

P.E.S. COLLEGE OF ENGINEERING, MANDYA-571401
(An Autonomous Institution under VTU, Belagavi)

VISION

“An institution of high repute, imparting quality education to develop innovative and Humane engineers”

MISSION

“Committed to develop students potential through high quality teaching-learning processes and state of the art infrastructure”

Post Graduate Department of Management Studies

The Post Graduate Department of Management Studies was started during the year 2009 with 60 intake. It comprises of well-experienced qualified faculty members from Industry & Academia to impart latest information to students & train them to meet the liberalized and globalized market demand.

VISION

“Centre for pursuing Business Management by Developing Best Leadership through best Pedagogical methods.”

MISSION

- To create an ambience for Creative & Innovative Learning
- To develop Self Confident & Self Reliant Leaders for future
- To impart Business Acumen with Right Values & Culture

MASTER OF BUSINESS ADMINISTRATION

Program Objectives

1. To help and enable the students to acquire knowledge, skills in different verticals of Business management practices.
2. To help and enable the students to apply such knowledge to different business areas and develop solution for betterment of business in the most ethical manner.

3. To help and enable the students to develop overall personality to execute their skills.

Program outcomes

PO1. Apply knowledge of management theories and practices to solve business problems.

PO 2. Foster Analytical and critical thinking abilities for data-based decision making.

PO 3. Ability to develop Value based Leadership ability.

PO 4. Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.

PO 5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Credit pattern

Core Courses - I Semester 07 with 22 credits

II Semester 07 with 22 credits

III Semester 02 with 06 credits

IV Semester 01 with 03 credits

Total credits for core courses is 53 credits

Elective Course-III Semester 12 credits

IV Semester 12 credits

Total credits for elective courses is 24 credits

Lab - III Semester 01 with 02 credits

Total credits for lab courses is 02 credits

Seminar I Semester 02 credits

II Semester 02 credits

III Semester 02 credits

Total credits for seminar is 06 credits

Project work-15 credits

A total of 100 credits for 2 years MBA programme

An overview of credit distribution for MBA programme 2019-21

Sl. No.	Courses	Credits per course	Total No. of credits
1.	I Semester – 08 course 06 core course 01 core course 01 Seminar	03 04 02	24
2.	II Semester – 08 course 06 core course 01 core course 01 Seminar	03 04 02	24
3.	III Semester – 02 core course 04 elective course 01 Seminar 01 Lab	03 03 02 02	22
4.	IV Semester – 01 core course 04 elective course 01 Project Evaluation 01 Project Viva Voce	03 03 10 05	30
	Total		100

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

**P E S College Of Engineering, Mandya
(An Autonomous Institution under VTU, Belgaum)
POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES
Scheme of Teaching & Examination
Master of Business Administration (M B A) (2018-19)**

FIRST SEMESTER							
SL NO	COURSE CODE	COURSE	CREDIT PATTERN L:T:P	TOTAL CREDITS	EXAMINATION		
					MARKS		
					CIE	SEE	TOTAL
1	P18 MBA 11	Accounting For Managers	3:0:0	3	50	50	100
2	P18 MBA 12	Marketing Management	3:0:0	3	50	50	100
3	P18 MBA 13	Management Fundamentals & Organizational Behavior	3:0:0	3	50	50	100
4	P18 MBA 14	Management Information System	3:0:0	3	50	50	100
5	P18 MBA 15	Quantitative Techniques I	3:0:0	3	50	50	100
6	P18 MBA 16	Business Economics	3:0:0	3	50	50	100
7	P18 MBA 17	Business Communication	3:0:2	4	50	50	100
8	P18 MBA18	Seminar	0:0:4	2	50	-	50
		TOTAL		24	400	350	750

