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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 |
| **HUMANRESOURCE**   1. StaffinginOrganisations 2. PerformanceManagement 3. EmployeeEngagement |
| **FINANCE**   1. FinancialServices 2. EquityResearchandPortfolioManagement   10.Derivatives Management  11.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 | | | |
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| **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-Globalandcomparative  Management-Thebasisofglobalmanagement. | | | | |
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| **Unit:2** | **PLANNING** | | | |
| Nature,purposeandsignificanceofPlanning -Objectives–Strategies -Policies-Planning  premises-Decision Making-GlobalPlanning. | | | | |
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| **Unit:3** | **ORGANISING** | | | |
| Nature and importance of Organising - Entrepreneuring - Organizational Structure:Departmentation-Line/StaffAuthorityandDecentralisation-Effectiveorganisingand  Organisationalculture -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-OverallControlandtowardthefuturethrough  PreventiveControl -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,trait  theories. | | | |
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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-Influencesonteam  effectiveness-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,roleandtypesofcultureand  corporateculture-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 decision  making-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-Economies  anddiseconomies of scale– Cost functions. | | | |
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| **Unit:3** | **PRICINGANDPRICINGDECISIONS** | | |
| Marketstructure:Characteristics-Pricingandoutputdecisions-Methodsofpricing-Differential  pricing-Governmentinterventionandpricing. | | | |
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| **Unit:4** | **PROFIT POLICIESANDINVESTMENTANALYSIS** | | |
| Profit:Meaningandnature-Profitpolicies-Profitplanningandforecasting-Costvolumeprofit  analysis-Investmentanalysis. | | | |
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| **Unit:5** | **NATIONALINCOMEAND FISCALPOLICIES** | | |
| NationalIncome-Businesscycle-Inflationanddeflation-Balanceofpayments-Monetaryand  FiscalPolicies | | | |
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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** | | | | BasicunderstandingofAccounting  concepts |
| **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. | | | | | |
| AnalysethevariousissuesofFinancialandManagementAccountingto  strengthenit | | | | | |
| 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:Constructionofbalance  sheetusingratios(problems)-Dupontanalysis. | | | | | | |
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| **Unit:3** | | **FUNDFLOWANDCASHFLOWANALYSIS** | | | | |
| FundFlowStatement-StatementofChangesinWorkingCapital-ComputationofFundfromOperations-WorkingsforComputationofvarioussourcesanduses-Preparationof  FundFlowStatement-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,AdvancedAccountancySultan  ChandPublishers |
| 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. | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthe course,studentwill beableto: | | | | |
| Memoriseandreproduce allbasicformulae coveredinthesyllabus | | | |
| Explainindetailallthetheoretical conceptstaughtthroughthe  syllabus | | | |
| Applythe acquired knowledgeandskillsto thepractical problemsin  businessandresearch | | | |
| Illustratetheuseofmathematicalandstatisticaltechniquesinbusiness  decisionmaking | | | |
| Interpretthe resultsofmathematicalandstatisticaltechniquesfor  businessdecisionmaking | | | |
| Createandfindthe solutionforthebusinesssituationsusing  mathematicalandstatisticaltechniques | | | |
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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–Simpleproblems  appliedtobusiness. | | | | |
| **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–Errorsin  hypothesistesting– Measuringthe powerofhypothesis test -Chi-Squaretests | | |
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| **TextBook(s)** | | |
| 1 | RichardLLevin&DavidSRubin–StatisticsforManagement–Pearson  Education,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: | | | | | | | |
| Acquirewrittenandspokencommunicationskillandabletowriteand  speakefficiently. | | | | | | |
| Possessknowledgeonvariousmethodsofcommunicationadoptedin  companies. | | | | | | |
| Writebusinessreports,presentandpreparetheirownresumeand  effectivelyperforminjobinterviews. | | | | | | |
| 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 – Managing  GovernmentRelations –WritingforMedia andMediaRelations | | | | | | | |
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| **Unit:3** | | | | **CORPORATECOMMUNICATIONIN BRANDPROMOTION** | | | |
| CorporateCommunicationinBrandPromotion– FinancialCommunication –Crises  Communication. | | | | | | | |
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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:Skillsforempowering  theinternetgeneration”,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 | | | |
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| **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-ApplicationDomains  andTools -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-Securityin  IoT. | | | | |
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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-Frameworkfor  aligningEducationwithIndustry4.0. | |
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| **TextBook(s)** | |
| 1 | P.Kaliraj,T.Devi,HigherEducationforIndustry4.0andTransformationto  Education5.0 |
|  | |
| **ReferenceBooks** | |
| 1 | AlasdairGilchrist.Industry4.0:The IndustrialInternetofThings,Apress  Publications |



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. | | | | | | |
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| **Unit:1** | | **OPERATIONSMANAGEMENT** | | | |
| OperationsManagement:Meaning–Importance–Historicalcontributions–Systemviewof  OM-Operationstrategyandcompetitiveness-FunctionsofOM–Typesofproductionsystems | | | | | |
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| **Unit:2** | | | **PRODUCTDESIGN&COMPUTERINTEGRATEDSYSTEM** | | |
| Productdesignandprocessselection–EvaluationandSelectionofappropriateProductionandOperationstechnology-ProductDesignandprocessselection-Typesoflayout–Analysisand  selectionoflayout–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–Capacity  RequirementPlanning(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),McGrawHill  International | |
| 3 | Mahadevan.B.,OperationsManagement,TheoryandPractice,NewDelhi:Pearson  Education | |
| **ReferenceBooks** | | |
| 1 | SNChary-ProductionandOperationsManagement,TMHPublications | |
| 2 | Pannerselvam-ProductionandOperationsManagement,PHI | |
| 3 | LeeJ.KrajewskiandLarryP.Ritzman,―OperationsManagement:Process andvalue  Chains,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. | | | |
| Demonstratethemarketsegmentationandtargetingtobuild  knowledgeonconsumer behaviour | | | |
| Usecreative,criticalandreflectivethinkingtoaddressorganizational  opportunitiesandtointerprettheproductandpricingdecisions. | | | |
| Identifythepromotionalaspectsof marketingandmodernmarketing | | | |
| Measurethe marketingcontrol andmodern trends. | | | |
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| **Unit:1** | **INTRODUCTIONTOMARKETING** | | | | |
| Marketing Concepts and tasks - Defining and delivering customer value and satisfaction -Value chain - Delivery network, Marketing environment- Digitalisation andCustomisation -Changingmarketingpractices-MarketingInformationSystem-Strategicmarketing  planningandorganization | | | | | |
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| **Unit:2** | **MARKETSEGMENTATIONANDBUYINGBEHAVIOUR** | | | | |
| MarketSegmentation:Levels-Importance-Procedures-BasesforSegmentation-TargetingStrategies-Positioning:DifferentiationStrategies-PositioningStrategies-IndividualBuyer  Behaviour:Model-BuyingDecisionProcess -BuyerRoles-Buying Influences | | | | | |
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| **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–Factorsaffectingprice  determination–Stepsinsettingthe price. | | | | | |
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| **Unit:4** | **MARKETINGCHANNELSANDSALESPROMOTION** | | | | |
| Integratedmarketing communicationprocessandmix:Advertising,SalespromotionandPublicrelationdecisions-Directmarketing–Telemarketing-Salesforce:Objectives,  structure,sizeand compensation. | | | | | |
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| **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.,"Marketing  Channel",NewDelhi:PrenticeHallofIndia |
| 2 | NareshKMalhotraandSatyabhusanDash,"MarketingResearch-An  AppliedOrientation",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 | | | | |
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| **Unit:1** | **INTRODUCTIONOFFINANCIAL MANAGEMENT** | | | | |
| Objectivesandfunctions ofFinancialManagement-Role ofFinancialManagement inthe  organisation-Risk-Returnrelationship-Timevalueofmoneyconcepts–IntroductiontoIndian FinancialSystem-RoleofSEBIinCapitalIssues-ValuationofBondsandShares | | | | | |
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| **Unit:2** | **CAPITALBUDGETING** | | | | |
| CapitalBudgeting-Methods ofappraisal-Conflictin criteriaforevaluation-Capital  Rationing-Problems-RiskanalysisinCapitalBudgeting. | | | | | |
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| **Unit:3** | **COSTOFCAPITAL** | | | | |
