.Saravanavelu,EntrepreneurshipDevelopment,Eskapeepublications |
| 2 | S.S.Khanka,EntrepreneurialDevelopment,S.Chand&CompanyLtd. |

### GENERAL

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| **CourseCode** | **HOSPITALITYMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | BasicunderstandingofManagement concepts |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Tounderstandthe managementfunctions oftourism.
2. Toidentifyemergingoverseasmarkets for tourismand hospitalitymanagement.
3. Toinitiate thestudentsinto thehospitalitysectorand makethemrealiseits importance.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Utiliseinterpersonalskillstolead/managefirstlevelemployeesin ahospitalitysetting. |
| Performcost calculations and applythem to decision making situations. |
| Evaluatefood safetyandsanitation tomaintain a safeand sanitary workenvironment |
| Completeandevaluatethedata generatedfromahotelnightaudit. |
| Developaprofessionalmarketingbrochurefor a lodging operation. |
|  |
| **Unit:1** | **INTRODUCTIONTOHOSPITALITY** |
| Introduction–Concepts-ScopeoftheHospitalityIndustry–ServiceandProductofHospitality– Careers inHospitalityIndustry |
|  |
| **Unit:2** | **RELATIONSHIP OF HOSPITALITY TOTRAVELANDTOURISM** |
| RelationshipofHospitalitytoTravel&Tourism–Marketing&PromotionofHospitality–andTourism–TheImpactofHospitalityServiceinTravel&Tourism–GlobalIssuesofHospitality. |
|  |
| **Unit:3** | **LODGING** |
| Lodging–DynamicsoftheLodgingIndustry–ClassificationofLodgingproperties–MarketingofLodgingservices–Hotelmanagementoperation–AdministrativeDepartment–ServiceDepartment |
|  |
| **Unit:4** | **FOODANDBEVERAGESERVICES** |
| FoodandBeverageServices–Formsofservices–TypesofRestaurantandownership–HistoricaloverviewofcookingastheculinaryArt–MenuplanningandDevelopment–TrendsinBeverageconsumption –NonAlcoholicandAlcoholic Beverages. |
|  |
| **Unit:5** | **SPECIALISEDSEGMENTSOFHOSPITALITYINDUSTRY** |
| SpecialisedsegmentsofHospitalityIndustry–Meeting,conventionsofexpositions–ReasonsforgrowthofspecialisedHospitalitysegments–Hospitalityfunctions&LongtermResidentialHealth care–Managingleisuresegment ofHospitalityindustry. |
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| **TextBook(s)** |
| 1 | JohnR.Walker,Introduction ofHospitalityManagementPearsonEducationInc,NewDelhi |
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| **ReferenceBooks** |
| 1 | Kye-sung(Kaye)Chon,RaymondT.Sparrowe,WelcometoHospitality–anintroduction,CengagelearningIndia(pvt)Ltd,NewDelhi |
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| **CourseCode** | **BIGDATA ANALYTICS** | **Elective** |
| **Pre-requisite** | BasicunderstandingofIndustryandcomputerknowledge |
| **CourseObjectives:** |
| Themain objectivesof this courseareto:1. AlignthetheoryandconceptswithIndustrialapplicationofcomputers
2. KnowabouttheimportanceofBigData intherealworld.
3. Learntheapplicationsof BigData inbusiness.
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: |
| Classifythe dataand outline theData mining, Datawarehousing |
| DistinguishtheDatascienceandotherdisciplines |
| SummarisethecharacteristicsofBigData andtechnologyprocess |
| Assesstheapplications ofBigData |
| Analysetheusesof BigDatainHealthcareindustry |
|  |
| **Unit:1** | **INTRODUCTIONTODATA** |
| Introduction – Data – Information – Data Terminologies – Database – Data Mining – DataWarehouse – Data Evolution Roadmap – Big Data – Definition – Types of Data - Numeric–Categorical – Graphical – High Dimensional Data –– Data Classification – Hot Data – ColdData–WarmData–ThickData–ThinData-ClassificationofDigitalData:Structured,Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data–BiologicalData – SpatialData–Social NetworkData. |
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| **Unit:2** | **DATASCIENCE** |
| Data Science-A Discipline–Data Science Vs Statistics, Data Science VsMathematics, DataScience Vs Programming Language, Data Science Vs Database, Data Science Vs MachineLearning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics - DataScienceComponents:DataEngineering,DataAnalytics-MethodsandAlgorithm,DataVisualization. |
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| **Unit:3** | **BIGDATA** |
| DigitalData-anImprint:EvolutionofBigData–WhatisBigData–SourcesofBigData.CharacteristicsofBigData6Vs–BigDataMyths-DataDiscovery-5TraditionalApproach,BigDataTechnology:BigDataTechnologyProcess–BigDataExploration-DataAugmentation–OperationalAnalysis–360ViewsofCustomers –SecurityandIntelligence. |
|  |
| **Unit:4** | **APPLICATIONSOFBIGDATA** |
| BigDataTechnologyPotentials–AI–MachineLearning–CloudComputing–MobileCommunication–IoT–BigDatainIndustry4.0-BigDataPlatforms–HADOOP–SPARK–No SQLDatabases-Types-BigData Challenges. |
|  |
| **Unit:5** | **BIGDATAUSE,CASES** |  |
| BigData-RolesofDataScientist,DataArchitect,DataAnalyst–Skills–CaseStudy:BigData–CustomerInsights–BehaviouralAnalysis–BigDataIndustryApplications- |

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| Marketing–Retails –Insurance–Riskand Security– Healthcare. |
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| **TextBook(s)** |
| 1 | V.Bhuvaneswari,T.Devi.BigDataAnalytics,ScitechPublisher |
| 2 | HanHu,YonggangWen, Tat-Seng,Chua,XuelongLi,“TowardScalableSystemsfor BigDataAnalytics: ATechnologyTutorial”, IEEE |
|  |
| **ReferenceBooks** |
| 1 | VenkatAnkam.2016. BigDataAnalytics,PacktPublishingLimited |
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### SHIPPINGANDLOGISTICS

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| **CourseCode** | **LOGISTICSMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeof Distribution |
| **CourseObjectives:** |
| Themain objectives of this courseareto:1. UnderstandbasiccomponentsofLogistics
2. LearnapplicationofICTin LogisticsManagement
3. ProvideanoverviewofInternational Logistics
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Knowbasicconceptsof LogisticsManagement |
| Understandtheimportanceof LogisticsinBusiness |
| ApplyICTin LogisticsManagement |
|  |
| **Unit:1** | **INTRODUCTIONTOLOGISTICSMANAGEMENT** |
| IntroductiontoLogisticsManagement-Definition,scope,functions,objectives-IntegratedLogistics Management - Role of logistics in the supply chain - Logistics & customer service - Roleoflogisticsincompetitivestrategy-Logisticsorganization&Performancemeasurement-ERP–SAP–ORACLE |
|  |
| **Unit:2** | **INVENTORYMANAGEMENTANDPACKAGING** |
| Meaning and Classification of inventory - Inventory planning - Inventory costs – Warehousing:Nature&importance-Warehousingfunctions-Warehouselayout&design-Typesofwarehouses-Materialhandling:Objectives,Guidelines&principles-Selectionofmaterialhandling equipments - Material handling efficiency - Packaging- Role of packaging - Packagingmaterials-Consumer & Industrial packaging |
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| **Unit:3** | **TRANSPORTATIONANDCONTAINERISATION** |
| Transportation - Role of transportation in logistics - Transportation selection decision - Basicmodes of transportation : Rail, Road, Water, Air, Pipeline - Characteristics of different modes -Transporteconomics-Intermodaloperations–Containerization:Conceptandbenefits-TypesContainers-Roleofintermediaries:Shippingagents,brokers-Freightmanagement-Routeplanning-Role ofports, ICDs, CONCOR |
|  |
| **Unit:4** | **INTERNATIONALLOGISTICS** |
| International logistics: Definition and significance - InternationalTradeandHistoricaldevelopmentofLogistics-Componentsofinternationallogistics-EconomicimportanceofInternationalLogistics– OperationalandstrategicissuesinGlobal Logistics |
|  |
| **Unit:5** | **APPLICATIONOFITINLOGISTICS** |
| Reverselogistics–Meaning,ScopeandDesign-e-logistics-LogisticsManagementInformationSystem (LIMS) – Features- Application ofITinlogistics-Automaticidentificationtechnologies -Bar codingand RFID-Logistics outsourcing-3PL&4PL |
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| **TextBook(s)** |
| 1 | AilawadiCSathish&RakeshSingh,Logistics Management,PrenticeHallof India. |
| 2 | PierreDavid,InternationalLogistics,CiceroBooks |
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| **ReferenceBooks** |
| 1 | AgarwalDK,TextbookofLogistics &SupplyChainManagement,MacmillanIndiaLtd |
| 2 | BowersonDonaldJ,LogisticalManagement,TheIntegratedSupplyChainProcess,TataMcGrawHill |
| 3 | GanapathiandNandi, LogisticsManagement,OxfordUniversityPress |
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| **CourseCode** | **EXPORTIMPORTTRADEANDDOCUMENTATION** | ELECTIVE |
| **Pre-requisite** | BasicknowledgeofExportTrade |
| **CourseObjectives:** |
| Themain objectivesof this courseareto:1. Exposethe studentstomajordocuments andprocedures involvedin Export-ImportTrade
2. LearnconceptsrelatedtoEXIMfinancing
3. Provideabriefoverview onEXIMPolicyofIndia
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course,studentwill beable to: |
| IdentifyvariousdocumentsusedinInternational Trade |
| Understandtheimportanceof EXIMFinancing |
| ComprehendthefeaturesofForeignTradePolicy |
|  |
| **Unit:1** | **INTRODUCTIONTOEXPORTDOCUMENTATION** |
| Need for documentation in International Trade – Classification of documents: Commercial andRegulatory – Standardization of documents: Aligned Documentation System (ADS) – MasterDocumentI &II -Meritsof ADS–Generationofexportenquiries–Offer tobuyersandpreparationofProformaInvoice–IssueofL/Cbyimporter–MeaningofL/C–PartiestoL/C–TypesofL/C |
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| **Unit:2** | **COMMERCIALDOCUMENTS** |
| Usesofcommercialdocuments-MajorcommercialDocuments:Commercialinvoice:Types–Packinglist–Pre-shipmentinspectionandCertificateofInspection–BillofLading:Types–AWB– Certificate of origin– Mates receipt– Shipment advice |
|  |
| **Unit:3** | **REGULATORYDOCUMENTS** |
| Significance of Regulatory documents - Exchange declaration form (GR form): Types and theirapplication – Central Excise clearance form (ARE) – Shipping Bill/Bill of Export – Procedure forcustomsclearanceusingShippingBill–ElectronicProcessingofExportDocuments:EDI-ICES:Advantages-Importprocedure -Documentsusedforimports:BillofEntry–Importlicenses |
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| **Unit:4** | **EXIMFINACE** |
| Need and importance of EXIM finance – Pre and Post shipment finance – Role of Commercialbanks in EXIM financing – Export costing – Export pricing: Forms – Factors influencing exportpricing–InternationalPriceQuotations(INCOterms)–MeaningofForex–Exchangeratesandmajorcurrencies |
|  |
| **Unit:5** | **FOREIGNTRADEPOLICYOFINDIA** |
| Introduction–ForeigntradepolicyofIndia–Majorprovisions–Evaluationofcurrentpolicy–Exportincentives:100%EOU‟s-SEZ–RecognitionofExportunits-DDSprocedure-ImplicationsofGST |
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| **TextBook(s)** |
| 1 | CRamagopal,Export ImportProcedures-Documentationand Logistics,NewAgePublishes |
| 2 | JainKhushpat.S, ExportImportDocumentation andProcedure,HimalayaPublishingHouse |
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| **ReferenceBooks** |
| 1 | MKVenugopalan,AHandbookonExportImportTradeandDocumentation,SaraBookPublication |
| 2 | JustinPaul&RajivAserkar,Export ImportManagement,Oxford |
| 3 | PKKhurana,ExportManagement,GalgotiaPublishing |