CIE- Continuous Internal Evaluation

L-Lecture, T-Tutorial, P-Practical

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

SECOND SEMESTER							
SL NO	COURSE CODE	COURSE	CREDIT PATTERN L:T:P	TOTAL CREDITS	EXAMINATION		
					MARKS		
					CIE	SEE	TOTAL
1	P18 MBA 21	Financial Management	3:0:0	3	50	50	100
2	P18 MBA 22	Quantitative Techniques II	3:0:0	3	50	50	100
3	P18 MBA 23	Human Resource Management	3:0:0	3	50	50	100
4	P18 MBA 24	Business Research Methods	3:0:0	3	50	50	100
5	P18 MBA 25	International Business Management	3:0:0	3	50	50	100
6	P18 MBA 26	WorkPlace Ethics	3:0:0	3	50	50	100
7	P18 MBA 27	Corporate Communication	3:0:2	4	50	50	100
8	P18 MBA 28	Seminar	0:0:4	2	50	-	50
		TOTAL		24	400	350	750

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

THIRD SEMESTER							
SL NO	COURSE CODE	COURSE	CREDIT PATTERN L:T:P	TOTAL CREDITS	EXAMINATION		
					MARKS		
					CIE	SEE	TOTAL
1	P18 MBA 31	Supply Chain Management	3:0:0	3	50	50	100
2	P18MBA 32	Project Management	3:0:0	3	50	50	100
3	P18 MBA 33	Seminar	0:0:4	2	50	-	50
4	P18MBA34	Computer Lab	1:0:2	2	50	-	50
5	P18MBA EL 1	Elective 1	3:0:0	3	50	50	100
6	P18 MBA EL 2	Elective 2	3:0:0	3	50	50	100
7	P18 MBA EL 3	Elective 3	3:0:0	3	50	50	100
8	P18MBA EL 4	Elective 4	3:0:0	3	50	50	100
		TOTAL		22	400	300	700

FINANCIAL MANAGEMENT		
P18 MBA EL 1	MBA 3F1	Financial Services and Banking Practices
P18 MBA EL 2	MBA 3F2	Mergers, Acquisitions and Corporate Restructuring
P18 MBA EL 3	MBA 3F3	Advanced Financial Management
P18MBA EL 4	MBA 3F4	Investment Management
HUMAN RESOURCE MANAGEMENT		
P18MBA EL 1	MBA 3H1	Organization Structure, Process & Design
P18 MBA EL 2	MBA 3H2	Legal Environment & Industrial Legislation
P18 MBA EL 3	MBA 3H3	Team Development & Leadership
P18 MBA EL 4	MBA 3H4	Strategic Human Resource Management
MARKETING MANAGEMENT		
P18 MBA EL 1	MBA 3M1	Consumer Behaviour
P18 MBA EL 2	MBA 3M2	Service Marketing
P18 MBA EL 3	MBA 3M3	Industrial Marketing
P18 MBA EL 4	MBA 3M4	Rural Marketing

DUAL SPECIALIZATION

Marketing & Finance Specialization		Marketing & Human Resource Specialization		Finance & Human Resource Specialization	
MBA 3M1	Consumer Behaviour	MBA 3M1	Consumer Behaviour	MBA 3F1	Financial Services and Banking Practices
MBA 3M2	Service Marketing	MBA 3M2	Service Marketing	MBA 3F2	Mergers, Acquisitions and Corporate Restructuring
MBA 3F1	Financial Services and Banking Practices	MBA 3H1	Organization Structure, Process & Design	MBA 3H1	Organization Structure, Process & Design
MBA 3F2	Mergers, Acquisitions and Corporate Restructuring	MBA 3H2	Legal Environment & Industrial Legislation	MBA 3H2	Legal Environment & Industrial Legislation