| CostofCapital -Computationforeachsourceof finance andweightedaveragecostofcapital  -EBIT -EPSAnalysis- OperatingLeverage-Financial Leverage-Problems. | | | | | |
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| **Unit:4** | **CAPITALSTRUCTUREANDDIVIDEND** | | | | |
| CapitalStructuretheory-NetIncomeapproach-NetOperatingIncomeapproach–MM  approach-Dividend policy-Types of Dividendpolicy. | | | | | |
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| **Unit:5** | **WORKINGCAPITAL MANAGEMENT** | | | | |
| WorkingCapitalManagement:Definitionandobjectives-WorkingCapitalpolicies–Factorsaffecting Working Capital requirements - Forecasting Working Capital requirements(problems)- Cash Management - Receivables Management and - Inventory Management -WorkingCapitalFinancing-SourcesofWorkingCapitalandimplicationsofvarious  CommitteeReports. | | | | | |
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| **TextBook(s)** | | |
| 1 | | RichardA.Brealey,StevartC.Myers,Principlesof Corporate  Finance,McGrawHill,NewYork. |
| 2 | | JamesC.VanHorns,FinancialManagement&Policy,PrenticeHall  ofIndia(P) Ltd.,NewDelhi. |
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| **ReferenceBooks** | | |
| 1 | PrasannaChandra,FinancialManagement,Theory&Practice,Tata  McGrawHill,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 | | | |
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| **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-RoleofHR  Managers. | | | | |
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| **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-Commoninterviewing  mistakes - Designing & conducting the effective interview - Small business applications -Computeraided interview. | | | | |
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| **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. | | | | |
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| **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-Incentivesforoperationsemployeesand  executives-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-Futureof  HRMfunction. | | |
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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-An  experientialapproach,McGraw-Hill InternationalEdition | |
| 2 | DavidA.DeCenzo&StephenP.Robbins,HumanResource  Management,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 thevarious  quantitativetechniquescoveredinthesyllabus | | | |
| Knowindetailtheidentificationof appropriatequantitativetechnique  foragivenbusiness situation | | | |
| Applytheacquired knowledgeand skill tosolve thepractical  problemsofbusiness | | | |
| Illustratetheuseofquantitativetechniquesinbusinessdecision  making | | | |
| Interpretthe resultsobtainedfromthequantitative techniquesfor  obtainingoptimal solution | | | |
| Createandsolvethebusiness situationsusingquantitativetechniques | | | |
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| **Unit:1** | **INTRODUCTIONTOORANDLINEARPROGRAMMING** | | | |
| MathematicalModels–Deterministicandprobabilistic–Simplebusinessexamples–OR  andoptimizationmodels–LinearProgramming–Formulation–Graphicalsolution–Duallinearprogrammingproblem– Economicinterpretation | | | | |
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| **Unit:2** | **TRANSPORTAIONANDASSIGNMENTMODELS** | | | |
| Transportationmodel–InitialBasicFeasiblesolutions–Optimumsolutionfornon–  degeneracymodel –Trans-shipment Model–Assignment Model | | | | |
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| **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–ProbabilisticInventory  Models-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,―Quantitative  TechniquesforManagerialDecision,Prentice HallofIndia |
| 4 | Ronald L.Rardin,―OptimizationinOperationsResearch,Pearson  Education |
| 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. | | |
| **ExpectedCourseOutcomes:** | | |



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| Onthesuccessfulcompletion ofthe course,student willableto: | | |
| Applya range ofquantitativeand /orqualitativeresearch  techniquestobusinessandmanagementproblems/issues. | |
| Understand and apply research approaches, techniques andstrategiesintheappropriatemannerformanagerialdecision  making. | |
| Demonstrateknowledge andunderstandingofdataanalysisand  interpretationinrelationtotheresearchprocess. | |
| Developnecessarycriticalthinkingskillsin order to evaluate  differentresearch approachesutilizedintheserviceindustries. | |
| Studentsshould beable todefinethemeaningof avariable, and  identifyindependent, dependent, and mediatingvariables. | |
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| **Unit:1** | **INTRODUCTIONTO RESEARCH** | |
| Research:Meaning,scopeandsignificance-Typesofresearch-Researchprocess-Characteristicsofgoodresearch-Scientificmethod-Problemsinresearch–Identifying  researchproblem –Concepts,constructsandtheoreticalframework. | | |
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| **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. | | |
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| **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-Constructing  questionnaire-Pilotstudy-Casestudy-Dataprocessing:Coding-Editing-andtabulationofdata– Dataanalysis. | | |
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| **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)-SPSS  anditsapplications. | | |
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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 for  usingtables,chartsanddiagrams-Appendix:Normsforusing IndexandBibliography. | | |
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| **TextBook(s)** | | |
| 1 | WilliamM.K.Trochim,James P.Donnelly,The ResearchMethods  KnowledgeBase, AtomicDog | |

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| 2 | | JohnW.Creswell,ResearchDesign:Qualitative, Quantitativeand  MixedMethodsApproaches,SAGEPublications,Inc |
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| **ReferenceBooks** | | |
| 1 | Zikmund,W.G.,Babin, B.J.,Carr,J.C.,&Griffin,M.BusinessResearch  Methods,CengageLearning. | |
| 2 | DonaldR.Cooperand PamelaS.Schindler -BusinessResearchMethods- Tata  McGrawHill | |
| 3 | NareshKMalhotra–MarketingResearch:AnAppliedOrientation,Pearson  Education | |
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| **CourseCode** | | **COMPUTER APPLICATIONS INMANAGEMENTUSINGSAP** | CORE-PRACTICAL |
| **Pre-requisite** | | Basicknowledgeof Business  ManagementandComputers |
| **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 | | | | |
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| **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. | | | |
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| **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):Textandcase  studies,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-Politicalsystemandits  influenceonbusiness-Businessenvironment-Theconceptandsignificance-Constituentsofbusiness environment | | | | | | |
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| **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 andbetter  businesseducation. | | | | | | |
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| **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-Makingfor  PersonalIntegrity&SocialResponsibility,McGraw-Hill/Irwin | |
| 2 | JanetMorrison,TheGlobalBusinessEnvironment:Challengesand  Responsibilities,RedGlobePress | |
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| **ReferenceBooks** | | |
| 1 | CharlesW.L.,Hill,Arun KJain, InternationalBusiness:Competinginthe  Globalmarketplace, 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 Information  System | | | | |
| Explainindetailthevariousfunctionalinformation systems | | | | |
| UseofDSSmodels,AI,ExpertSystemsindecisionmaking  process | | | | |
| Analyzingthevariousinformationresourcesandtechnologies  fordevelopinganefficientinformationsystem | | | | |
| Evaluatingthe varioussecuritychallengesforasecured  informationsystem | | | | |
| Creatinganinformationsystemforanorganizationtoprocess  thedatafordecisionmakingprocess | | | | |
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| **Unit:1** | **INTRODUCTIONTO INFORMATIONSYSTEMS** | | |
| FoundationsofInformationSystems:Aframeworkforbusinessusers-RolesofInformationsystems-Systemconcepts-Organisationasasystem-ComponentsofInformationSystems  -ISActivities-TypesofIS. | | | |
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| **Unit:2** | **FUNCTIONALINFORMATIONSYSTEMS** | | |
| IS for operations anddecisionmaking: MarketingIS,ManufacturingIS,HumanResourceIS,  AccountingISandFinancialIS-TransactionProcessingSystems-InformationReportingSystem-Information forStrategicAdvantage. | | | |
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| **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,FuzzyLogic  Systems,GeneticAlgorithms -ExpertSystems. | | | |
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| **Unit:4** | **ISARCHITECTUREANDEDI** | | |
| ManagingInformationTechnology:Managinginformationresourcesandtechnologies-ISarchitectureandmanagement-Centralised,DecentralisedandDistributed-EDI,Supply  ChainManagement&Globalinformationtechnologymanagement | | | |
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| **Unit:5** | **SECURITYANDETHICALCHALLENGES** | | |
| SecurityandEthicalChallenges:IScontrols-Facilitycontrolandproceduralcontrol-Risks | | | |

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| toonlineoperations-Denialofservice,spoofing-EthicsforISprofessional-Societal  challengesofinformationtechnology. | |
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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,Tata  McGraw-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 an  integratedmix. | | | | | |