FourthSemester

### SEMESTERIV:CORESUBJECT

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| **CourseCode** | **STRATEGICMANAGEMNT: INDIANGLOBALCONTEXT** | CORE |
| **Pre-requisite** | BasicknowledgeofBusinessmanagement |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Comprehendthebasicideasofstrategic planning
2. Learnto carryoutenvironmental analysis
3. Learn to applystrategyto achievebusiness objectives
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Identifyelements of strategicplanning |
| 2 | Understandthe toolsof strategyformulation |
| 3 | LearntheapplicationofstrategicplanninginIndianandglobalcontexts |
|  |
| **Unit:1** | **INTRODUCTIONTOSTRATEGICPLANNING** |
| CorporateStrategicPlanning–MissionandVisionofafirm-Development,maintenanceandtheroleofleader-Hierarchallevelsofplanning-Strategicplanningprocess-StrategicmanagementpracticeinIndia -Competitiveadvantageof nationsand itsimplication onIndianbusiness. |
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| **Unit:2** | **ENVIRONMENTALANALYSIS** |
| EnvironmentAnalysis&InternalAnalysis:Generalenvironmentscanning-Competitive&environment analysis - Identify opportunities & threats - Assessing internal environment throughfunctionalapproachandvaluechain-Identifyingcriticalsuccessfactors-Identifythestrengths&weaknesses - SWOT audit – Core competence - Stockholders' expectations, Scenario-planning -Industryanalysis. |
|  |
| **Unit:3** | **STRATEGYFORMULATION** |
| StrategyFormulation-Genericstrategies-Grandstrategies-StrategiesofleadingIndiancompanies - The role of diversification - Limits - Means and forms - Strategic management forsmallorganisations,non-profitorganisationsandlargemultiproductandmultiplemarketorganisations. |
|  |
| **Unit:4** | **TOOLSOFSTRATEGY** |
| Tools of Strategy: Planning and evaluation: Competitive cost dynamics - Experience curve - BCGapproach - Cash flow implication -IA-BS matrix - A.D. Little‟s Life-cycle approach to strategicplanning-Businessportfoliobalancing-Assessmentofeconomiccontributionofstrategy-Strategicfundsprogramming. |
|  |
| **Unit:5** | **STRATEGYIMPLICATIONANDCONTROL** |
| Strategy implication & Control: Various approaches to implementation of strategy - Matchingorganisation structure with strategy - 7S model - Strategic control process - Du Pont's controlmodelandotherQuantitativeandQualitativetools-Balancedscorecard-M.Porter'sapproachforGlobalisation-FutureofStrategicManagement |
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| **TextBook(s)** |
| 1 | Pearce&Robinson,StrategicManagement,McGrawHill |
| 2 | R.Srinivasan,StrategicManagement,PrenticeHallofIndia,NewDelhi |
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| **ReferenceBooks** |
| 1 | C.Hax andNSMajifu,StrategicManagement:AnIntegratedPerspective,PrenticeHall |
| 2 | MichaelPorter,CompetitiveAdvantageofNations,SimonandSchuster |

### SEMESTER IV: ELECTIVE SUBJECTSMARKETING

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| **CourseCode** | **SERVICESMARKETING** | ELECTIVE |
| **Pre-requisite** | BasicknowledgeofMarketingconcepts |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Comprehendthespecialcharacteristicsofmarketingofservices
2. Learnindustryspecific servicemarketingpractices
3. Understandthe applicationofmarketingmixinservicessector
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Familiarisewiththespecialfeaturesofservicessector |
| Understandtheuniquenessinmarketingmixdecisionsforservices |
| Learnindustryspecific marketingperspectives |
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| **Unit:1** | **NATUREOF SERVICESMARKETING** |
| Services:Definition–ServicesVsGoods-ServicesMarketing:Meaning-Natureofservices–Typesofservices-Importanceofservicemarketing-Relationshipmarketing-Mission,strategy-Elementsofdesign -Marketingplan-Market segmentationin servicesector |
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| **Unit:2** | **MARKETINGMIXFORSERVICES** |
| Marketingmixdecisions:-Uniquefeaturesofdevelopingaservice–Pricing–Promotion–Distributionofservices-Positioninganddifferentiationstrategies-Qualityofserviceindustries–Reliability:Achievementand maintenance -Customer support services |
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| **Unit:3** | **HOSPITALITYMARKETING** |
| Featuresandcomponentsofhospitalityindustry-Marketingofhospitality:PerspectivesofTourism,HotelandTravelservices-Airlines,Railway,PassengerandGoodsTransport-Leisureservices |
|  |
| **Unit:4** | **MARKETINGOFFINANCIALSERVICES** |
| Characteristicsoffinancialservices-MarketingofFinancialservices:Concept-FeaturesofBanking,Insurance, Lease,MutualFund,Factoring,PortfolioandFinancial intermediaryservices. |
|  |
| **Unit:5** | **MARKETINGOFNON-PROFITORGANISATIONS** |
| Specialfeaturesofnon-profitorganisations-Marketingofnon-profit organisations:Servicesoffered by charities - Educational services - Miscellaneous services - Power andTelecommunication |
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| **TextBook(s)** |
| 1 | S.M.Jha,ServicesMarketing,HimalayaPublishingCompany |
| 2 | AdrianPyne,EssenceofServicesMarketing,PrenticeHallof India |
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| **ReferenceBooks** |
| 1 | Ravishankar,ServicesMarketing- Indian experiences,SouthAsiaPublication |
| 2 | Ziethaml&Bitner,ServicesMarketing: IntegratingCustomerFocusacrosstheFirm,TMH |
| 3 | P.K.Sinha&S.C.Sahoo,ServicesMarketing-Text &Readings,HPH |
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| **CourseCode** | **BRANDMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | BasicknowledgeofMarketingconcepts |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Gainindepthknowledge about theconceptofbranding
2. Learntheapplication ofbrandinginmarketing
3. Understandthebenefitsandchallengesassociatedwithbranding
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Graspthemeaning andtechniques ofbranding |
| Understandhow marketersapplybrandingtotheir strategicadvantage |
| Learn significanceofbrandingforlongterm profitability |
|  |
| **Unit:1** | **INTRODUCTIONTOBRANDING** |
| Concept of a brand – Evolution, perspectives, anatomy - Types of brand names - Brand nameassociations - Brands Vs Products - Advantages of Brands to consumers & firms - Brand elements:Components&choosingbrand elements-Brandingchallenges&opportunities |
|  |
| **Unit:2** | **BRANDBUILDINGANDPOSITIONING** |
| Buildingastrongbrand–Method&implications-Brandpositioning:Basicconcepts–Alternatives – Risks – Brands & consumers –Strategies for positioning the brand for competitiveadvantage–Pointsofparity–Pointsofdifference-Buyingdecisionperspectivesonconsumerbehaviour |
|  |
| **Unit:3** | **BRANDIMAGEAND BRANDEQUITY** |
| Brandimage–Meaninganddimensions-Brandassociations&image-Brandidentity:Perspectives,levels,andprisms-ManagingBrandimage:stages–Functional,symbolic&experientialbrands-BrandEquity–SourcesofEquity-BrandEquitymodels-Brandaudits-BrandLoyalty&cultbrands |
|  |
| **Unit:4** | **BRANDLEVERAGING** |
| Leveraging Brands – Brand extensions, extendibility, merits & demerits - Line extensions and linetrap – Co-branding & Licensing Brands - Reinforcing and Revitalisation of brands: Need andmethods-Brandarchitecture:product,line,range,umbrella&sourceendorsedbrands-Brandportfoliomanagement |
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| **Unit:5** | **BRANDVALUATION** |
| Brandvaluation–Methodsofvaluation-Implicationsforbuying&sellingbrands-Applications–Brandingindustrialproducts,servicesandretailers–Buildingbrandsonline-Indianisationofforeignbrands&takingIndian brandsglobal–Issues &challenges |
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| **TextBook(s)** |
| 1 | Kevin LaneKeller,StrategicBrandManagement,PHI/Pearson,NewDelhi. |
| 2 | HarshVarma, BrandManagement,ExcellBooks, NewDelhi. |
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| **ReferenceBooks** |
| 1 | Kapferer,StrategicBrandManagement,KoganPage,NewDelhi. |
| 2 | Majumdar,ProductManagementin India,PHI. |
| 3 | Sengupta, BrandPositioning,TataMcGrawHill. |
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| **CourseCode** | **DISTRIBUTIONMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | BasicknowledgeofMarketingconcepts |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandfundamentalsofphysicaldistribution
2. Learnthenuancesofchannelmanagement
3. Appreciateissuesrelatedtomanagingdistributionnetwork
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course,studentwill beableto: |
| Learnbasicideasofphysicaldistribution |
| Acknowledgetheissuesrelatedtochannelmanagement |
| Identifychannel networksuitability |
|  |
| **Unit:1** | **INTRODUCTIONTOMARKETINGCHANNELS** |
| EmergenceandcomponentsofMarketingChannels-Types,FunctionsandRelationship-Retailing:Structure,operationsandstrategies–Wholesaling:structure,operationsandstrategies-PhysicalDistribution – Structureand strategy. |
|  |
| **Unit:2** | **CHANNELMANAGEMENT** |
| ChannelPlanning- DesigningChannelSystems–Organisingpatterns–Factorsinfluencingselectionofchannels-ChannelPolicies-Channelcommunicationandinformationsystems-Assessingmarketingchannelperformance-Distributioncostanalysis. |
|  |
| **Unit:3** | **CHANNELMANEGEMENTINOTHERCONTEXTS** |
| ChannelManagementbywholesalersandretailers–Retailformats–Franchise:Designingandmanagement–Telemarketing- e-marketing-e-tailing- Integrateddistributionmanagement |
|  |
| **Unit:4** | **RETAILMANAGEMENT** |
| Retailing-Identifyingandunderstandingconsumers-ChoosingastoreLocation–Tradingareaanalysisandsiteselection-Buyingandhandlingmerchandise-Pricing andfinancialmanagement–Establishingandmaintaininga retailimage-Customerservice |
|  |
| **Unit:5** | **DISTRIBUTIONMANAGEMENT** |
| Importance of Physical distribution - Logistics System analysis and design, Organization andcontrol - Role and importance of warehousing - Warehouse Size, number, location - Pre-requisitesforWarehousing-WarehousinginIndia-InventoryControl–Costandissues–RiskManagement |
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| **TextBook(s)** |
| 1 | Louis.W.Stern&AbelI.Elansary,MarketingChannels,PrenticeHallIndia |
| 2 | K.KKhanna -PhysicalDistributionMGT–LogisticalApproach,HPH |
|  |
| **ReferenceBooks** |
| 1 | BerryBerman&Joel.r.Evans-RetailManagement,A Strategic Approach,Macmillan,NewYork |
| 2 | JamesCJohnson &Donald F.Wood-ContemporaryLogistic ,PrenticeHall |
| 3 | DonaldBowersox,&BixbyCooper-StrategicMarketingChannelMGT,McGrawHillInternational |