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

FOURTH SEMESTER							
SL NO	COURSE CODE	COURSE	CREDIT PATTERN L:T:P	TOTAL CREDITS	EXAMINATION		
					MARKS		
					CIE	SEE	TOTAL
1	P18 MBA 41	Entrepreneurship Development	3:0:0	3	50	50	100
3	P18 MBA 42	Project Work-Evaluation	0:0:3	10	-	100	100
4	P18MBA 43	Project Work-Viva Voce	0:0:3	5	-	50	50
5	P18 MBA EL 1	Elective 5	3:0:0	3	50	50	100
6	P18 MBA EL 2	Elective 6	3:0:0	3	50	50	100
7	P18 MBA EL 3	Elective 7	3:0:0	3	50	50	100
8	P18 MBA EL 4	Elective 8	3:0:0	3	50	50	100
		TOTAL		30	250	400	650

FINANCIAL MANAGEMENT		
P18 MBA EL 1	MBA 4F1	Portfolio Management
P18 MBA EL 2	MBA 4F2	Risk Management
P18 MBA EL 3	MBA 4F3	International Financial Management
P18 MBA EL 4	MBA 4F4	Tax Management
HUMAN RESOURCE MANAGEMENT		
P18 MBA EL 1	MBA 4H1	International Human Resource Management
P18MBA EL 2	MBA 4H2	Organizational Change & Development
P18 MBA EL 3	MBA 4H3	Training & Development
P18 MBA EL 4	MBA 4H4	Personal Growth & Inter personal Effectiveness
MARKETING MANAGEMENT		
P18 MBA EL 1	MBA 4M1	International Marketing Management
P18MBA EL 2	MBA 4M2	Strategic Brand Management
P18 MBA EL 3	MBA 4M3	Integrated Marketing Communication
P18 MBA EL 4	MBA 4M4	Retail Management

DUAL SPECIALIZATION

Marketing & Finance Specialization		Marketing & Human Resource Specialization		Finance & Human Resource Specialization	
MBA 4M1	International Marketing Management	MBA 4M1	International Marketing Management	MBA 4F1	Portfolio Management
MBA 4M2	Strategic Brand Management	MBA 4M2	Strategic Brand Management	MBA 4F2	Risk Management
MBA 4F1	Portfolio Management	MBA 4H1	International Human Resource Management	MBA 4H1	International Human Resource Management
MBA 4F2	Risk Management	MBA 4H2	Organizational Change & Development	MBA 4H2	Organizational Change & Development

I SEMESTER
ACCOUNTING FOR MANAGERS

Course Code: P18MBA 11
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the basic accounting equation and accounting principles and making them understand the process of preparation of financial statements.
2. To expose students to the tools and techniques of analysing financial statements.
3. To expose students to fundamentals of cost and variable costing
4. To expose student to practical situations involving several cases in order to apply the theoretical concepts in developing suitable strategies for better practices.

Course Outcomes: Students will be able to

1. Exhibit theoretical knowledge of accounting and apply same in real time business world.
2. Prepare and analyse the organizations financial statements as per the Accounting Standard and Company Act and financial statement analysis using ratios and interpret the results thereof.
3. Prepare fund flow statement and cash flow statement and interpret the results thereof.
4. Apply the knowledge of depreciation accounting and recent trends in accounting.
5. Exhibits better understanding on cost and its classifications, CVP models and BEP analysis.

Module 1

10Hours

Basics of Accounting: Introduction to Accounting, Accounting Equations, Accounting Principles (Conventions and Concepts), Users of Accounting and Accounting disclosures, GAAP Vs IFRS. Basics accounting mechanics, Journal – Subsidiary Books (theory only) – Ledger - Trial Balance. Depreciation-Straight line and Written Down method. (13-130, Text Book)

Module 2

10 Hours

Preparations of Financial Statement: Preparations of final accounts of sole trading concern in horizontal format and companies (excluding partnership) in vertical format vertical form of Financial statements. (Basic problems Final Accounts). (131-183 Text Book 2)

Module 3

11 Hours

Analysis of Financial Statements- Fund Flow and Cash Flow Statement: Fund flow statement – Preparations of Fund Flow and Cash flow statement (AS3)– Determining the sources and uses of cash. (184-234, Text book 2)

Module 4

10 Hours

Ratio Analysis: Analysis of Financial performance of a firm through Ratio analysis – Liquidity ratios, Leverage ratios, Activity ratio and Profitability ratios - Inter firm and Intra firm

comparisons and Do Pont analysis. (235-269, Text book 2)

Module5

11 Hours

Cost Management: Cost Overview- concept & classification of costs- cost analysis for management decision making, Preparation of Cost Sheets (simple problems to understand the different heads of Cost Sheet).