| Applythemodern practiceson promotionwith respectto digitaland  onlineplatforms | | | | | |
| Analysetheadvertisementmediaandtacticsatcorporate andmarket  level | | | | | |
| Createadvertisementcopy | | | | | |
| Evaluatethe optimumsales promotional tool(s)for usein the  marketingcommunicationsplan | | | | | |
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| **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. | | | | | | |
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| **Unit:2** | | **ADVERTISING STRATEGIES IN MODERNMARKETING** | | | | |
| FundamentalsofAdvertisingCampaigns–BrandPositioningthroughadvertising–Unique  SellingPropositions–BrandImageCreationthroughadvertising–Typesofmediainadvertising– Celebrityendorsements &Ethics inadvertising –Pros&cons of advertising | | | | | | |
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| **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. | | |
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| **Unit:5** | | **SALESPROMOTIONANDPUBLICRELATIONS** |
| SalesPromotion:Objectives,tools,planning,implementationandcontrol-Evaluationofsalespromotion-PublicRelations:Objectives,tools,mediaandmessage-Evaluationof  PublicRelations. | | |
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| **TextBook(s)** | | |
| 1 | James.S.Norris,Advertising,PrenticeHall India | |
| 2 | RoderickWhite,Advertising,TataMcGrawHill | |
| 3 | TonyDakin, SalesPromotion, Gower Press | |
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| **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 | | | | |
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| **Unit:1** | | **INTRODUCTIONTOEXPORT MANAGEMENT** | | | |
| ExportManagement:Definition,needandnature-Featuresofexportmanagement-Processofexportmanagement-Functionsofanexportmanager-Organisationstructureofanexport  firm. | | | | | |
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| **Unit:2** | | | **LEGAL ASPECTS OFEXPORTTRADE** | | |
| Internationallaw:PrivateLaw-Transportcontracts-Paymentandcredit-settlementofdisputes-IndianLaws:EXIMpolicy-Lawrelatingtopackaging-Pricing-Advertising-  Distribution. | | | | | |
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| **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–INCO  terms. | | | | | |
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| **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-Implications  ofGoodsand 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 | | | |
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| **Unit:1** | **INTRODUCTIONTOCONSUMER BEHAVIOUR** | | | |
| ConsumerBehaviour:Concepts–DimensionsofconsumerBehaviour–Applicationof  consumerbehaviourknowledgeinmarketingdecisions–Approachestothestudyofconsumerbehaviour. | | | | |
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| **Unit:2** | **PSYCHOLOGICALINFLUENCESONCONSUMERBEHAVIOUR** | | | |
| Roleofselfimage&personality–Personalitytheories& behaviourofconsumer:Anoverview–Personalvalues&consumption–Moderntrendsinlifestylesofconsumer–  Memory,learning&perception:Impactonconsumerbehaviour–Roleofmotivationinconsumerbehaviour – Beliefs&attitudes anditsimpact on consumer behavior | | | | |
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| **Unit:3** | **GROUPINFLUENCEONCONSUMERBEHAVIOUR** | | | |
| Referencegroups&itsimpactonconsumerbehaviour–Consumerrelevantgroups–Factors  affectinggroupinfluence–Householdasaconsumptionunit–Family:Roleoffamilyinbuyingdecisions– FamilyLifeCycle&Its impact onconsumerbehavior | | | | |
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| **Unit:4** | **CONSUMERATTITUDEFORMATION& CHANGE** | | | |
| LinkagesinAttitudeFormation**-**Tri-componentModel**-**StandardLearningHierarchy**-**  Formingattitudes**-**AttitudeModels-ElaborationLikelihoodModel**-**ImpactonMarketingStrategies**-**CausalityandAttribution Theory. | | | | |
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| **Unit:5** | | **CULTUREANDCONSUMERBEHAVIOR** |
| Corecultureandsubcultures-Roleofcultureinconsumerbuyingbehaviour-Profileof  Indianconsumers-BehaviouralpatternsofIndianconsumers-ProblemsfacedbyIndianconsumers-Consumerprotection inIndia -Publicpolicyand consumer behaviour. | | |
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| **TextBook(s)** | | |
| 1 | LeonG.Schiffman,LeslieLazarKanuk,“ConsumerBehaviour”,Pearson  Education,NewDelhi. | |
| 2 | JayD.Lindquist, JosephSirgy.M, “Shopper, buyer &consumerBehaviour,Theory  andMarketingApplication”,BiztantraPublication,NewDelhi. | |
| 3 | K.K.Srivastava.K.K., “ConsumerBehaviourin IndianContext”,GalgotiaPublishing  Co,NewDelhi | |
|  | | |
| **ReferenceBooks** | | |
| 1 | S.L.Gupta &SumitraPal,“ConsumerBehaviouranIndianPerspective”,Sultan  Chand,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 | | | | |
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| **Unit:1** | | **INTRODUCTIONTORURALMARKETING** | | | |
| Concept,nature,scopeandsignificanceofRuralMarketing-Factorscontributingtogrowthofruralmarkets-Componentsandclassificationofruralmarkets-RuralMarketVsUrban  Market. | | | | | |
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| **Unit:2** | **RURAL MARKETING DECISIONS –PRODUCT&PRICE** | | | | |
| Segmenting,TargetingandPositioning–ProductDecisions–ProductandBrandingStrategy  -Marketingof Services –PricingDecisions:Challenges-PricingStrategyinRural Market. | | | | | |
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| **Unit:3** | | **RURALMARKETINGDECISIONS–PLACE&PROMOTION** | | | |
| DistributionDecisions–ChannelBehaviour–Challenges-DistributionModels–Promotion  Decisions:Process,Challenges,Methods,Mediamix-ICTinRuralmarkets | | | | | |
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| **Unit:4** | | **RURALCONSUMER BEHAVIOUR INMARKETINGRESEARCH** | | | |
| Consumer buyerbehaviour modelinRuralMarketing-Ruralmarketingresearch-Retail&ITmodelsinRuralMarketing-CSRandmarketingethicsinRuralMarketing-Consumer  education &consumermethodsinpromotionofRuralMarketing. | | | | | |
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| **Unit:5** | | **RECENTTRENDSINRURAL MARKETING** | | | |
| e-RuralMarketing-CRM&e-CRMinRuralMarketing-AdvancedpracticesinRural  Marketing-SocialMarketing-Networkmarketing-GreenmarketinginIndianandglobal | | | | | |

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| context-Co-operativemarketing-Microcreditmarketing-PublicPrivatePartnershipmodelinRuralMarketing-AdvancementoftechnologyinRuralMarketing-Structureof  competitioninrural India. | |
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| **TextBook(s)** | |
| 1 | Kashyap,P,Rural Marketing–Pearson, NewDelhi. |
| 2 | Gopalaswamy,RuralMarketing, WheelerPublishing |
|  | |
| **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** | | | BasicideaofHumanResource  Management |
| **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 evaluate  applicants fairly | | | | | |
| Evaluatecontemporaryrecruitmentandselectionprocesses | | | | | |
| Evaluatethecriticalfunctionsinselection | | | | | |
| Designselectionprocess fororganisations | | | | | |
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| **Unit:1** | | **HUMANRESOURCE PLANNING** | | |
| Strategicplanoftheorganisation-Humanresourceplanningmodel–Demandforecasting–  InternalSupplyestimates-InternalIdentifyinggapandspecificroles-DevelopingJobanalysis,Job specification and required competencies– Managingredundancy | | | | |
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| **Unit:2** | | **TALENTSOURCING** | | |
| Identifying the market for talents – Creating a strategy to attract talent – Recruitment sources:Internalandexternal–Tapping therighttalentpool–Building employerbrandstory-Linkedinforsourcing-Talentsourcingsoftwareandthirdpartyagencies-Findingbest  candidates-Challengesin talentsourcing | | | | |
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| **Unit:3** | | **EMPLOYEESELECTION** | | |
| EmployeeSelectionProcess–Selectionmethods:IntelligenceTesting,EmotionalIntelligence, Personality Testing – 16 PF, MBTI, TAT - Assessment centers – Interviews –Interviewingskills:InterviewingEtiquette,QuestioningSkills-Biasesininterviews-  Practice:Conductemployeeselectioninterviews | | | | |
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| **Unit:4** | | **EMPLOYEEONBOARDING** | | |
| Employment contracts- Job offers – Job offer process- New employee orientation: Objectivesandprocess-Orientationprogram-Socialisationandintegration-Legalaspectsofemployment-AIandtechnologyinselectionprocess–Recruitmentsoftware-Hiring  dilemmas | | | | |
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| **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:WhenTheShiftHitsYour  Plan |
| 2 | LillyMBerry,Employee Selection,Cengagelearning |
| 3 | Guilford,HowtoInterviewPeople:Aguidetochoosingthebestpersonfor  the 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-Principlesof  performancemanagement | | | | |
|  | | | | |
| **Unit:2** | **PERFORMANCE GOALSETTING** | | | |
| Basicconcept–PerformanceplanningandGoal-settinginthecontextoforganisationalgoals  -Thecascadingeffecttoindividuals-Definingperformance:Measuresandcriteria-SettingMutualExpectations and Performancecriteria | | | | |
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| **Unit:3** | **PERFORMANCE REVIEWS ANDDEVELOPMENT** | | | |
| Periodicreviewsanddiscussions–Criticalsuccessfactors–Monitoring–EperformancemanagementsystemsandEPSS-Ongoingmentoringandsupport–Settingaplatformfor  succeeding–Challenges | | | | |
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| **Unit:4** | **ANNUALREVIEWANDDEVELOPMENT** | | | |
| Annualappraisalmethods-Debateonannualreviews–Avoidingbiases-Measuringteam  performance-Performancediscussionandfeedback–Personaldevelopmentplan–Potentialappraisalforgrowth –Futuredirections inperformancemanagement | | | | |