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| **CourseCode** | **RETAILMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofdistribution |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Understandfundamentals ofretailing
2. Learntheapplication ofICTin retailmanagement
3. Comprehendissues relatedto contemporaryretailing
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnbasicconceptsof retailing |
| Understandtheissues relatedto modernretailing |
| Identifythescopeof ICT inretailmanagement |
|  |
| **Unit:1** | **INTRODUCTIONTORETAILING** |
| Retailing - An introduction: Definition and functions- Importance of retailing in marketing -Types of retailing - Store and Non Store retailing - Retailing in India - Current Scenario - RetailingfromInternationalperspectives-Consumerbuyingdecisionprocess:Influencingfactors-Consumer shoppingbehavior |
|  |
| **Unit:2** | **RETAILPLANNING** |
| Retail planning: Purpose, method, structure and monitoring the plan - Retail brand management:Positioning,personality,Typesofbrand,Brandandlifecycle-Merchandisemanagement:Meaning,Methods,AssortmentandInventory-Purchasenegotiation-Supplychannelandrelationship-SCMprinciplesandretaillogistics |
|  |
| **Unit:3** | **RETAILLOCATION** |
| Retail locationdecision- Trading area analysis-Types of location- Siteevaluation- Storedesign:Layoutandspacemanagement-Visualmerchandisinganddisplays-Retailpricing:Approaches,Influencingfactors, Pricesensitivityand mark down policy |
|  |
| **Unit:4** | **RETAILPROMOTION** |
| Retailpromotion–Settingobjectives-Roleofadvertising,salespromotion,personalsellingpublicrelationsandrelationshipmarketinginretailing-Humanresourceissuesandconsiderations;Customerservicemanagement. |
|  |
| **Unit:5** | **APPLICATIONOFITINRETAILING** |
| Impactofinformationtechnologyinretailing-IntegratedsystemsandNetworkingEDI-BarCoding-Customerdatabasemanagement-Electronicretailing-Roleofweb-Onlineretailing-FactorstobeconsideredinhavingaWebsite-Limitationsofwebandfuturetrends-Consumerismand Ethics in retailing-SocialandGreen issues-Retail audit |
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| **TextBook(s)** |
| 1 | BermanandEvens,RetailManagement,PHI |
| 2 | GibsonVedamani,RetailManagement,JaicoBooks |
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| **ReferenceBooks** |
| 1 | DavidGilbert,RetailManagement,FinancialTime/PrenticeHall. |
| 2 | Levy&Weitz,RetailManagement,TataMcGraw Hill. |
| 3 | Bajaj,TuliandSrivastava,RetailManagement,OxfordUniversityPress |

### HUMANRESOURCE

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| **Course Code** | **EMPLOYEE****DEVELOPMENT** | ELECTIVE |
| **Pre-requisite** | Basicsof HumanResource Management |
| **CourseObjectives:** |
| Themain objectives of this courseareto:1. Provideknowledgetodesign anddeliver theprogram basedon learningtheories
2. DescribeevaluationproceduresforLandDProgramforincreasedeffectiveness.
3. Applythe basic conceptsto employeedevelopment
 |
|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Explainthesignificance ofemployeedevelopment |
| Analysethetrainingneedsin anorganization |
| Considervarious trainingmethods andtheir contexts |
| Constructasimple trainingplanin anorganization |
|  |
| **Unit:1** | **CONTEXT** |
| Introduction–KeyComponents–WorkingandLearning–TrainingVsdevelopment-Basics ofLearningprocess–Strategic training anddevelopmentprocess–Modelsoftrainingdepartment:CorporateUniversity, Embedded learning–Casestudies |
|  |
| **Unit:2** | **DESIGNINGTRAINING**  |
| Needassessments:Significance,Process:Organisation,Job,Personanalysis–DesigningEffectiveprograms:Objectives,Curriculum,Trainers,Technology,format,budget-Outsourcingtraining–Effectivetransferoflearning |
|  |
| **Unit:3** | **TRAININGANDDEVELOPMENT METHODS** |
| ClassicMethodsoftraining.Contemporarymethods:Techbasedlearning–ElearningEcology,MOOC,developingonlinecourses,blendedlearningmethods,Simulations,Mobiletechnology,Expert systems–Leadership Development |
|  |
| **Unit:4** | **EVALUATIONANDCAREER DEVELOPMENT** |
| Significance:Formative andSummative,Evaluationprocessandlevels,Evaluationdesigns -DeterminingReturnonInvestment-Casestudies |
| **Unit:5** | **PRACTICE** |
| Designandpresenttraininganddevelopmentmodel foranorganization |
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| **TextBook(s)** |
| 1 | Noe,Raymond,EmployeeTrainingandDevelopment, McGraw–Hill |
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| **ReferenceBooks** |
| 1 | KirkpatrickandKayser,FourLevel‟sofTrainingEvaluation,ATD |
| 2 | AndyJefferson,CalhounW.Wick,andRoyV.H.Pollock,TheSixDisciplinesofBreakthroughLearning |



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| **CourseCode** | **CHANGE AND ORGANIZATIONAL DEVELOPMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeof HumanResource Management |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Familiarisewiththechangemodelsinorganisations
2. PresenttheODprocessinanorganisationfromaconsultant‟sperspective
3. SummarisethechallengesinODprocess
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion of thecourse, student willbe able to: |
| DescribetheframeworkofOD |
| DistinguishvariousstagesofODintervention |
| Evaluatethe ODintervention techniquesfordifferentcontexts |
| Criticallyassess thechallenges in OD interventions |
|  |
| **Unit:1** | **INTRODUCTIONTO OD** |
| IntroductiontoOrganisationDevelopment:-Concepts,NatureandScopeofOD-TheoryandPracticeonchangeandchanging-TheNatureofPlannedChange-NatureofClientSystems:GroupDynamics, Intergroup-Dynamics andOrganizationsasSystems. |
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| **Unit:2** | **ODPROCESS** |
| OperationalComponents of OD - Diagnostic, Action and Process - Maintenancecomponents. |
|  |
| **Unit:3** | **ODINTERVENTIONS** |
| OD -Interventions:-TeamInterventions-Inter-groupInterventions-Personal,Interpersonalandgroupprocessinterventions-Comprehensiveinterventions -Structural Interventions. |
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| **Unit:4** | **ODIMPLEMENTATION** |
| ImplementationandassessmentofOD- ImplementationconditionsforfailureandsuccessinOD-efforts -Assessmentof ODandchangeinorganisationalperformance-TheimpactofOD. |
| **Unit:5** | **CHALLENGESANDCONSIDERATIONS** |
| SomekeyconsiderationsandIssuesinOD-Issuesinconsultant-Clientrelationship-Mechanistic&Organicsystemsandcontingencyapproach-ThefutureofOD-SomeIndianexperienceinOD |
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| **TextBook(s)** |
| 1 | French,BellandVohra,OrganizationDevelopment,Pearson |
| 2 | LindaHolbeche andMee-YanCheung-Judge,OrganizationDevelopment:APractitioner‟sGuideforODandHR,Kobe |
|  |
| **ReferenceBooks** |
| 1 | RatanRaina,ChangeManagementandOrganizationalDevelopment,Sage |