Variable costing: Concept of variable (Marginal) costing, advantage of variable costing. Cost-volume – profit (CVP) Relationship: Profit planning- behaviour of expenses in relation to volume. CVP model- sensitivity analysis of CVP Model for changes in underlying parameters- assumptions of the CVP Model- Utility of the Model in Management Decision Making (only theory). Simple Problems on BEP analysis including Margin of Safety and Profit planning.

Related case studies to be discussed.

Text Books

1. Financial accounting a managerial perspective – R. Narayanaswamy – PHI, 3/e, 2009
2. Accounting for Management – Dr. Jawahar Lal – Himalaya Publishing House – 4/e, 2008
3. IFRS: A Practical Approach, Jasmine Kaur, McGraw Hill.

References

- Bhattacharya-Accounting for Managers-Vikas Publications, 3/e, 2009
- S.N. Maheshwari & S.K. Maheshwari – Introduction to Accountancy – Vikas Publications, 3/e, 2008
- Financial Accounting for Management: An Analytical Perspective –Ambrish Gupta, 1/e, Pearson Education.
- Introduction to Financial Statement Analysis – Ashish K Bhattacharya, Elsevier India
- Accounting for Managers: Text & Cases - Bhattacharya, 3/e, Vikas Publications, 2004.
- Financial Accounting for Business Managers - Ashish K. Bhattacharya, 2/e, PHI, 2005.
- Financial Accounting – Raman B. S, Vol I & Vol II, United Publishers,1/e, 2009.
- Financial Accounting (IFRS update)– Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
- Essentials of Financial Accounting (Based on IFRS), Bhattacharya,3/e, Prentice Hall India.
- Comdex (Computer and Financial Accounting with Tally 9.0Course Kit), Dream Tech.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2			
CO2	3	2			1
CO3	3	2			1
CO4	3	1			
CO5	3	2			1

MARKETING MANAGEMENT

Course Code: P18MBA 12

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To know the students on the cutting edge of knowledge in making strong and actionable recommendations to managements in the field of marketing.
2. To provide basic understanding of fundamentals of marketing management, consumer behaviour and the bases of market segmentation.
3. To provide a basic concepts of pricing strategies and channel of distribution
4. To provide practical framework for strategic planning and controlling of marketing communication programs.

Course Outcomes: Students will be able to

1. Apply the concept of marketing management analyze the buying behavior of consumers.
2. Apply the technique of market segmentation, product positioning and differentiation.
3. Exhibit different ways of branding, pricing strategies and channel of distribution.
4. Analyze marketing and sales problems and issues common in the modern workplace.
5. Appreciate the challenges required for effective marketing management

Module 1

12 Hours

Defining Marketing for the New Realities. The value of marketing, The Scope of marketing – products, services and experiences etc. Value and satisfaction, Impressions and engagement and transactions and relationships. Company orientation toward the marketplace, The marketing environment: The company’s microenvironment, The company’s macro environment, The marketing research process and marketing information system

Buying Behavior Analysis:

Consumer Markets: Models of consumer behavior, Characteristics affecting consumer behavior, Consumer decision process, Types of buying decision behavior, The buyer decision making process, The buyer decision process for new products. Business Markets: Characteristics of business markets. Buying behavior of business market, Consumer buying behavior Vs Business buying behavior (Marketing Management- Kotler & Keller, Chapter 1, 4, 5, 6 & 7 Pg 3, 101, 135, 165 & 201)

Module 2

10 Hours

Market Segmentation, Targeting, Positioning

Market segmentation: Levels of market segmentation, Segmenting consumer markets, Segmenting business markets, Developing market segments, Requirements for effective segmentation, Market targeting, Segment strategy, Differentiation, Differentiating markets, Product positioning, Positioning strategies, Selecting the right competitive advantages, Communicating and delivering the chosen position.