| **Unit:5** | **PRACTICE** | | | |
| Designanemployeeperformanceappraisalsystemforanorganisation/NGO/Educational  Institution | | | | |
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| **TextBook(s)** | |
| 1 | Ashdown,PerformanceManagement,APracticalIntroduction,KognPage |
| 2 | HermanAguinis,Performancemanagement,PearsonIndia |
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| **ReferenceBooks** | |
| 1 | Armstrong,HandbookofPerformanceManagement:AnEvidence-Based  GuidetoDeliveringHigh 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-engagementand  disengagement | | | |
| Criticallyevaluatethemeasurementofemployee engagement | | | |
| Compileandcriticallyanalyzevariousengagementpracticesin  organizations | | | |
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| **Unit:1** | **ENGAGINGPOSITIVELY** | | | |
| Employeeengagement:Meaningandsignificanceforemployee-Businessimpact–Principlesofcreatingengagedworkforce:Capacitytoengage,Motivationtoengage,Freedomtoengage,focusofengagement-EmployeebehaviorinEngagedsetting–  EmployeeEngagementModels | | | | |
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| **Unit:2** | **ORGANIZATIONAL CULTURE INENGAGEMENT** | | | |
| OrganisationalCulture:Trust,valuingpeople,fairness,learningculture-Driversofengagement - Role of work in engagement: Role of superiors, colleagues and subordinates –Roleofrewardsandrecognitionsinengagement–Alignmentofpersonalandorganisational  goals | | | | |
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| **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-one  meetings | | | | |
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| **Unit:4** | **ACTIONPLANANDINTERVENTION** | | | |
| Feedbackofengagementresults–Levelsofengagement-DisengagementandBurnout  ActionPlanningmodels–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, andCompetitive  Advantage,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,principlesandconceptsof  financialservices | | | |
| Understandpostulates,principlesandtechniquesof  financialservices | | | |
| Applythe various tools of Accountingto resolvefinancial  serviceproblems | | | |
| Analysethevariousissuesoffinancialservicestostrengthenit | | | |
| Createinteresttodoresearch inthefieldofaccounting | | | |
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| **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-RegulationofNBFCs  inIndia. | | | | |
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| **Unit:2** | **HIREPURCHASE** | | | |
| HirePurchase:Concept-Evaluationofhirepurchaseproposals–Leasing:Overview-Taxaspects-LeaseAccounting-Typesofleases–Benefitsofleasing-Rights&obligationsof  Lessor&Lessee-Evaluationofleasingproposals. | | | | |
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| **Unit:3** | **MUTUALFUNDS** | | | |
| Mutualfunds–Operations–Types-Performancemeasureofamutualfund-  Regulation–SEBIguidelinesfor mutualfunds | | | | |
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| **Unit:4** | **OTHERFINANCIALSERVICES** | | | |
| Otherfinancialservices-VentureCapital-Billdiscounting-Factoring-Creditrating-  Assetsecuritisation–SecuritisationinIndia–Depositories:Roleofdepositoriesinthecapitalmarket. | | | | |
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| **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 | | | | | |  |
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| **Unit:1** | | | **INVESTMENTSETTING** | | | |
| Investmentsetting-Securities -SecuritiesMarket -Sourcesofinvestment  information-Securitymarket indicators-SecurityContractregulationAct. | | | | | | |
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| **Unit:2** | | | **VALUATIONOFSECURITY** | | | |
| ValuationofSecurities:Equity-Preferenceshares-Debtinstruments -Hybrid  securities-Derivatives-Assetpricingtheories-CAPM-APT-Portfoliotheory-Optionpricingtheory. | | | | | | |
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| **Unit:3** | | | **FUNDAMENTALANALYSIS** | | | |
| EconomicAnalysis -Economicforecastingandstock InvestmentDecisions-  Forecastingtechniques-IndustryAnalysis-Industryclassifications-EconomyandIndustry  analysis-Industrylifecycle-EvaluatingIndustryrelevantfactors-Externalindustryinformationsources. | | | | | | |
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| **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 | | | | | | |
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| **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,principlesandconceptsof  Derivatives | | | |
| Understandpostulates,principlesandtechniquesof  Derivatives | | | |
| Applythe varioustools of AccountingsoftwaretoDerivative  Investment | | | |
| Analysethevariousissues ofDerivativesto resolvebusiness  problems | | | |
| CreateinteresttodoresearchinthefieldofDerivatives | | | |
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| **Unit:1** | **DERIVATIVE MARKET** | | | |
| Derivatives-Commonderivative products-Functionsperformed byderivativesmarket-  Risksassociatedwithderivatives-HistoryofderivativesinIndia-Forwardcontract-Limitationofforward contract– Pricingofforward contract | | | | |
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| **Unit:2** | **FUTUREANDFORWARDCONTRACTS** | | | |
| Futures-Futurecontractspecifications-Marketparticipantsinafuturescontract-Hedgingusingfuturescontract-Valuationoffuturescontract-Differencebetweenforward&future  contract-Futuresstrategies-Typesoffutures-Individualstocks-Stockindices-ForeignExchange futures-Commodityfutures-Interest rate futures-Utilityoffutures market | | | | |
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| **Unit:3** | **OPTIONS** | | | |
| Options:Characteristics–Specifications-Optionpricing-Binomialmodel-BlackScholesmodel-Optiontradingstrategies-Bullishstrategies-Bearishstrategies-Strategiesforvolatile  situations-Exoticoptions-FuturesVsCalloptions | | | | |
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| **Unit:4** | **SWAPS** | | | |
| Warrants:Features-Gearingeffect-Valuingwarrants-warrantsVsoptions–Swaps–Features-Mechanismofinterestrateswaps-Valuationofinterestrateswaps-Currencyswaps  -Gainfromswaps-Rate anticipators | | | | |
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| **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 | | | | |  | |
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| **ExpectedCourseOutcomes:** | | | | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | | | | |
| Learnthebasicfunctions andconceptsof  Banking | | | | | | |
| Understandpostulates,principlesandregulations  ofBanking | | | | | | |
| Analysethe variousissues inbankingsectors | | | | | | |
| Applythe bankingservicesto resolve businessproblems | | | | | | |
| Createinteresttodoresearch inthefieldofbanking | | | | | | |
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| **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-Nonfundbased  business–BankguaranteeandLetterofCredit | | | | | | | |
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| **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–StateLevel  BankingCommittees(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(CARAND  CRAR)– 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. | |
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| **TextBook(s)** | |
| 1 | TannanM.L,Tannan„sBankingLawandPracticeinIndia,JainBook. |
| 2 | SundharamK.P.M,Modern Banking,SultanChand &Co. |
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| **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 | | | | |
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| **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. | | | |
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| **Unit:3** | **ELECTRONICPAYMENTSYSTEMS** | | |
| Electronicpaymentsystems:Overviewoftheelectronicpaymenttechnology-Requirements  forinternetbasedpayments-Electronicpaymentmedia-Electroniccommerceandbanking. | | | |
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| **Unit:4** | **E-SECURITY** | | |
| E-security:Securityinthecyberspace-Designingforsecurity-Virus-SecurityProtectionandrecovery-Encryption-TheBasicAlgorithmSystem-AuthenticationandTrust-Key  management-InternetSecurityProtocolsandStandards-OtherEncryptionissues. | | | |
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| **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 | | | |
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| **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,SystemDevelopmentLife  Cycle. | | | | |
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| **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. | | | | |
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| **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-Processmodelingwithlogical  dataflowdiagram,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 based  methods,Procedures andcontrols. | | | | |
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| **Unit:5** | | **SYSTEMIMPLEMENTATION** |
| SystemImplementation:SystemtestingConversionComputingresistancetochangePost  Implementationreview-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 | |
|  | | |
| **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 | | | |
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| **Unit:1** | **IMPACTOFTECHNOLOGYONPRODUCTION** | | | |
| ImpactofTechnology onProduction;EconomicandSocialIssues–Automation–Operationstrategyandcompetitiveness–EconomystudiesforInvestmentandreplacementin  ProductionManagement | | | | |
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| **Unit:2** | **SYSTEMSANDPROCEDURES** | | | |
| Designofthesystemsandprocedures:ProductDecisionandProcessSelection–Designof  facilities. | | | | |