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| **CourseCode** | **LABOUR WELFARE ANDINDUSTRIALRELATIONS** | ELECTIVE |
| **Pre-requisite** | Basicsof HumanResourceManagement |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Outlinetheperformancemanagementprocess
2. Provideinsightsonthe performancemanagementsystemimplementationanddevelopmentof employees.
3. Applythe concepts for thedevelopment ofemployees
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understand Industrialdisputesandsettlingthem |
| Criticallyanalyseindustrial relations and tradeunionism |
| Evaluatevariouslabourlegislations andtheirimplications |
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| **Unit:1** | **INDUSTRIALRELATIONS** |
| Conceptsandsystems-IRTrendsinIndia-Tradeunionism-Objectivesandfunctions–Structure-Types- IndianTradeUnionmovement-Theirstrengthsandweaknesses. |
|  |
| **Unit:2** | **INDUSTRIALDISPUTES** |
| Industrialdisputes-Causes- Handlingandsettlingdisputes- Employeegrievances-Steps ingrievancehandling-Causes forpoorindustrial relations-Remedies. |
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| **Unit:3** | **COLLECTIVEBARGAINING** |
| CollectiveBargaining:Concept-Functionandimportance-Principlesandformsofcollectivebargaining-Procedure-Conditionsforeffectivecollectivebargaining-Worker'sParticipationinmanagement:Roleandmethodsofworker'sparticipation. |
|  |
| **Unit:4** | **LABORLEGISLATIONS -1** |
| FactoriesAct1948-TheWorkman'sCompensationAct,1923-TheEmployee'sStateInsuranceAct,1948-TheEmployee'sProvidentFundsandMiscellaneousProvisionsAct,1952.ThesexualHarassmentofWomenatWorkplace(Prevention,prohibition andredressal)Act 2013 |
| **Unit:5** | **LABORLEGISLATIONS -2** |
| ThePaymentofWagesAct,1936-PaymentofBonusAct,1965-TheIndustrialDisputesAct1947-TheIndustrialEmployment(Standing Orders)Act,1946-TheTradeUnionAct,1926and latest legislations |
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| **TextBook(s)** |
| 1 | ShekarandSinha, IndustrialRelations,TradeUnionsand Labour Legislation,Pearson |
| 2 | Tripathi,P.C.,PersonnelManagement &IndustrialRelations |
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| **ReferenceBooks** |
| 1 | MamoriaC.B.,DynamicsofPersonnelManagement,HPH |
| 2 | Subbarao.P,EssentialsofHumanResourceManagementandIndustrialRelations,HPH |

### FINANCE

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| **CourseCode** | **INTERNATIONALFINANCIAL MANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof FinancialManagement concepts |
| **CourseObjectives:** |
| Themain objectives ofthis courseare:1. Toalignthe accountingtheoryandconceptswithIndustrialapplication
2. Tocreatetheawarenessonusingvarioussoftwarein FinancialManagement
3. Tounderstandtheoperationsofforeignexchangederivativesmarketandmanageforeignexchangerisk
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasicfunctions,principlesandconceptsof IFM |
| Understandpostulatesandtechniquesof International FinancialManagement |
| Applythe varioustools ofIFM toresolve BusinessProblems |
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| **Unit:1** | **INTERNATIONALFINANCIAL MANAGEMENTENVIRONMENT** |
| IFM Environment:MNC and Multinational Financial Management – Determination ofExchangerates-Internationalmonetarysystem-Parityconditionsininternationalfinanceandcurrencyforecasting –Balanceofpaymentsandinternationaleconomiclinkage. |
|  |
| **Unit:2** | **DERIVATIEMANAGEMENT** |
| DerivativeManagementandForeignexchangeRiskManagement:Foreignexchangemarket–Currencyfuturesandoptionsmarket-Swapsinterestratefutures-ManagingTransactionandtranslation exposure-Measuringand managingeconomicexposure. |
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| **Unit:3** | **FINANCINGMNCs** |
| FinancingMNCs:Internationalfinancingandcapitalmarkets-Euromarkets–Costofcapitalandforeigninvestments. |
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| **Unit:4** | **FOREIGNINVESTMENTANALYSIS** |
| ForeignInvestment Analysis:International portfolio investment-corporatestrategyandForeignDirectinvestment-Capitalbudgetingfor MNCs |
|  |
| **Unit:5** | **MULTINATIONALWORKINGCAPITALMANAGEMENT** |
| MultinationalWorkingCapitalManagement-Financingforeigntrade-Currentassetmanagement and short term financing – Managing multinational financial system-ForeignExchangeManagement Act 2000. |
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| **TextBook(s)** |
| 1 | AlanC.Shapiro,MultinationalFinancialManagement,WileyIndia |
| 2 | Eun/Resnick,InternationalFinancialManagementTataMcGrawHill |
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| **ReferenceBooks** |
| 1 | Levi.DMaurice,InternationalFinance,McGraw HillNewDelhi. |
| 2 | JainP.K.andothers,InternationalFinancialManagementMcMillanCo. |