(Marketing Management- Kotler & Keller, Chapter 9,10 & 11 Pg 265, 297 & 323)

Module 3

10 Hours

Product and Branding: Define product. Levels of product, Product classifications. Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging, Product decisions, Branding strategy, Brand equity, Managing brands, New-product development and product life-cycle strategies: Innovation and new-product development strategy, New-product development process. Organizing for new-product development. Product life-cycle strategies.

Marketing services: Nature and characteristics of a service. Defining services and the service mix, Service characteristics, Marketing strategies for service firms, managing service quality, managing service brands, managing product-support services

Pricing Decisions: Define price. Factors to consider when setting prices, Internal factors affecting pricing decisions,

External factors affecting pricing decisions, General pricing approaches, Cost-based pricing, Value based pricing, Competition-based pricing, New-product pricing strategies, Market-skimming pricing, market-penetration pricing, Product-mix pricing strategies, Price-adjustment strategies, Psychological pricing, Promotional pricing, Geographical pricing, Price changes

(Marketing Management- Kotler & Keller, Chapter 13,14, 15 & 16 Pg 395,431, 463 & 499)

Module 4

10 Hours

Managing Marketing Channels: Supply chains and the value delivery network, The nature and importance of marketing channels, How channel members add value, Selecting channel members, Managing and motivating channel members, Evaluating channel members. Conflict, cooperation & Competition. E-commerce and M-commerce marketing practices, Managing retailing and wholesaling

Promotion: Integrated marketing communication strategy, The changing communications environment, The need for integrated marketing communications. A view of the communication process, Steps in developing effective communication. Setting the total promotion budget and mix. Socially responsible marketing communication.

Advertising: Important decisions in advertising, Setting advertising objectives, Setting the advertising budget, Developing advertising strategy, Evaluating advertising Sales promotion: Rapid growth of sales promotion, Setting sales promotion objectives, Major sales promotion tools, Developing the sales promotion programme.

Events and experiences.

Public relations: The role and impact of public relations, Major public relations tools

Managing digital Communications: Online, Social media and Mobile

Personal selling: The nature of personal selling, The personal selling process, Steps in the selling process,

(Marketing Management- Kotler & Keller, Chapter 18,18, 19, 20,21 & 22, Pg 535,567, 599,621,647, & 685)

Module 5

10 Hours

Developing Marketing Strategies and Plans

Marketing and customer value, corporate and division Strategic planning, business unit strategic planning

Marketing Planning: Meaning, Concepts of Marketing plan, Steps involved in planning.

Marketing Organisation: Factors influencing the size of the marketing organization, various types of marketing structures/organisation

Marketing Audit: Meaning, Features of marketing audit, various components of marketing audit.

(Marketing Management, Kotler & Keller, Chapter 2 Pg 33)

(Marketing Management, Dr. K. Karunakaran, Chapter 16, Pg 239)

Case Studies in Indian Context only

Text Books

1. Philip Kotler & Kevin Lane Keller, Marketing Management, Pearson, 15th Edition, 2016.
2. Philip Kotler, Armstrong, Principles of Marketing, Pearson Education, 12th Edition.