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| **Unit:3** | **PPC,INVENTORYSYSTEMAND MAINTENANCESYSTEM** | | | |
| DesignofProduction,planningandcontrolsystem–Designofschedulingsystem–Design  ofinventorysystem – Design ofmaintenancesystem. | | | | |
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| **Unit:4** | **APPLICATIONOFQUANTITATIVEMODELS ANDPPC** | | | |
| ProductivityTechniques–Applicationofquantitativemodelsforproductionplanningand  control–Processcharts,networkanalysis. | | | | |
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| **Unit:5** | **HUMANASPECTS,FINANCIALPLANNINGOF PPC** | | | |
| Humanaspectsofproductionmanagement–Methodsofimprovingbusinessprocess  reengineeringsynchronousmanufacturing–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, TheManagementofProductionandInventoryManagementinComputer  area |
| 3 | E. LenoJ. Miller–Modern MaintenanceManagementJeromeW.Blood(ed) |
| 4 | PremVrat,G.D.Sardana,B.S.Sahay,ProductivityMeasurementforBusiness  Excellence,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. | | | |
| ApplyvarioustoolsandtechniquesrelatedtomaintenanceofStock  levelsandInventoryaudit. | | | |
| EvaluateandapplythedecisionsrelatedtomakeorbuyImport  purchaseproceduresandpurchaseperformance. | | | |
| Analyse stores location and warehousing system in a  manufacturingorientedorganization. | | | |
| Identify and evaluate practical problems related to stores  performanceandtransportationandcreateeffectivesystem. | | | |
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| **Unit:1** | **INTRODUCTIONTOINTEGRATEDMATERIALS MANAGEMENT** | | | |
| Introduction and Basic Concepts-Concept and significance of IntegratedMaterials  Management-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. | | | | |
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| **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. | | | | |
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| **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–Evaluationof  StoresPerformance-MaterialshandlingandTransportationManagement–Cases | |
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| **TextBook(s)** | |
| 1 | P.Gopalakrishnan,PurchasingandMaterialsManagement,TataMcGrawHill  PublishingCompanyLtd. |
| 2 | A.K.Datta,IntegratedMaterialsManagementAFunctionalApproach–  PrenticeHallofIndiaP.Ltd. |
| **ReferenceBooks** | |
| 1 | M.S.SandilyaandP.Gopalakrishnan–InventoryManagement:Textand  Cases–Macmillan IndianLtd. |
| 2 | M.D.Patel, A. Chunawalla and D.R. Patel –Integrated Materials  Management(Concepts&Cases) –HimalayaPublishingHouse |
| 3 | Kay,F.“PurchasingforInventoryandPublicUndertakings,SirIssaPitman  andSons Limited, London. |
| 4 | Patel, M.D. Chunawala, S.A. and Patel, D.R. “Integrated Materials  Management”HimalayaPublishingHouse,Bombay |
| 5 | Peterson,R.andSilver,E.A.“DecisionsSystemsforInventoryManagement  andProductionPlanning”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–Hospitalacquired  infections–Sterilisation–Nursingservices–Wardmanagement | | | | |
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| **Unit:3** | **TQMINHOSPITALS** | | | |
| Conceptofquality–Qualitycontrol–Qualityassurance–ISO9000standards–TQM–  Accreditation– NABL–JCAHQ – Qualitymanual | | | | |
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| **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 supplyandwater  supply – 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,JaypeeBrothers  MedicalPublishers(P) Ltd.,NewDelhi |
| **ReferenceBooks** | |
| 1 | B.M.SakharkarPrinciplesofHospitalAdministrationandPlanning,Jaypee  BrothersMedicalPublishers(P)Ltd.,NewDelhi. |
| 2 | PragnaPai,EffectiveHospitalManagement,TheNationalBookDepot,  Mumbai. |
| 3 | ChandraBallabh,HealthcareServicesinHospital,AlfaPublications, |
| 4 | Dr.A.G.Chandorkar,HospitalAdministrationandPlanning,ParasMedical  Publisher,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 | | | | |
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| **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 | | | | | |
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| **Unit:2** | **CONCEPTOFPROJECTMANAGEMENT** | | | | |
| Conceptofprojectmanagement–Conceptofproject–Categoriesofprojects–Projectslifecyclephases–Projectmanagementconcepts–Toolsandtechniquesforproject  management. | | | | | |
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| **Unit:3** | | **PROJECTFORMULATION** | | | |
| Projectformulation–Stages–Bottlenecks–Feasibilityreport–Financingarrangements–  Finalisationofprojects–Implementationofschedule. | | | | | |
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| **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–Coordinationguidelinesforeffectiveimplementationreportinginproject  management–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-stepguideusingSSISand  SSAS, |
| 4 | LauraReeves,DataWarehouseforProjectManagers |
| 5 | SteveWilliams and NancyWilliams, The Profit Impact of Business  Intelligence |
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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 | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Identifymanagementessentialssuchasdevelopingbudget,critical pathswork breakdownetc | | | |
| Identifythe keyelementsofaconference and the process involved invenueselection,registration,cateringetc. | | | |
| Entrepreneurshipandinnovationminorswill beabletosell themselvesand theirideas | | | |
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| **Unit:1** | **INTRODUCTIONTOENTREPRENEURSHIP** | | | |
| Entrepreneur:Meaning,importance,qualities,nature,types,traitsandculture-Similaritiesanddifferencesbetweenentrepreneurandintrapreneur-Entrepreneurshipandeconomic  development- Itsimportance-Roleofentrepreneurship -Entrepreneurial environment. | | | | |
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| **Unit:2** | **EVOLUTIONOFENTREPRENEUR** | | | |
| Evolutionofentrepreneurs-Entrepreneurialpromotion:Traininganddevelopment-Motivation: Factors - Mobility of entrepreneurs - Entrepreneurial change- Occupationalmobility-Factorsinmobility-Roleofconsultancyorganisationsinpromotingentrepreneurs  -Formsofbusinessforentrepreneurs. | | | | |
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| **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-Women  entrepreneurship | | | | |

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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. | | | |
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| **Unit:1** | **INTRODUCTIONTOHOSPITALITY** | | | |
| Introduction–Concepts-ScopeoftheHospitalityIndustry–ServiceandProductof  Hospitality– Careers inHospitalityIndustry | | | | |
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| **Unit:2** | **RELATIONSHIP OF HOSPITALITY TOTRAVELANDTOURISM** | | | |
| RelationshipofHospitalitytoTravel&Tourism–Marketing&PromotionofHospitality–  andTourism–TheImpactofHospitalityServiceinTravel&Tourism–GlobalIssuesofHospitality. | | | | |
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| **Unit:3** | **LODGING** | | | |
| Lodging–DynamicsoftheLodgingIndustry–ClassificationofLodgingproperties–MarketingofLodgingservices–Hotelmanagementoperation–AdministrativeDepartment  –ServiceDepartment | | | | |
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| **Unit:4** | **FOODANDBEVERAGESERVICES** | | | |
| FoodandBeverageServices–Formsofservices–TypesofRestaurantandownership–HistoricaloverviewofcookingastheculinaryArt–MenuplanningandDevelopment–  TrendsinBeverageconsumption –NonAlcoholicandAlcoholic Beverages. | | | | |
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| **Unit:5** | **SPECIALISEDSEGMENTSOFHOSPITALITYINDUSTRY** | | | |
| SpecialisedsegmentsofHospitalityIndustry–Meeting,conventionsofexpositions–ReasonsforgrowthofspecialisedHospitalitysegments–Hospitalityfunctions&Longterm  ResidentialHealth care–Managingleisuresegment ofHospitalityindustry. | | | | |
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| **TextBook(s)** | |
| 1 | JohnR.Walker,Introduction ofHospitalityManagementPearsonEducation  Inc,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 | | | | |
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| **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,Data  Visualization. | | | | | |
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| **Unit:3** | **BIGDATA** | | | | |
| DigitalData-anImprint:EvolutionofBigData–WhatisBigData–SourcesofBigData.CharacteristicsofBigData6Vs–BigDataMyths-DataDiscovery-5TraditionalApproach,  BigDataTechnology:BigDataTechnologyProcess–BigDataExploration-DataAugmentation–OperationalAnalysis–360ViewsofCustomers –SecurityandIntelligence. | | | | | |
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| **Unit:4** | **APPLICATIONSOFBIGDATA** | | | | |
| BigDataTechnologyPotentials–AI–MachineLearning–CloudComputing–MobileCommunication–IoT–BigDatainIndustry4.0-BigDataPlatforms–HADOOP–SPARK  –No SQLDatabases-Types-BigData Challenges. | | | | | |
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| **Unit:5** | **BIGDATAUSE,CASES** | |  | | |
| BigData-RolesofDataScientist,DataArchitect,DataAnalyst–Skills–CaseStudy:Big  Data–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,“TowardScalable  Systemsfor BigDataAnalytics: ATechnologyTutorial”, IEEE |
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| **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 | | | | |
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| **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 | | | | | |
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| **Unit:2** | **INVENTORYMANAGEMENTANDPACKAGING** | | | | |