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| **CourseCode** | **PRINCIPLESOFINSURANCE** | ELECTIVE |
| **Pre-requisite** | BasicunderstandingofInsurance concepts |
| **CourseObjectives:** |
|  | Themain objectivesof thiscourseare:1. Toprovideanoverviewoftheregulatoryframework andthestructureof insurancesystem
2. Tofamiliarisethe studentswith thevariousservices providedbyInsurance sector.
3. Tounderstandtheriskanditsmanagementprocessthroughinsuranceandothermethods.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course,studentwill beable to: |
| Learnthebasic functions,principlesandconceptsof insurance |
| UnderstandpostulatesandregulationsofInsurance |
| AnalysethevariousissuesinInsurancesector |
| Applytheinsuranceconceptstoresolve BusinessProblems |
| Createinteresttodoresearchinthefieldof insurance |
|  |
| **Unit:1** | **RISKEVALUATION** |
| Risk–Riskidentificationandevaluation-Property andliability Lossexposures-Life,Health,andLossofIncomeexposuresandnoninsuranceriskmanagementtechniques-SelectingandimplementingRiskmanagementtechniques. |
|  |
| **Unit:2** | **RISKMANAGEMENT** |
| PropertyandliabilityRiskManagement-RiskManagementofcommercialproperty-Businessliabilityandriskmanagementinsurance–Worker‟scompensationandalternativeriskmanaging. |
|  |
| **Unit:3** | **RISKMANAGEMENTOFAUTOSECTOR** |
| Risk Management of Auto owners - Insurance claims – Need for insurance- Personalautomobile policy- Personal automobile rating - Premium and deathrates-Costcontainmentadvancesindriverandautosafety-Riskmanagementofhomeownerspolicycoverage-Perilscoveredbythepolicy–FloodInsurance-Personalarticlesfloater-Personalriskmanagement |
|  |
| **Unit:4** | **LIFEANDHEALTHINSURANCE** |
| Loss of life – Types of life insurance - Tax incentives for life insurance- Life insurancecontract provisions - Loss of Health- Health insurance providers - Mechanics of cost sharing -Healthexpense insurance - Disability income insurance - Heath insurance policy provisions –Healthcarereforms–Annuities-Structuresofannuities-Annuitycharacteristics-Annuitytaxation–Employee‟sbenefits-Healthandretirementbenefits. |
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| **Unit:5** | **ROLEOFIRDA** |
| LifeandGeneralinsuranceindustryinIndia–IRDAAct- Investmentnorms–Protectionofpolicyholders Interest |
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| **TextBook(s)** |
| 1 | ScohEHerrington,RiskManagementandInsuranceMcGrawHill,NewDelhi |
| 2 | HaroldDStephenandWJeanKwon,RiskManagementandInsuranceBlackwellPublishingCo.,NewYork |
|  |
| **ReferenceBooks** |
| 1 | DorfmanMarkS IntroductiontoRiskManagementand Insurance,PrenticeHallIndia,NewDelhi. |
| 2 | MisraM.N.andMisraS.R,InsurancePrinciplesandPractice,S.ChandandCo.,NewDelhi. |
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| **CourseCode** | **COSTMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingofaccounting concepts |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toalignthe accountingtheoryandconceptswithindustrialapplication
2. Tocreate theawarenessofusingvarious softwarein Costing
3. Tocreatestrongfoundationin understandingapplication ofcosting
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion of thecourse, student willbeable to: |
| Learnthebasic functions,principlesandconceptsof Costing |
| UnderstandpostulatesandtechniquesofCosting |
| Applythe various tools of Costingto resolve business problems |
| Analysethevarious issuesofCost Accounting |
| Createinteresttodoresearch inthefieldofaccounting |
|  |
| **Unit:1** | **INTRODUCTIONTO COST MANAGEMENT** |
| Introductiontocostmanagementandbasiccostmanagementconcepts- SystemsFramework-Factorsaffectingcostmanagement-Costassignment:Directtracingandallocation-Functional basedand activitybased costmanagement systems. |
|  |
| **Unit:2** | **COSTBEHAVIOUR** |
| CostBehaviour–Basics-Resources-ActivitiesandCostBehaviour-Methodsforseparating mixed costs into Fixed and Variable components- Reliability of Cost Formula -CostEstimationusingMultipleRegression-TheLearningCurveandNon-linearcostbehaviour. |
|  |
| **Unit:3** | **ACTIVITYBASED COSTING** |
| ActivityBasedCosting- Functionalbasedproductcosting-ABCcostingsystem-Productand service costing - Job order system - Characteristics of the production process – single andmultiple overhead rates- An overview of cost allocation-Allocating one department's costs toanotherdepartment. |
|  |
| **Unit:4** | **DECENTRALISATIONANDRESPONSIBILITY ACCOUNTING** |
| DecentralisationandResponsibilityAccounting-PerformanceEvaluation-InvestmentCenters-Transferpricing-Settingtransferprices. |
|  |
| **Unit:5** | **STRATEGICCOSTMANAGEMENT** |
| Strategic Cost Management Basic Concepts - Value Chain Analysis- Life Cycle CostManagement-JITanditseffectoncostmanagementsystem-ActivityBasedManagement–TheBalancedScorecard-Strategicbased control. |
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| **TextBook(s)** |
| 1 | Guan. IlansenandMower,CostManagement,SouthWesternCengageLearning |
| 2 | Blocher,Chen,Cokinsand Lin,CostManagement:AStrategicEmphasisTataMcGrawHill |
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| **ReferenceBooks** |
| 1 | JawaharLal,CostManagement,TataMcGraw Hill |
| 2 | J.Batty,ManagementAccounting, LondonMcDonald&Evans |
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| **CourseCode** | **BANKING RISKMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof Banking |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toalignthe accountingtheoryandconceptswithbankingapplication
2. Tocreate theawarenessofusingvarious softwarein banking
3. To understand the various types of risks faced by banks and the various tools andtechniquesofmeasuringand managingbank risks.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthe course,student willbeable to: |
| Learnthebasicfunctions, principlesandconceptsofBanking |
| Understandpostulatesandtechniquesof Banking |
| Applythe varioustechniques usedto measureandmanagebankrisk |
| AnalysethevariousrisksinBankingtoresolveBankingProblems |
| Createinterestto doresearchinthefield ofBanking |
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| **Unit:1** | **FINANCIALRISKS** |
| Risk: Types - Financial risks faced by bankers – Credit risk: - Liquidity Risk and InterestRisk – Measures of Risk: Liquidity risk, Interest rate risk, credit risk and capital risk –Organizationalstructureforriskmanagementinbanks–Riskmanagementprocess–ALCO. |
|  |
| **Unit:2** | **LIQUIDITYANDOPERATIONALRISKS** |
| Liquidity Risk and Operational Risk - Liquidity and liquidity risk – Need for liquidity bybanks – Sources of liquidity risks – Static Liquidity - Gap Analysis – Structural liquidityGap Analysis – Dynamic Liquidity Gap analysis – Scenario Analysis: Bank Specific andMarketSpecific–LiquidityAdjustmentFacility-OperationalRiskandtypes–Organizationalsetupforoperational risk– Operational RiskManagement(ORM) Processinbanks. |
|  |
| **Unit:3** | **INTERESTRATE RISKS** |
| InterestRateRisk-Categories–Theoriesoninterestrates:PureExpectationTheory.LiquidityPreferenceTheoryandMarketSegmentationTheory-Methods used for measuringInterest Rate Risk: Traditional & Standardized Gap Analysisand its pros and cons - Duration Gap Analysis and its prosand cons - Simulation Method,StandardDeviationandVolatility,Co-varianceandcorrelation-Techniquesofmanagementofinterestraterisk:Derivatives,InterestRateOptions,ForwardRateAgreements (interest rate derivative), Interest Rate Features, Interest Rate Swamps, onbalance sheettechniquesandoff-balancesheettechniques. |
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| **Unit:4** | **CREDITRISK** |
| Credit Risk: Types – Default risk, exposure risk, recovery risk, collateral risk, third partyguarantee risk, legal risk default, default probability – Measuring credit risk in bankingtransactions:Historicalfrequenciesofdefaults,agencyratingsanddefaultfrequencies,defaultratevolatilityandhorizon,interbankexposure,contingencies-expectedexposuresandthetime profile–Creditriskmanagementinbanks. |
|  |
| **Unit:5** | **NON-PERFORMANCEASSETSMANAGEMENT** |
| Non-performingAssetsManagement(NPA)–DefinitionandConcept–ManagingNPAs–IncomeRecognitionandAssetClassification(IRAC)–Recoverymanagement:FinancialandPhysicalFollowup–EffectofNPAsonBank‟sProfitability–ProvisionforNPAsbybanks–TheSecuritizationandReconstructionofFinancialAssetsandEnforcementofSecurityInterestAct,2002.(SARFAESI ACT). |
|  |
| **TextBook(s)** |
| 1 | JamesW, Commercial Banking–TheManagement of Risk,WileyIndiaedition. |
| 2 | HullJohnC.,RiskManagementandFinancialInstitutions,Pearson. |
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| **ReferenceBooks** |
| 1 | DunBradstreet, FinancialRiskManagement.TataMcGrawHill. |
| 2 | Vivek,AsthanaP.N, FinancialRiskManagement.HPH |
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### SYSTEMS

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| **Coursecode** | **SOFTWAREPROJECTMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof computersoftware |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Toalignthesoftwaredevelopmentwith Industrialapplication
2. Tocreatetheawarenesson usingvarioussoftwareinbusiness
3. Tofamiliarisethe studentswith thelatest trendsin computersoftware
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Learnthebasicfunctions, techniquesandmethodsofsoftwareprojectmanagement |
| Applythe various softwareof system to resolve business problems |
| Analysethevariousissuesofsoftwareprojects |
| Createinteresttodoresearchin thefieldofsoftwareprojectmanagement |
|  |
| **Unit:1** | **INTRODUCTIONTOSOFTWARE PROJECTS** |
| Software Projects: Introduction - Software projects - Software projects versus other types ofprojects-ProjectsManagement-Requirementsspecification-Anoverviewofprojectplanning-Projectevaluation:Strategicandtechnicalassessment-Riskevaluation-ProjectAnalysisandTechnicalplanning-SoftwareEstimation. |
|  |
| **Unit:2** | **ACTIVITYPLANNING** |
| Activityplanning:Objectives-Projectschedulesandactivities-Differentplanningmodels-SequencingandSchedulingprojects-Networkplanningmodel-Shorteningprojectduration-Identifyingcriticalactivities-RiskManagement:Natureofrisk-Managementofrisk-Evaluationrisk |
|  |
| **Unit:3** | **RESOURCEALLOCATION** |
| Resource Allocation: Nature of resources-Resource requirements-Creating Critical path andcounting the cost- Monitoring and control: Responsibility-assessing progress- Setting checkpoints-Takingsnapshots-Collectingdata-Visualizingprogress-Costmonitoring–Prioritymonitoring- Managingpeople andorganizingteams. |
|  |
| **Unit:4** | **SOFTWARECONFIGURATIONMANAGEMENT** |
| SoftwareConfigurationManagement:BasicFunctions-Responsibilities-Standards-Configurationmanagement-Prototyping-ModelsofPrototyping-Planningforsmallprojects:Introduction-Someproblems withstudent projects-Contentofproject plan. |
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| **Unit:5** | **SOFTWARE MAINTENANCE ANDCONFIGURATIONMANAGEMENT** |
| SoftwaremaintenanceandconfigurationManagement:Maintenancecharacteristics-Managementtasks-Maintenancesideeffects-Maintenanceissues–ConfigurationManagement-Sourcecodemetrics-Casestudy- PRINCE projectmanagement. |
|  |
| **TextBook(s)** |
| 1 | MikeCotterell,BobHughes,"Softwareprojectmanagement", Inclination/ThomasComputerPress. |
| 2 | Darrel Ince, H.Sharpand M.Woodman,"IntroductiontosoftwareprojectmanagementandQualityAssurance",TataMcGrawHill. |
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| **ReferenceBooks** |
| 1 | JamesO.CoplienandNeilB.Harrison,OrganizationalPatternsofAgileSoftwareDevelopment |
| 2 | CemKaner,JackFalk,andHungQ.Nguyen,TestingComputersoftware |
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| **CourseCode** | **ENTERPRISE RESOURCEPLANNING** | ELECTIVE |
| **Pre-requisite** | BasicunderstandingofHRM and computers |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. TounderstandtheroleofERPinanorganisation,itsmodulesandimplementationissues
2. ToaligntheERPwith Industrialapplication
3. Tofamiliarisethestudents on thelatest trendsin ERP
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletion ofthecourse, student willbe able to: |
| Learnthebasicfunctions, techniquesandmethodsofERP |
| Tounderstandtheroleof ERP inanorganization,itsvariousmodules,andimplementationissues |
| Applythe various ERPtechniques to resolve business problems |
| AnalysethevariousissuesofERP |
| Createinteresttodoresearch inthefieldofERP |
|  |
| **Unit:1** | **ANOVERVIEW OFENTERPRISE** |
| Enterprise–Anoverview–BasicconceptsofERP-RisksandbenefitsofERP-RelatedTechnologiessuchasBusinessprocessReengineering,Datawarehousing,dataMining,OnlineanalyticalProcessing, Productlifecycle Management,SupplyChainManagementandCustomerRelationshipManagement. |
|  |
| **Unit:2** | **ERPMODULES** |
| ERPModules–Manufacturing–Plantmaintenance–MaterialsManagement–QualityManagement–OperationsandMaintenance–HumanResources-Finance–Marketing–SalesDistributionandservices. |
|  |
| **Unit:3** | **ERPIMPLEMENTATION** |
| ERPImplementationbasics–Lifecycle-Packageselection-implementationstrategies–Implementationprocess,Projectteam,Successandfailure factorsof anERPimplementation-MaximizingERP system. |
|  |
| **Unit:4** | **ERPMARKETPLACEANDDYNAMICS** |
| ERPMarketplaceandDynamics–SAPAG–Peoplesoft–Baan–JDEdwards–Oracle–SSA,MSDynamicsandothers. |
|  |
| **Unit:5** | **ERPAND E-BUSINESS** |
| ERPande-business–ERP,InternetandWWW–ERPII–FuturedirectionandtrendsinERP -CasestudiesinIndianandGlobalscenario. |
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| **TextBook(s)** |
| 1 | AlexisLeon,EnterpriseResourcePlanning, TMH |
| 2 | JosephA.Brady,Concepts inEnterpriseResourcePlanning,S.Chand &Co. |
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| **ReferenceBooks** |
| 1 | MarySumner, EnterpriseResourcePlanning, Pearson |
| 2 | David L.Olson,ManagerialIssuesinERPSystem,TMG |