References

- Lamb, Hair, Mc Danniel, Marketing, Thomson, 7th Edition, 2004.
- Evans & Berman, Marketing, Biztantra, 2nd Edition, 2005.
- William M Pride, O C Fewell, Marketing – Concepts, strategies, Biztantra, 12th Edition, 2005.
- Ramaswamy & Namakumari, Marketing Management, Macmillan, 2005.
- Arun Kumar & Meenakshi, Marketing Management, Vikas, 2007.
- Tapan Panda, Marketing Management, Excel Publication, 2nd Edition.
- Dr. K. Karunakaran, Marketing Management (Text & Cases in Indian Context), HPH, 2007.
- Rajan Saxena, Marketing Management, TMH Publication, 3rd Edition.
- R Srinivasan, Case studies in Marketing – The Indian context, 5th Edition, PHI, 2012.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				2
CO2	2		1		2
CO3	3		1		1
CO4	2		2		
CO5	2		2		

MANAGEMENT FUNDAMENTALS & ORGANIZATIONAL BEHAVIOR

Course Code: P18MBA 13

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make students understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management.
2. To make students knowledgeable of historical development, theoretical aspects and practice application of managerial process.
3. To understand the basic concepts and theories underlying individual behaviour besides developing better insights into one's own self.
4. To make students aware of Individual behaviour in groups, dynamics of groups and team building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves.

Course Outcomes: The student will be able to

1. Apply the management functions and fundamental concepts and principles of management.
2. Construct the theory of management and practical application.
3. Evaluate the skills for self grooming and working in group.
4. Analyse the managerial and behavioural concept in real world situation.
5. Accomplish the significance of espousing in recent trends in management.

Module 1

10 Hours

Management Development : Management as a process of achieving objectives through the functions of planning, organizing, co-coordinating, directing and controlling; P34-37 Mintzberg interpersonal, informational and decisional roles; P33-34 , levels of management; P38-39 Evolution of Management Thought : Scientific Management and the work of F W Taylor; P58-62 Administrative Management and Henry Fayol; P62-67,Max Weber's Ideal Bureaucracy;P56-58 The Hawthorne Studies;P71-76 McGregor's Theory X and Y ;P577-578, Recent Trends in Management.

Module 2

10 Hours

Management Functions: Functions of Management & its Processes: Planning, P111-128 Organizing, P291-301 Co-coordinating, P97-106 Directing P541-545 And controlling functions; P711-724, decision making, process of decision making, types of decisions, techniques in decision making. The External Environment and Primary Stakeholders; P194-209 SWOT and PESTEL Analysis; P195, P94-209

Module 3

8 Hours

Mission and Policy Statements; P142-144, P191, P168-184, Management by Objectives (MBO); P150-158; P128 Strategy and the Strategic Process; P215-245.

Management Structure: Forms of Organization .Organization structures: line, line and staff:

P435-450. Functional P439-441 Divisional and Matrix P330-345; Virtual organization, Boundary less organization, Span of control: organizational charts; the concepts of authority:P298-299 P294,396,& P399,426. Centralization and decentralizations: P64,418,

Module4

12 Hours

Organizational Behaviour: Introduction, definition, contributing disciplines, challenges and opportunities, Basic OB Model (PGA1-30) **Foundations of Individual Behaviour:** Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability. **Values:** Nature & Types of values. **Attitude:** Formation, components of attitudes, relation. Job related attitude. (PGA77-86), **Perception:** Process of perception, factors influencing perception, Perceptual Process (PA 59-66). **Personality:** Meaning, formation, determinants. Major Personality Attributes Influencing OB (PGA 42-45)

Module 5

12 Hours

Motivation: Importance of motivation Motivational factors Meaning, theories of motivation – Maslow’s needs theory, two factor theory, Theory X and Y. Applications for motivating employees (Text Book 2 SPB Pg 1193) **Leadership:** Meaning, types of leadership styles- autocratic, democratic, laissez faire, parentalistic, Transactional and Transformational Leadership (Shane366-372) **Group Behaviour:** Definition, types, formation of groups. Determinants of group behaviour (Shane 275-321) **Organizational Power & Politics**