| Meaning and Classification of inventory - Inventory planning - Inventory costs – Warehousing:Nature&importance-Warehousingfunctions-Warehouselayout&design-Typesofwarehouses-Materialhandling:Objectives,Guidelines&principles-Selectionofmaterial  handling 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-Types  Containers-Roleofintermediaries:Shippingagents,brokers-Freightmanagement-Routeplanning-Role ofports, ICDs, CONCOR | | | | | |
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| **Unit:4** | **INTERNATIONALLOGISTICS** | | | | |
| International logistics: Definition and significance - InternationalTradeandHistoricaldevelopmentofLogistics-Componentsofinternationallogistics-Economicimportanceof  InternationalLogistics– OperationalandstrategicissuesinGlobal Logistics | | | | | |
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| **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,Tata  McGrawHill |
| 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 | | | | |
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| **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 | | | |
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| **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–Exchangeratesand  majorcurrencies | | | |
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| **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 |
|  | |
| **ReferenceBooks** | |
| 1 | MKVenugopalan,AHandbookonExportImportTradeandDocumentation,SaraBook  Publication |
| 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 | | | | |
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| **Unit:1** | | **INTRODUCTIONTOSTRATEGICPLANNING** | | |
| CorporateStrategicPlanning–MissionandVisionofafirm-Development,maintenanceandthe  roleofleader-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. | | | | |
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| **Unit:3** | | **STRATEGYFORMULATION** | | |
| StrategyFormulation-Genericstrategies-Grandstrategies-StrategiesofleadingIndiancompanies - The role of diversification - Limits - Means and forms - Strategic management forsmallorganisations,non-profitorganisationsandlargemultiproductandmultiplemarket  organisations. | | | | |
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| **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. | | | | |
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| **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'sapproach  forGlobalisation-FutureofStrategicManagement | | | | |
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| **TextBook(s)** | |
| 1 | Pearce&Robinson,StrategicManagement,McGrawHill |
| 2 | R.Srinivasan,StrategicManagement,PrenticeHallofIndia,NewDelhi |
|  | |
| **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:Perspectivesof  Tourism,HotelandTravelservices-Airlines,Railway,PassengerandGoodsTransport-Leisureservices | | | |
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| **Unit:4** | **MARKETINGOFFINANCIALSERVICES** | | |
| Characteristicsoffinancialservices-MarketingofFinancialservices:Concept-Featuresof  Banking,Insurance, Lease,MutualFund,Factoring,PortfolioandFinancial intermediaryservices. | | | |
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| **Unit:5** | **MARKETINGOFNON-PROFITORGANISATIONS** | | |
| Specialfeaturesofnon-profitorganisations-Marketingofnon-profit organisations:Servicesoffered by charities - Educational services - Miscellaneous services - Power and  Telecommunication | | | |
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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 | | | | |
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| **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 | | | |
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| **Unit:2** | **BRANDBUILDINGANDPOSITIONING** | | |
| Buildingastrongbrand–Method&implications-Brandpositioning:Basicconcepts–Alternatives – Risks – Brands & consumers –Strategies for positioning the brand for competitiveadvantage–Pointsofparity–Pointsofdifference-Buyingdecisionperspectivesonconsumer  behaviour | | | |
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| **Unit:3** | **BRANDIMAGEAND BRANDEQUITY** | | |
| Brandimage–Meaninganddimensions-Brandassociations&image-Brandidentity:Perspectives,levels,andprisms-ManagingBrandimage:stages–Functional,symbolic&experientialbrands-BrandEquity–SourcesofEquity-BrandEquitymodels-Brandaudits-  BrandLoyalty&cultbrands | | | |
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| **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-Brand  portfoliomanagement | | | |
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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 | | | | |
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| **Unit:1** | **INTRODUCTIONTOMARKETINGCHANNELS** | | |
| EmergenceandcomponentsofMarketingChannels-Types,FunctionsandRelationship-  Retailing:Structure,operationsandstrategies–Wholesaling:structure,operationsandstrategies-PhysicalDistribution – Structureand strategy. | | | |
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| **Unit:2** | **CHANNELMANAGEMENT** | | |
| ChannelPlanning- DesigningChannelSystems–Organisingpatterns–Factorsinfluencingselectionofchannels-ChannelPolicies-Channelcommunicationandinformationsystems-  Assessingmarketingchannelperformance-Distributioncostanalysis. | | | |
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| **Unit:3** | **CHANNELMANEGEMENTINOTHERCONTEXTS** | | |
| ChannelManagementbywholesalersandretailers–Retailformats–Franchise:Designingand  management–Telemarketing- e-marketing-e-tailing- Integrateddistributionmanagement | | | |
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| **Unit:4** | **RETAILMANAGEMENT** | | |
| Retailing-Identifyingandunderstandingconsumers-ChoosingastoreLocation–Tradingareaanalysisandsiteselection-Buyingandhandlingmerchandise-Pricing andfinancialmanagement  –Establishingandmaintaininga retailimage-Customerservice | | | |
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| **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–Risk  Management | | | |
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| **TextBook(s)** | |
| 1 | Louis.W.Stern&AbelI.Elansary,MarketingChannels,PrenticeHallIndia |
| 2 | K.KKhanna -PhysicalDistributionMGT–LogisticalApproach,HPH |
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| **ReferenceBooks** | |
| 1 | BerryBerman&Joel.r.Evans-RetailManagement,A Strategic Approach,Macmillan,  NewYork |
| 2 | JamesCJohnson &Donald F.Wood-ContemporaryLogistic ,PrenticeHall |
| 3 | DonaldBowersox,&BixbyCooper-StrategicMarketingChannelMGT,McGraw  HillInternational |



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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 | | | | |
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| **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 | | | |
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| **Unit:2** | **RETAILPLANNING** | | |
| Retail planning: Purpose, method, structure and monitoring the plan - Retail brand management:Positioning,personality,Typesofbrand,Brandandlifecycle-Merchandisemanagement:Meaning,Methods,AssortmentandInventory-Purchasenegotiation-Supplychanneland  relationship-SCMprinciplesandretaillogistics | | | |
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| **Unit:3** | **RETAILLOCATION** | | |
| Retail locationdecision- Trading area analysis-Types of location- Siteevaluation- Storedesign:Layoutandspacemanagement-Visualmerchandisinganddisplays-Retailpricing:Approaches,  Influencingfactors, Pricesensitivityand mark down policy | | | |
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| **Unit:4** | **RETAILPROMOTION** | | |
| Retailpromotion–Settingobjectives-Roleofadvertising,salespromotion,personalsellingpublicrelationsandrelationshipmarketinginretailing-Humanresourceissuesand  considerations;Customerservicemanagement. | | | |
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| **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 | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Explainthesignificance ofemployeedevelopment | | | |
| Analysethetrainingneedsin anorganization | | | |
| Considervarious trainingmethods andtheir contexts | | | |
| Constructasimple trainingplanin anorganization | | | |
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| **Unit:1** | | **CONTEXT** | | |
| Introduction–KeyComponents–WorkingandLearning–TrainingVsdevelopment-  Basics ofLearningprocess–Strategic training anddevelopmentprocess–Modelsoftrainingdepartment:CorporateUniversity, Embedded learning–Casestudies | | | | |
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| **Unit:2** | | **DESIGNINGTRAINING** | | |
| Needassessments:Significance,Process:Organisation,Job,Personanalysis–DesigningEffectiveprograms:Objectives,Curriculum,Trainers,Technology,format,budget-  Outsourcingtraining–Effectivetransferoflearning | | | | |
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| **Unit:3** | | **TRAININGANDDEVELOPMENT METHODS** | | |
| ClassicMethodsoftraining.Contemporarymethods:Techbasedlearning–Elearning  Ecology,MOOC,developingonlinecourses,blendedlearningmethods,Simulations,Mobiletechnology,Expert systems–Leadership Development | | | | |
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| **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,TheSixDisciplinesof  BreakthroughLearning |



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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 | | | |
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| **Unit:1** | **INTRODUCTIONTO OD** | | | |
| IntroductiontoOrganisationDevelopment:-Concepts,NatureandScopeofOD-TheoryandPracticeonchangeandchanging-TheNatureofPlannedChange-NatureofClient  Systems:GroupDynamics, Intergroup-Dynamics andOrganizationsasSystems. | | | | |