### PRODUCTION

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| **Course Code** | **TOTALQUALITYMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basic knowledge of production management |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Imparttheknowledgeonconcepts of qualityin production andtotal qualityinBusinessManagement.
2. Acquireknowledgeoftotal qualitymodels andqualitymeasurement system.
3. DevelopstrategicchoicesofmarketsandcustomersmaintainingcompetitiveadvantagebyadoptingISO 9000–AuditingforTotal QualityManagement.
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|  |
| **EXPECTEDCOURSEOUTCOMES** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| PerceivetheconceptsofTotalQualityManagementandits approaches. |
| Applythe pillars of Total Quality Management, strategic thinking,guidelinestowardsorganizationalimplications. |
| Enabletotalqualitymodelsrelatedtoinformationandcustomer under qualitymanagement. |
| Analysequalitysystemandapplycustomerretentionthrough qualitymeasurementsystem. |
| Createstrategicchoiceofmarketsandcustomersmaintenancein thecompetitiveenvironment. |
|  |
| **Unit:1** | **CONCEPT OF TOTAL QUALITYMANAGEMENT** |
| Total quality management – Concepts – Quality management in retrospect – Evaluation ofquality approaches – Basic elements of TQM. Accelerating use of TQM – The continuousimprovementprocess–Internationaltrendincontinuousimprovementprocess–ServicequalityVs ProductQuality-Total Quality:Value&Differentialadvantage |
|  |
| **Unit:2** | **TOTALQUALITYPOLICYANDITS APPROACHES** |
| PillarsofTotalqualitymanagement–Strategicthinkingandplanning-Startingpointfortotal quality – Total quality policy and deployment guidelines – Total quality approaches –LeadershipforTQM-Attitude&involvementoftopmanagement-Organizationalimplications. |
|  |
| **Unit:3** | **TOTAL QUALITY MODELS AND STRATEGICINFORMATIONSYSTEM** |
| Totalqualitymodels–Enablersfortotalquality–Qualityresponsibilities–Achievingtotalcommitmenttoquality–Information&customer–Strategicinformationsystem–Strategicqualitymanagement. |
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| **Unit:4** | **QUALITY EDUCATION, TRAINING ANDMEASUREMENTSYSTEM** |
| Quality education and training quality process, Quality system – Quality measurement systemincluding thetoolsofTQM–Qualitycost–Qualityplanning–Qualityinformationfeedback– Internalcustomerconflict –customerretentionandproblems. |
|  |
| **Unit:5** | **TOTALQUALITYMANAGEMENTANDISO:9000-AUDIT** |
| Strategicchoiceofmarketsandcustomersmaintainingcompetitiveadvantage–DesigningprocessandproductsforQuality–TQMandISO:9000–AuditingforTQM–TQMinservices–TQMineducation–TheleverageofproductivityandQuality–PitfallsinoperationalisingTotal Quality |
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| **TextBook(s)** |
| 1 | BharatWakhlu-Totalquality |
| 2 | Sundararaju-TotalqualityManagement |
| **ReferenceBooks** |
| 1 | BillCreech-FivePillarsofTQM |
| 2 | Josephand Berk-Total QualityManagement |
| 3 | StephenGeorge-TQMStrategiesandTechniques |
| 4 | R.P.Mohantyand R.R.Lakhe-TQMin servicesector |
| 5 | Bhat,K.S.TotalQualityManagement(text&cases).Mumbai:HimalayaPublishingHouse |
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| **CourseCode** | **SUPPLY CHAINMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofmarketing andICT |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Familiarisethestudents withtheconceptsofsuppliespertainingtopurchase,storageandissueof materials and stockmaintenanceof finished goods.
2. Acquire knowledge on Supply Chain Management and customer relationsmanagement.
3. Enrichtheirknowledgeinmanufacturing,schedulinglogisticsmanagementandinformation technologyin SupplyChain Management.
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| **EXPECTEDCOURSEOUTCOMES** |
| Onthesuccessful completionof thecourse, studentwillbeable to: |
| UnderstandtheconceptsandcomponentsofSupplyChainManagement. |
| AnalysecustomerfocusinSupplyChainManagementandevaluatethepurchaseperformance. |
| Applymaterialhandlingsysteminstorekeepingandspacemanagement. |
| Evaluate theroleoflogisticsinSupplyChainManagementandcustomerservice. |
| CreateandimplementinformationtechnologyinSupplyChainManagement. |
|  |
| **Unit:1** | **INTRODUCTIONTOSUPPLYCHAIN MANAGEMENT** |
| IntroductiontoSupplyChainManagement(SCM)–ConceptofSCM–ComponentsofSCM,anoverview–FeaturesofSCM–StrategicissuesinSCM.SCMcurrentscenario–Valuechain managementandcustomer relations management. |
|  |
| **Unit:2** | **LEGALASPECTSOFBUYINGAND INVENTORYMANAGEMENT** |
| Customer focus in SCM – Demand planning, Purchase planning – Make or Buy decision –Indigenousandglobalsourcing-DevelopmentandManagementofsuppliers–Legalaspects of Buying – Cost management – Negotiating for purchasing / sub-contracting –Purchaseinsurance-EvaluationofPurchaseperformance(performanceindices).Inventorymanagement– Financial impactofinventory. |
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| **Unit:3** | **SCHEDULINGANDSTRATEGIESOF WAREHOUSINGAND STOREKEEPINGSYSTEM** |
| ManufacturingScheduling–Manufacturingflowsystem–Workflowautomation–Flexibility in manufacturing to achieve dynamic optimization – Material handling systemdesignanddecision-Warehousingandstorekeeping–Strategiesofwarehousingandstorekeeping– Spacemanagement |
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| **Unit:4** | **LOGISTICMANAGEMENTDESIGNANDDECISION** |
| Logistics management – Role of logistics in SCM – Integrated Logistics Management –Transportation Design and decision – Multi modalism – Third party logistics services andproviders–Facilitiesmanagement(Port/Airport/ICDs)Channelsofdistribution–Logisticsandcustomerservice. |
|  |
| **Unit:5** | **INFORMATION TECHNOLOGY IN SUPPLYCHAINMANAGEMENT** |
| InformationtechnologyandSCM:EDI,ERP,InternetandIntranet,E-Commerce,AdvancedPlanningSystem,BarCoding,Telecommunicationnetwork,VideoConferencingandArtificialIntelligence-BestpracticesinSupplyChainManagement–OrganizationalissuestoimplementSCM. |
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| **TextBook(s)** |
| 1 | B.S.Sahay,SupplyChainManagement-ForGlobalCompetitiveness-MacmillanIndiaLimited |
| 2 | SunilChopraandPeterMeindle“SupplyChainManagement:Strategy,PlanningandOperation”,PearsonHigherEducation,NewDelhi |
| **ReferenceBooks** |
| 1 | SunilChopraandPeterMeindal,-SupplyChainManagement:Strategyplanningand operations,PHI |
| 2 | Levi,KaminskyandSimchi-DesigningandManagingtheSupplyChain:Concepts,StrategiesandCaseStudies |
| 3 | DonalJBowersox,DavidJCloss,MBixbyCooper,“SupplyChainLogisticsManagement”, TataMcGrawHill,NewDelhi. |
| 4 | MichaelH.Hugos,“EssentialsofSupplyChainManagement”,WileyPublications,US. |
| 5 | RobertB.Handfield,ErnestNichols,“IntroductiontoSupplyChainManagement”,PearsonEducation,NewDelhi |
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### HEALTHCARE