Case Analysis: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. Management-Concepts and Cases-V.S.P.Rao & V Hari Krishna Excel Books, 2/e, 2008
2. Organizational Behaviour - Stephen P Robbins, Timothy A. Judge, Seema Sanghi- Pearson Education, 13th Edition, 2010
3. Organizational Behavior – PG Aquinas. Excel Books

References

- Organization Behaviour-Steven L Mc Shane, Mary Ann Von Gilnow and Radha R, Sharma, TMH, 3rd Edition, 2006
- Principles & Practice Of Management-L.M.Prasad.
- Essentials of Management-Koontz, 8/e, McGraw Hill
- Organization Behaviour – Ashwathappa, Himalaya Publication House
- Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
- Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, Pearson, 14th Edition, 2012

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3				
C02	2		2		
C03	2		2	1	
C04	2		1	2	1
C05	2		2	1	1

MANAGEMENT INFORMATION SYSTEM

Course Code: P18MBA14
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the concept of information technology importance in today's corporate world.
2. To create awareness about various Applications available and its usages for excel the service in corporate sector.
3. To create awareness about role of MIS and its contributions to Corporate
4. To make students understand Role of Computers/Social science software contributions. .

Course Outcomes: Students will be able to

1. Apply the concepts of Information technology
2. Exhibit insights in technology and investigate its impact on Business.
3. Apply the technological skills in decision making.
4. Develop creativity and innovative Technology for business solution.
5. Evaluate the reports feasibility.

Module1

8 Hours

Introduction to MIS Concepts, Roles, Impacts, MIS & its users, Management as Control systems, MIS support to Organization Effectiveness, MIS for E- business Digital Firms – E-Commerce, E – Communication, E-Collaborations, Real Time Enterprise, **MIS: Strategic Business Planning**, concept of Corporate planning, Essentiality of strategic Planning, Balance Score card, Score Card & Dash Board, Security Challenges in E- Enterprises, Impacts of Information Technology on society.

W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004 [Text book 1, Page no 03 to 132]

Module 2

10 Hours

MIS in Decision Making : Decision Making Concepts –Process- Decision Analysis By Analysis Modelling- Information concepts, methods of Data collections –Knowledge Management Systems- Business intelligence – **System Engineering Concepts** – Handling system Complexity ,General model Of MIS – system development Models –Object oriented Analysis, Development & Implementation of **MIS – Strategic Design of MIS**, Development Process Steps For Strategic Design of MIS, Business Processes Re- Engineering (BRP)

W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004 [Text book 1, Page no 147 to 370]

Module3

11 Hours

Application of MIS: Application in Manufacturing – Personnel Management – Financial Management – Production Management - Raw Material Management – Marketing Management, Applications in service Sector ,**Service Concept DSS & knowledge Management Concepts** – GDSS, Knowledge based Expert Systems – Enterprise Management

systems, **ERP Models** –ERP Implementation, SCM & CRM concepts **W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004 [Text book 1, Page no. 383 to 530]**

Module4

10 Hours

E-Marketing Management: Product – Products on Internet – Creating Customer Value Online– Product Benefits – E-Marketing Enhanced Product Development – Price – Change in Pricing Strategies – Buyer and Seller Perspectives – Payment Options – Pricing Strategies – Distribution– Online Channel Intermediaries – Distribution Channel Length and Functions – Channel Management and Power – Distribution Channel Metrics – Promotion – Integrated Marketing Communication (IMC) – Internet Advertising – Marketing Public Relations – Sales Promotion Offers – Direct Marketing – Personal Selling – IMC Metrics

Module5

08 Hours

Evaluating Performance and Opportunities: Measuring and evaluating web marketing programs – Social and Regulatory Issues – Privacy – Security – Intellectual Property – Mobile Marketing – Media Coverage 56 Emerging Issues: Online Governance and ICANN – Jurisdiction – Fraud – Consumer Loyalty of Website-Services – The Quadratic Effect of Flow – Role of Technology Readiness in Developing Trust and Loyalty for E-Services in Developing Countries