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| **Unit:2** | **ODPROCESS** | | | |
| OperationalComponents of OD - Diagnostic, Action and Process - Maintenance  components. | | | | |
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| **Unit:3** | **ODINTERVENTIONS** | | | |
| OD -Interventions:-TeamInterventions-Inter-groupInterventions-Personal,Interpersonal  andgroupprocessinterventions-Comprehensiveinterventions -Structural Interventions. | | | | |
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| **Unit:4** | **ODIMPLEMENTATION** | | | |
| ImplementationandassessmentofOD- ImplementationconditionsforfailureandsuccessinOD-efforts -Assessmentof ODandchangeinorganisationalperformance-Theimpactof  OD. | | | | |
| **Unit:5** | **CHALLENGESANDCONSIDERATIONS** | | | |
| SomekeyconsiderationsandIssuesinOD-Issuesinconsultant-Clientrelationship-Mechanistic&Organicsystemsandcontingencyapproach-ThefutureofOD-Some  IndianexperienceinOD | | | | |
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| **TextBook(s)** | |
| 1 | French,BellandVohra,OrganizationDevelopment,Pearson |
| 2 | LindaHolbeche andMee-YanCheung-Judge,OrganizationDevelopment:A  Practitioner‟sGuideforODandHR,Kobe |
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| **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. | | | | |
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| **Unit:2** | **INDUSTRIALDISPUTES** | | | |
| Industrialdisputes-Causes- Handlingandsettlingdisputes- Employeegrievances-Steps in  grievancehandling-Causes forpoorindustrial relations-Remedies. | | | | |
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| **Unit:3** | **COLLECTIVEBARGAINING** | | | |
| CollectiveBargaining:Concept-Functionandimportance-Principlesandformsofcollectivebargaining-Procedure-Conditionsforeffectivecollectivebargaining-Worker's  Participationinmanagement:Roleandmethodsofworker'sparticipation. | | | | |
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| **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-TheIndustrialDisputes  Act1947-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,EssentialsofHumanResourceManagementandIndustrial  Relations,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-Parityconditionsininternationalfinance  andcurrencyforecasting –Balanceofpaymentsandinternationaleconomiclinkage. | | | | |
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| **Unit:2** | **DERIVATIEMANAGEMENT** | | | |
| DerivativeManagementandForeignexchangeRiskManagement:Foreignexchangemarket  –Currencyfuturesandoptionsmarket-Swapsinterestratefutures-ManagingTransactionandtranslation exposure-Measuringand managingeconomicexposure. | | | | |
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| **Unit:3** | **FINANCINGMNCs** | | | |
| FinancingMNCs:Internationalfinancingandcapitalmarkets-Euromarkets–Costofcapital  andforeigninvestments. | | | | |
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| **Unit:4** | **FOREIGNINVESTMENTANALYSIS** | | | |
| ForeignInvestment Analysis:International portfolio investment-corporatestrategyand  ForeignDirectinvestment-Capitalbudgetingfor MNCs | | | | |
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| **Unit:5** | **MULTINATIONALWORKINGCAPITALMANAGEMENT** | | | |
| MultinationalWorkingCapitalManagement-Financingforeigntrade-Currentasset  management 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,InternationalFinancialManagementTata  McGrawHill |
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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 | | | | | | |
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| **Unit:1** | | | **RISKEVALUATION** | | | | |
| Risk–Riskidentificationandevaluation-Property andliability Lossexposures-Life,Health,andLossofIncomeexposuresandnoninsuranceriskmanagementtechniques-  SelectingandimplementingRiskmanagementtechniques. | | | | | | | |
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| **Unit:2** | | | **RISKMANAGEMENT** | | | | |
| PropertyandliabilityRiskManagement-RiskManagementofcommercialproperty-Businessliabilityandriskmanagementinsurance–Worker‟scompensationandalternative  riskmanaging. | | | | | | | |
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| **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-Personal  riskmanagement | | | | | | | |
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| **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-Annuity  taxation–Employee‟sbenefits-Healthandretirementbenefits. | | | | | | | |
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| **Unit:5** | **ROLEOFIRDA** |
| LifeandGeneralinsuranceindustryinIndia–IRDAAct- Investmentnorms–Protection  ofpolicyholders Interest | |
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| **TextBook(s)** | |
| 1 | ScohEHerrington,RiskManagementandInsuranceMcGrawHill,New  Delhi |
| 2 | HaroldDStephenandWJeanKwon,RiskManagementandInsurance  BlackwellPublishingCo.,NewYork |
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| **ReferenceBooks** | |
| 1 | DorfmanMarkS IntroductiontoRiskManagementand Insurance,Prentice  HallIndia,NewDelhi. |
| 2 | MisraM.N.andMisraS.R,InsurancePrinciplesandPractice,S.Chandand  Co.,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 | | | | |
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| **Unit:1** | | **INTRODUCTIONTO COST MANAGEMENT** | | | |
| Introductiontocostmanagementandbasiccostmanagementconcepts- Systems  Framework-Factorsaffectingcostmanagement-Costassignment:Directtracingandallocation-Functional basedand activitybased costmanagement systems. | | | | | |
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| **Unit:2** | | **COSTBEHAVIOUR** | | | |
| CostBehaviour–Basics-Resources-ActivitiesandCostBehaviour-Methodsfor  separating mixed costs into Fixed and Variable components- Reliability of Cost Formula -CostEstimationusingMultipleRegression-TheLearningCurveandNon-linearcostbehaviour. | | | | | |
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| **Unit:3** | | **ACTIVITYBASED COSTING** | | | |
| ActivityBasedCosting- Functionalbasedproductcosting-ABCcostingsystem-Product  and 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. | | | | | |
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| **Unit:4** | **DECENTRALISATIONANDRESPONSIBILITY ACCOUNTING** | | | | |
| DecentralisationandResponsibilityAccounting-PerformanceEvaluation-Investment  Centers-Transferpricing-Settingtransferprices. | | | | | |
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| **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,SouthWesternCengage  Learning |
| 2 | Blocher,Chen,Cokinsand Lin,CostManagement:AStrategicEmphasis  TataMcGrawHill |
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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. | | | | | | |
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| **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) Process  inbanks. | | | | | | |
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| **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,ForwardRate  Agreements (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. | | |
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| **Unit:5** | | **NON-PERFORMANCEASSETSMANAGEMENT** |
| Non-performingAssetsManagement(NPA)–DefinitionandConcept–ManagingNPAs  –IncomeRecognitionandAssetClassification(IRAC)–Recoverymanagement:FinancialandPhysicalFollowup–EffectofNPAsonBank‟sProfitability–Provision  forNPAsbybanks–TheSecuritizationandReconstructionofFinancialAssetsandEnforcementofSecurityInterestAct,2002.(SARFAESI ACT). | | |
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| **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, techniquesandmethodsof  softwareprojectmanagement | | | |
| Applythe various softwareof system to resolve business problems | | | |
| Analysethevariousissuesofsoftwareprojects | | | |
| Createinteresttodoresearchin thefieldofsoftwareproject  management | | | |
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| **Unit:1** | **INTRODUCTIONTOSOFTWARE PROJECTS** | | | |
| Software Projects: Introduction - Software projects - Software projects versus other types ofprojects-ProjectsManagement-Requirementsspecification-Anoverviewofprojectplanning-Projectevaluation:Strategicandtechnicalassessment-Riskevaluation-Project  AnalysisandTechnicalplanning-SoftwareEstimation. | | | | |
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| **Unit:2** | **ACTIVITYPLANNING** | | | |
| Activityplanning:Objectives-Projectschedulesandactivities-Differentplanningmodels-SequencingandSchedulingprojects-Networkplanningmodel-Shorteningprojectduration  -Identifyingcriticalactivities-RiskManagement:Natureofrisk-Managementofrisk-Evaluationrisk | | | | |
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| **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. | | | | |
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| **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–Configuration  Management-Sourcecodemetrics-Casestudy- PRINCE projectmanagement. | | |
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| **TextBook(s)** | | |
| 1 | MikeCotterell,BobHughes,"Softwareprojectmanagement", Inclination/  ThomasComputerPress. | |
| 2 | Darrel Ince, H.Sharpand M.Woodman,"Introductiontosoftwareproject  managementandQualityAssurance",TataMcGrawHill. | |
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| **ReferenceBooks** | | |
| 1 | JamesO.CoplienandNeilB.Harrison,OrganizationalPatternsofAgile  SoftwareDevelopment | |
| 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,itsvarious  modules,andimplementationissues | | | |
| Applythe various ERPtechniques to resolve business problems | | | |
| AnalysethevariousissuesofERP | | | |
| Createinteresttodoresearch inthefieldofERP | | | |