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| **Course Code** | **PUBLICHEALTHSYSTEMSAND HEALTHINSURANCE** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofhospital administration |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Acquaintthestudentswithhospitals,itsfacility,designandoperations.
2. Acquire knowledge about Project concepts, Project plan, Project formulation and itsimplementation.
3. Implementandevaluatetheprojectplan
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| **EXPECTEDCOURSEOUTCOMES** |
| Onthesuccessfulcompletion ofthecourse, student willbe able to: |
| Recognisevariousconceptsrelatedtohealthcaresector |
| HaveknowledgeofhealthcaresysteminIndiaandat globallevel |
| Implementprojectscheduling |
| Evaluateandorganise the human resourcesinproject execution |
| Constitutetheprojectworksystem |
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| **Unit:1** | **CONCEPTS,THEORIES AND ISSUES RELATEDTOHEALTHSECTOR** |
| Issues, Theories And Concepts In Policy Formulation-Welfare economics and investmentsin human capital – Health Economics – Demand of health and health services - Demand,elasticityandhealth–Production,HealthandHealthcare–EconomicEvaluationofHealth Care – Economics of Markets and market intervention – Role and Responsibility ofGovernmentsin the health sector. |
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| **Unit:2** | **HEALTHCARESYSTEM-INDIAN&GLOBAL** |
| Financing,ResourceAllocationandHealthSectorReforms-Mobilisingfinancesandmodels of financing – Public Expenditure in Health Mobilisation of Private Resources –Selection of a suitable option – Role of International Agencies- Health Sector reform –Health Systems around the world – Govt. and the improvement of health behaviours –Implementation. Policy Objectives - Policy Environment and consequence of reform –NationalHealthPolicy–DrugPolicy–Frameworkfornewerhealthcarepolicysettlements – Impact of structural changes, globalisation and public economy, environmentandhealth status– Current health carestatus ofIndia |
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| **Unit:3** | **HEALTHCAREPROGRAMS** |
| Plan Implementation and Control- National health program – Tools – Regulation – Healthservices research – Measurement of health / medical needs and services. Utilization –ResourcesAllocation–Costbenefitanalysis–Ecobasedbudgeting –Systemanalysisandoperationresearchinhealthcareprograms –Controlmechanism. |
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| **Unit:4** | **HEALTHINSURANCEANDMANAGEMENT** |
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| Risk Insurance and Management- Introduction to risk and insurance – Risk Identificationand Risk Evaluation – Risk Management Techniques – Risk Management and InsuranceIndustry – WTO – Insurance Law and Regulation – International Laws (Salient features ofabove topics) Principles of health insurance – Health insurance products - Group Insuranceproducts – Product design, development and evaluation- Risk Assessment – UnderwritingandPremiumSetting-ClaimsManagement–ThirdPartyAdministration–CurrentDevelopments. |
| **Unit:5** | **INSURANCE MODELS** |
| Actuarial Principles and Premium Setting-Actuarial Principles – Demography – Survivaldistributionsandlifetables–Interestandlifecontingencies–Lossdistribution–PrinciplesofRatemaking-DatarequiredforRatemaking–InsuranceModels–ApplicationofModels –CurrentDevelopments.(SalientFeaturesofabove topics) |
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| **TextBooks** |
| 1 | RajivJainandRakhiBiswas,InsuranceLawandPractice,VidhiPublishers,Delhi |
| **ReferenceBooks** |
| 1 | WilliamAReinks,HealthPlanningforEffectiveManagement,OxfordUniversityPress. |
| 2 | PeterBerman,HealthSectorReforminDevelopingCountries,HarvardUniversityPress |
| 3 | Piggot,CarolynSemple,BusinessPlanningforHealthCareManagement,UKOpenUniversityPress |
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| **CourseCode** | **INTERNATIONAL HEALTHMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofhospital administration |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. To know and understand the international health scenario and healthcare deliveryprocessand alsotodevelopperspectives forhealthproductandservicestogoglobal.
2. AcquireknowledgeaboutHealthcaresystemandchallenges
3. Implement and evaluatethehealthpolicyandregulatorytools
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| **EXPECTEDCOURSEOUTCOMES** |
| Onthesuccessfulcompletion ofthe course,studentwill beable to: |
| Recognisevariousconceptsrelatedtohealthcarechallenges |
| Haveknowledgeof thereforms ofhealth caresystem |
| Implementhealthcaresystem‟strendsanddirections |
| EvaluateandorganisetheIPR,PCTandWIPO |
| Constitutethedifferentformsofhealthpoliciesinhealth caresector |
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| **Unit:1** | **HEALTHCARECHALLENGES** |
| Healthcare – A Global Perspective-Healthcare challenges – a global perspective- Wide gap inhealthcaredelivery–Healthcarefinancingindevelopedanddevelopingcountries–DevelopingNationalhealthAccounts–Applicationindevelopingcountries-HealthInsurance and Managed Care Concept - Risk pooling concept – Concept of managed care:Components-Managedhealthcaremodels-StudyofsocialisedMedicine,Socialinsurance,MandatoryinsuranceandVoluntaryInsurance |
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| **Unit:2** | **REFORMSOFHEALTHCARESYSTEM** |
| TheReformsofHealthcareSystem-ComparisonofHealthInsurance-NationalAndInternationalPerspectives-EvolutionaryreformsinHealthcare-Structuralreformsinhealthcare-Internationalconvergenceinhealthcaresystems–Healthsectorreforms–lessonsfromdifferentcountries |
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| **Unit:3** | **HEALTHCARESYSTEM** |
| Systems of Health Care Delivery-Basic components of health services – Transition fromtraditional insurance to managed care – Trends and Directions – Significance of health carepractitionersandpolicymakers–Complyingwithregulations–Healthcaresystemsinothercountries |
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| **Unit:4** | **IPR,PCTANDWIPO** |
| IntellectualPropertyRights-TRIPS–IPR-ThePatentCo-operationTreaty(PCT)–PCTsystem-PCTforproductdesign–WorldIntellectualPropertyOrganisation(WIPO)anditsroleinnewpatent regime –InternationalRegistrationofTrademarks |
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| **Unit:5** | **HEALTHPOLICYANDREGULATORYTOOLS** |
| Health Policy: Definition – Different forms of Health policies - Regulatory tools-governmentas a subsidiary to the private sector – Reforms in the healthcare sector – Decentralized role oftheStates–Accesstohealthcareprovidersinruralareas,lowincomesegments–CostofCare-Qualityofcare. |
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| **TextBooks** |
| 1 | LeiyuShiandDouglasASingh:DeliveringHealthCarein America-AsystemsApproach |
| **ReferenceBooks** |
| 1 | OxfordTextbookofPublicHealth,VolumeThree. |
| 2 | J.E. Park,Textbook ofPreventiveandSocial Medicine |
| 3 | Blane,David,Brunner, Eric,Healthand SocialOrganisation:Towardsahealthpolicyforthe21stcentury,CalrendonPress. |
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### ENTREPRENEURSHIP

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| **CourseCode** | **THESUCCESSFUL BUSINESSPLAN** | ELECTIVE |
| **Pre-requisite** | BasicconceptsofEntrepreneurship |
| **CourseObjectives:** |
| Themain objectivesof thiscourseare:1. Todedicate enoughtimeforplanning,create goalsandevaluateperformance.
2. Todealwithchange.
3. ToMaintain ahealthycashflow.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Developtheabilityto discerndistinct entrepreneurial traits |
| Knowtheparametersto assess opportunitiesandconstraintsof newbusinessideas |
| Understandthesystematicprocesstoselectandscreen businessideas |
| Designstrategiesforsuccessfulimplementationofideas |
| Writeabusiness plan |
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| **Unit:1** | **STARTINGTHEPROCESS** |
| StartingtheProcess–TheSuccessfulBusiness-GettingYourPlanStarted-MakingYourPlanCompelling |
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| **Unit:2** | **BUSINESSPLAN COMPONENTS** |
| Business Plan Components – The Executive Summary - Company Description - IndustryAnalysisandTrends-TargetMarket–Competition- Strategic Position andRiskAssessment- Marketing Plan and Sales Strategy – Operations- Technology Plan.Management andOrganization-CommunityInvolvementandSocialResponsibility-Development,Milestones,andExit Plan-TheFinancials-ThePlan„sAppendix. |
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| **Unit:3** | **IMPLEMENTINGTHEPLAN** |
| PuttingthePlantoWork–Preparing,Presenting,andSendingoutYourPlan-LookingforMoney-UsingYourPlanforClassesandCompetitions-InternalPlanningforExistingBusinessesandCorporations-Time SavingTips. |
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| **Unit:4** | **SPECIALCONSIDERATION** |
| SpecialConsiderations–ConsiderationsforInternet―e-businesses-ConsiderationsforRetailers -Considerations for Manufactures - Considerations for Service Businesses -BusinessPlanningin a Weak (or Strong) Economy |
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| **Unit:5** | **OUTLINEOFBUSINESSPLAN** |
| Outline of a Business Plan. Business Terms Glossary - Funding Sources - Research Sources –Entrepreneur‟sSources–Index-SamplePlan–CoverLetter-ExecutiveSummary-CompanyDescription-IndustryAnalysisandTrends-TargetMarket-TheCompetition-StrategicPositionandRiskAssessment-MarketingPlan–Operations-TechnologyPlan- |

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| ManagementandOrganization-CommunityInvolvementandSocialResponsibility-Development, Milestones & Exit Plan - Income Statement - Three Year Projection - IncomeStatement-AnnualCashFlowProjection-BalanceSheet-SourcesandUsesofFunds-AssumptionSheet. |
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| **TextBook(s)** |
| 1 | Abrams,Rhonda,„SuccessfulBusinessPlan‟, |
| 2 | JasonFried&DavidHeinemeerHansson,„Rework‟- |
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| **ReferenceBooks** |
| 1 | MartyCagan,Inspired:Howto CreateProductsCustomers Love |
| 2 | SteveJohnson,„WhereGoodIdeasComeFrom‟ |