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| **Unit:1** | **ANOVERVIEW OFENTERPRISE** | | | |
| Enterprise–Anoverview–BasicconceptsofERP-RisksandbenefitsofERP-RelatedTechnologiessuchasBusinessprocessReengineering,Datawarehousing,dataMining,OnlineanalyticalProcessing, Productlifecycle Management,SupplyChainManagementand  CustomerRelationshipManagement. | | | | |
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| **Unit:2** | **ERPMODULES** | | | |
| ERPModules–Manufacturing–Plantmaintenance–MaterialsManagement–QualityManagement–OperationsandMaintenance–HumanResources-Finance–Marketing–  SalesDistributionandservices. | | | | |
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| **Unit:3** | **ERPIMPLEMENTATION** | | | |
| ERPImplementationbasics–Lifecycle-Packageselection-implementationstrategies–Implementationprocess,Projectteam,Successandfailure factorsof anERPimplementation-  MaximizingERP system. | | | | |
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| **Unit:4** | **ERPMARKETPLACEANDDYNAMICS** | | | |
| ERPMarketplaceandDynamics–SAPAG–Peoplesoft–Baan–JDEdwards–Oracle–  SSA,MSDynamicsandothers. | | | | |
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| **Unit:5** | **ERPAND E-BUSINESS** | | | |
| ERPande-business–ERP,InternetandWWW–ERPII–Futuredirectionandtrendsin  ERP -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. | | | |
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| **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–Service  qualityVs ProductQuality-Total Quality:Value&Differentialadvantage | | | | |
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| **Unit:2** | **TOTALQUALITYPOLICYANDITS APPROACHES** | | | |
| PillarsofTotalqualitymanagement–Strategicthinkingandplanning-Startingpointfortotal quality – Total quality policy and deployment guidelines – Total quality approaches –LeadershipforTQM-Attitude&involvementoftopmanagement-Organizational  implications. | | | | |
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| **Unit:3** | **TOTAL QUALITY MODELS AND STRATEGICINFORMATIONSYSTEM** | | | |
| Totalqualitymodels–Enablersfortotalquality–Qualityresponsibilities–Achievingtotalcommitmenttoquality–Information&customer–Strategicinformationsystem–Strategic  qualitymanagement. | | | | |
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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. | |
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| **Unit:5** | **TOTALQUALITYMANAGEMENTANDISO:9000-AUDIT** |
| Strategicchoiceofmarketsandcustomersmaintainingcompetitiveadvantage–DesigningprocessandproductsforQuality–TQMandISO:9000–AuditingforTQM–TQMin  services–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:Himalaya  PublishingHouse |
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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: | | | | |
| UnderstandtheconceptsandcomponentsofSupplyChain  Management. | | | |
| AnalysecustomerfocusinSupplyChainManagementand  evaluatethepurchaseperformance. | | | |
| Applymaterialhandlingsysteminstorekeepingandspace  management. | | | |
| Evaluate theroleoflogisticsinSupplyChainManagement  andcustomerservice. | | | |
| CreateandimplementinformationtechnologyinSupply  ChainManagement. | | | |
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| **Unit:1** | **INTRODUCTIONTOSUPPLYCHAIN MANAGEMENT** | | | |
| IntroductiontoSupplyChainManagement(SCM)–ConceptofSCM–Componentsof  SCM,anoverview–FeaturesofSCM–StrategicissuesinSCM.SCMcurrentscenario–Valuechain managementandcustomer relations management. | | | | |
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| **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).Inventory  management– 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–Strategiesofwarehousingand  storekeeping– 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–Logistics  andcustomerservice. | |
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| **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:Strategy  planningand operations,PHI |
| 2 | Levi,KaminskyandSimchi-DesigningandManagingtheSupplyChain:  Concepts,StrategiesandCaseStudies |
| 3 | DonalJBowersox,DavidJCloss,MBixbyCooper,“SupplyChain  LogisticsManagement”, TataMcGrawHill,NewDelhi. |
| 4 | MichaelH.Hugos,“EssentialsofSupplyChainManagement”,Wiley  Publications,US. |
| 5 | RobertB.Handfield,ErnestNichols,“IntroductiontoSupplyChain  Management”,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–EconomicEvaluationof  Health 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–Frameworkfornewerhealthcarepolicy  settlements – 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 –Systemanalysisand  operationresearchinhealthcareprograms –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–Current  Developments. | |
| **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,Oxford  UniversityPress. |
| 2 | PeterBerman,HealthSectorReforminDevelopingCountries,Harvard  UniversityPress |
| 3 | Piggot,CarolynSemple,BusinessPlanningforHealthCareManagement,UK  OpenUniversityPress |
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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–lessons  fromdifferentcountries | | | |
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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–Healthcaresystemsinother  countries | | | |
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| **Unit:4** | **IPR,PCTANDWIPO** | | |
| IntellectualPropertyRights-TRIPS–IPR-ThePatentCo-operationTreaty(PCT)–PCTsystem-PCTforproductdesign–WorldIntellectualPropertyOrganisation(WIPO)andits  roleinnewpatent 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–Costof  Care-Qualityofcare. | |
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| **TextBooks** | |
| 1 | LeiyuShiandDouglasASingh:DeliveringHealthCarein America-A  systemsApproach |
| **ReferenceBooks** | |
| 1 | OxfordTextbookofPublicHealth,VolumeThree. |
| 2 | J.E. Park,Textbook ofPreventiveandSocial Medicine |
| 3 | Blane,David,Brunner, Eric,Healthand SocialOrganisation:Towardsahealth  policyforthe21stcentury,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-MakingYour  PlanCompelling | | | |
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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-Lookingfor  Money-UsingYourPlanforClassesandCompetitions-InternalPlanningforExistingBusinessesandCorporations-Time SavingTips. | | | |
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| **Unit:4** | **SPECIALCONSIDERATION** | | |
| SpecialConsiderations–ConsiderationsforInternet―e-businesses-Considerationsfor  Retailers -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. | | | | |
| Analysethenatureofriskandriskfactorstypicaltomeetingsand  events | | | | |
| 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-Segmentationandtargetingofthemarket  events. | | | |
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| **Unit:3** | **POSITIONINGIN EVENT** | | |
| Positioningineventsandtheconceptofeventproperty-Eventsasaproduct-Methodsof  pricingevents -Eventsandpromotion -Variousfunctionsofmanagementinevents. | | | |
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| **Unit:4** | **STRATEGICPLANNING** | | |
| Strategicmarketplanning- Developmentandassessmentofmarketplan. | | | |
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| **Unit:5** | **STRATEGICALTERNATIVES** | | |
| Strategicalternativesarisingfromenvironment,competitionanddefinedobjectives-Pricing  objectives-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,Implementationand  Control,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-Arrange  Function. | | | | |
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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– Univariate  Analysis – 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:AdvancedApproachesin  AnalysingUnstructured 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–IssuesinInternationalSupplyChain  Management | | | | |
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| **Unit:2** | **PROCUREMENTANDSCM** | | | |
| RoleofprocurementinSCM–Procurementprocess-Supplierselection–Auctionsandnegotiations – Supplier Assessment – E-procurement – Outsourcing: Benefits and risks - InventoryManagement–TypesofInventory–InventoryCosts–Inventorymanagementandcontrol  strategiesinSupplyChainManagement | | | | |
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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-EBusiness  andDistributionnetwork | | | | |
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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:InformationsystemsforLogisticsand  SCM- DSS, Artificial Intelligence, ERP–ITInfrastructure For SCM–Electronic Commerce–Futureof SCM | | | | |

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| **TextBook(s)** | |
| 1 | DonaldJBowersox,David J Closs&M BixbyCooper,SupplyChainLogistics  Management,TataMcGrawHill |
| 2 | SunilChopra,PeterMeindleandKalra,SupplyChainManagement-Strategy,  Planning&Operation,PearsonEducationIndia |
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| **ReferenceBooks** | |
| 1 | DavidSimchi-Levi,Designing&Managingthe SupplyChain-Concepts,Strategies  andCaseStudies,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,Baltic  exchange,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-Port  Infrastructuredevelopment-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, Himalaya  PublishingHouse |
| 2 | M.N.Mishra,Insurance PrinciplesandPractice,S.Chand&CompanyLtd, New  Delhi |
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| **ReferenceBooks** | |
| 1 | PierreDavid,InternationalLogistics |
| 2 | PaulMurphyandDonaldWood, ContemporaryLogistics,PrenticeHall |
| 3 | HargovindDayal,TheFundamentalsof Insurance, NotionPress |