### GENERAL

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| **CourseCode** | **EVENTMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | BasicsofMarketing |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Obtaina sense ofresponsibilityforthemulti– disciplinarynatureofevent management.
2. Gainconfidenceandenjoymentfrominvolvementinthedynamicindustryofeventmanagement
3. Formabaseformanyroutineactivities inoperationsmanagement
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Identifythetypesofinsurance appropriateforparticularevents. |
| Identifyriskfactors inaneventproposal. |
| Describeandanalysekeycomponentsoftypicaleventcontracts. |
| Analysethenatureofriskandriskfactorstypicaltomeetingsandevents |
| Conductstandardandcustomaryethical,legal,riskmanagement,safety,andsecurityanalysis foranevent |
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| **Unit:1** | **EVENTS -INTRODUCTION** |
| Events-Naturedefinitionandscope-C'sofevents-Designing,interactionandimportanceasamarketingtool-Variousneedsaddressedbyevents-Focusingandimplementingevents-Advantages anddisadvantagesofevents. |
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| **Unit:2** | **ELEMENTSOFEVENTS** |
| Elementsofevents-Eventinfrastructure,targetaudience,organisers,venue,mediaactivitiestobecarriedout-Conceptofmarketinevents-Segmentationandtargetingofthemarketevents. |
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| **Unit:3** | **POSITIONINGIN EVENT** |
| Positioningineventsandtheconceptofeventproperty-Eventsasaproduct-Methodsofpricingevents -Eventsandpromotion -Variousfunctionsofmanagementinevents. |
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| **Unit:4** | **STRATEGICPLANNING** |
| Strategicmarketplanning- Developmentandassessmentofmarketplan. |
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| **Unit:5** | **STRATEGICALTERNATIVES** |
| Strategicalternativesarisingfromenvironment,competitionanddefinedobjectives-Pricingobjectives-Evaluationofeventperformance-Measuringperformance&correctingdeviations |
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| **TextBook(s)** |
| 1 | Gaur.S.S.andSaggere.S.V.,EventMarketingManagement |
| 2 | Panwar.J.S.,MarketingintheNewEra,SagePublications |
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| **ReferenceBooks** |
| 1 | Kotler.P.,MarketingManagement,Analysis,Planning,ImplementationandControl,PrenticeHall |
| 2 | AvrichBarry, Eventand Entertainment,Delhi,VisionBooks |
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| **CourseCode** | **DATAANALYTICSUSINGR** | ELECTIVE |
| **Pre-requisite** | Basicunderstandingof Industryand computerknowledge |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Alignthetheoryandconcepts ofDataAnalytics inindustrialapplication
2. ProvidebasicknowledgeaboutDataAnalyticsusingR.
3. LearntheDataprocessing,Datasummarisation,DatavisualisationandReportingtools.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Understandthe features ofRlanguage |
| Applythe data processingconceptin business |
| AnalysethedataavailableintheIndustrybyapplyingtheconceptof Datasummarisationand visualisation |
| Judgethesuitablereportingtool toanalysetheIndustrialdata |
| Assessthedataanalyticscasestudies |
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| **Unit:1** | **INTRODUCTIONTO R** |
| DataAnalysisVsDataAnalytics–DataAnalytics–Types andFramework–DataAnalytics:Tools-Rlanguage-UnderstandingRfeatures-InstallingRandRStudio–PackagesandLibrary–ImportingandExportingFiles:CSVFile–JSONFile–txtFile–ExcelFile– Xml File-CommandLine Vs Scripts. |
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| **Unit:2** | **DATAPROCESSING** |
| Data Pre-Processing – Missing Value – Omitting Null Values - Data Transformation – DataSelection – Data Integration – Data Manipulation: Slicing - Subscripts and Indices – DataSubset-DplyrPackage:SelectFunction-FilterFunction-MutateFunction-ArrangeFunction. |
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| **Unit:3** | **DATASUMMARISATION& VISUALISATION** |
| Data Summarisation & Visualisation - Mean – Median – Mode - Variability Measures -Variance – Range - IQR – Standard Deviation – Sum of Squares – Identifying Outliers usingIQR -DataVisualisation–Introduction – Datasets– ExploratoryDataAnalytics– UnivariateAnalysis – Histogram - Bivariate Analysis - Box Plot – Multivariate Analysis - Scatter Plot -MASSPackage-Categorical Variable–Bar Chart– MosaicPlot. |
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| **Unit:4** | **REPORTINGTOOL** |
| Reporting Tool – Analysing GatheringInformation– Story Telling –R Markdown - RMarkdown Framework – R markdown package – Knit for Embedded Code: knitr package -ConvertFile:HTML,PDF,MSWord-MarkdownFormattedText-ShinyApp-shinypackage:BuiltShinyapp–ControlWidgets–CustomizeReactions–ReactiveExpressions-CustomizeAppearance-DeployShinyapp. |
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| **Unit:5** | **DATAANALYTICSCASESTUDIES** |
| DataAnalyticsCaseStudies–Marketing–LogisticManagement–Insurance–BehaviouralAnalytics–DataAnalyticsonDiamondDataset. |
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| **TextBook(s)** |
| 1 | V.Bhuvaneswari,Data AnalyticswithRStepbyStep,ScitechPublisher, |
| 2 | RogerD.Peng,RProgrammingforDataScience,LeanPublishing. |
| 3 | VigneshPrajapati,BigDataAnalyticswithRand Hadoop,PacktPublishing |
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| **ReferenceBooks** |
| 1 | SholomWeiss,et.al,TheTextMiningHandbook:AdvancedApproachesinAnalysingUnstructured Data,Springer. |
| 2 | EmmanuelParadis,R forBeginners. |
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### SHIPPINGANDLOGISTICS

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| **CourseCode** | **GLOBALSUPPLYCHAINMANAGEMENT** | ELECTIVE |
| **Pre-requisite** | BasicknowledgeofPhysicalDistribution |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Gainknowledgeonbasic conceptsofSCM
2. Learntheimportanceof SCMincreatingcustomervalue
3. Understandthe trendsinGlobal SCM
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Identifyvarious components of SCM |
| UnderstandtheimportanceofSCM incustomervaluebuilding |
| ComprehendtheapplicationofICTindistributionnetworks |
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| **Unit:1** | **INTRODUCTIONTOGLOBALSUPPLYCHAINMANAGEMENT** |
| Development of supply chain management – Concepts and definitions – Strategic Supply ChainManagement-GlobalSupply Chainintegration–Logisticsinaglobaleconomy–RegionaldifferencesinLogistics–Managingglobalrisks–IssuesinInternationalSupplyChainManagement |
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| **Unit:2** | **PROCUREMENTANDSCM** |
| RoleofprocurementinSCM–Procurementprocess-Supplierselection–Auctionsandnegotiations – Supplier Assessment – E-procurement – Outsourcing: Benefits and risks - InventoryManagement–TypesofInventory–InventoryCosts–InventorymanagementandcontrolstrategiesinSupplyChainManagement |
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| **Unit:3** | **CUSTOMERVALUETHROUGHDISTRIBUTION** |
| Distribution and Customer value: Dimensions of customer value - Customer focused marketing -Customerservice–Customersatisfaction-CustomerRelationshipManagement-RoleofForecasting- Characteristics of forecasts - Forecasting techniques – Forecasting Accuracy- Role ofITinforecastingDistributionStrategies–Directshipment,Traditionalwarehousing,Crossdocking,Inventorypooling–FactorsinfluencingDistributionnetworkdesign-EBusinessandDistributionnetwork |
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| **Unit:4** | **CO-ORDINATIONINSCM** |
| Co-ordinationinSupplychainManagement:Bullwhipeffect-Obstaclestoco-ordination-achievingco-ordination–BuildingstrategicpartnershipsinSupplychain–CollaborativePlanning-ForecastingandReplenishment(CPFR)–VendorManagedInventory(VMI)–StrategicAlliancesin SupplyChain– Roleof IT in Co-ordination |
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| **Unit:5** | **ROLEOFITINSCM** |
| InformationTechnologyandSupplyChainManagement:InformationsystemsforLogisticsandSCM- DSS, Artificial Intelligence, ERP–ITInfrastructure For SCM–Electronic Commerce–Futureof SCM |

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| **TextBook(s)** |
| 1 | DonaldJBowersox,David J Closs&M BixbyCooper,SupplyChainLogisticsManagement,TataMcGrawHill |
| 2 | SunilChopra,PeterMeindleandKalra,SupplyChainManagement-Strategy,Planning&Operation,PearsonEducationIndia |
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| **ReferenceBooks** |
| 1 | DavidSimchi-Levi,Designing&Managingthe SupplyChain-Concepts,StrategiesandCaseStudies,Tata McGraw Hill |
| 2 | Handfieldand Nichols,AnIntroductiontoSupplyChainManagement,Pearson |



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| **CourseCode** | **SHIPPINGMANAGEMENTANDMARINEINSURANCE** | ELECTIVE |
| **Pre-requisite** | Basicknowledgeofseatransportation |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto:1. Recognisevariousmodesoftransportationininternationaltrade
2. Comprehendglobalpracticesinshippingandairlineindustry
3. Understandthesignificanceofmarine/cargoinsuranceinforeigntrade
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| Familiarisewiththemodesof globaltransportation |
| Understandshippingandairtransportpractices |
| Recognisethesignificanceofmarine/cargoinsurance |
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| **Unit:1** | **INTERNATIONALTRANSPORTATIONINFRASTRUCTURE** |
| SignificanceoftransportationinGlobalTrade–Componentsofinternationaltransportationinfrastructure:Seaports,Rivers,Canals,Waterways,Airports,RoadsandRailways–Warehouses-Communicationinfrastructure-Utilitiesinfrastructure-Electricity,Water, Energy. |
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| **Unit:2** | **WORLDSEATRANSPORTATION** |
| International ocean transportation: Importance –World Sea borne trade- Volume and value oftrade - World tonnage – Types of shipping services - Classification of vessels -Major seaports oftheworld-Advantagesandconstraintsofseatransportation-Flags,conferences,chartering,Balticexchange,UNconventionon linercodeof conduct–Seapiracy |
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| **Unit:3** | **GLOBALAIRTRANSPORTATION** |
| Internationalairtransportation:Significance–Advantagesanddisadvantages-Typesofaircrafts-Internationalregulations–AirCargohandling–Typesofaircargo–Majorairportsoftheworld-AirCargo TariffStructure - IATA– Futuretrendsin airtransportation |
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| **Unit:4** | **INDIANSHIPPING** |
| ShippinginIndia:MajorPortsinIndia-Natureofcargohandled-Govt.Policyonshipping-PortInfrastructuredevelopment-MajorIndianshippingcompanies-Shippersassociation-ShipmentofGovt.controlled Cargo |
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| **Unit:5** | **MARINEINSURANCE** |
| MarineInsurance:Meaningandsignificance-MarinePerils-Voyage–Typesofmarineinsurance contracts - Warranties in a contract of marine insurance – Deviation of voyage -Kindsofpolicies-Lossesundermarineinsurance:Totalloss–Abandonment–Partialloss-Contribution–Airfreightpolicy–Lloyd‟sprinciples |
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| **TextBook(s)** |
| 1 | KrishnaveniMuthaiah,LogisticsManagementand WorldSeabornetrade, HimalayaPublishingHouse |
| 2 | M.N.Mishra,Insurance PrinciplesandPractice,S.Chand&CompanyLtd, NewDelhi |
|  |
| **ReferenceBooks** |
| 1 | PierreDavid,InternationalLogistics |
| 2 | PaulMurphyandDonaldWood, ContemporaryLogistics,PrenticeHall |
| 3 | HargovindDayal,TheFundamentalsof Insurance, NotionPress |