Case Studies in Indian Context only

06 Hours

Text Books

1. Management Information Systems, W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004
2. Management Information Systems, S. Sadagopan, PHI, 1/e, 2005
3. E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
4. Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013

References

1. Introduction to Information System, James A. O’ Brien, Tata McGraw Hill, 12th Edition, 2007
2. E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
3. Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, Jaico Publishing House, 2011.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			2	
CO2	2		1	2	
CO3	2		1		
CO4	2		1	1	
CO5	2		2	1	

QUANTITATIVE TECHNIQUES I

Course Code: P18MBA 15

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make students aware of the fundamental concepts of data collection, classification, tabulation and diagrammatic representation.
2. To make students proficient in the use of descriptive statistical tools.
3. To develop students skills in the use of techniques of correlation and regression.
4. To make students to understand forecasting technique using time series analysis.
5. To make students aware of the usages of Index numbers.

Course Outcomes: Students will be able to

1. Demonstrate the knowledge of statistics and will be able to collect, classify and tabulate data and to present data using charts, graphs and tables.
2. Analyze and interpret the descriptive statistical which are useful for business decisions.
3. Apply the concept and estimate and analyze the Correlation and Regression.
4. Predict the value of dependent variables using regression model.
5. Exhibit their skills in forecasting techniques using Time Series method and use of Index number

Module 1

10 Hours

Introduction to Statistics

Definition of Statistics – Importance and Scope of Statistics -Functions of Statistics - Limitations of Statistics – Distrust of Statistics.

Statistical Data: Primary and Secondary Data – Sources of Data – Types of Data, Classification of Data, Frequency Distribution. Diagrammatic and Graphic Representation.

Tabulation-Types of Tables- Construction of One Way and Two Way Tables. (Chapter 1 & 2 from J K Sharma)

Module2

10 Hours

Measures of Central Tendency

Mathematical Averages: Arithmetic Mean, Geometric Mean, Harmonic Mean – Position or Locational Averages: Median, Mode (No Grouping Table Method).

Partition Values: Quartiles, Deciles and Percentiles - Comparison of the various Measures of Central Tendencies. (Chapter 3 from J K Sharma).

Module3

10 Hours

Measures of Dispersion

Range – Quartile Deviation – Mean Deviation - Standard Deviation – Variance – Coefficient of Variance

Skewness: Relative Measures of Skewness- Karl- Pearson, Bowley, Kelly, Co-Efficient of Skewness. (Chapter 4 & 5 from J K Sharma)

Module4

12 Hours

Correlation And Regression

Correlation- Scatter Diagram, Karl Pearson's Coefficient of Correlation (One Way Table Only), Rank Correlation. Coefficient of Determination.

Regression- Simple Linear Regression: Simple Linear Regression, Least Squares Method. (Chapter 13 & 14 from J K Sharma)

Module 5

10 Hours

Time Series Analysis & Index Numbers

Time Series analysis- Introduction, Objectives of Time Series, Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation. Methods of estimating Trend, Problems on Calculation of Trend Estimation & Moving Average only. (Chapter 16 from J K Sharma).

Index Number: Introduction, uses of IN, Classification of IN. Price Relative – Simple Price Index & Aggregate Price Index – weighted Price Relative Index using Laspeyre's, Paasche's, Fisher's, Dorbish & Bowley's & Marshal Edworth's methods. (Chapter 18 from J K Sharma)

Lab sessions to learn all the above statistical techniques using Excel.

Text Books

1. Business Statistics, J.K.Sharma, Pearson Education, Second Edition 2008.
2. Complete Business Statistics 6/e, Aczel And Sounderpandian, Tata-Mcgraw Hill, 2006

References

- Statistics For Business And Economics”, Anderson, Sweeney, William, Thomson Publishing, 9/E, 2007
- Statistical Methods, S. P. Gupta, Sultan Chand & Sons, 2002
- Fundamentals Of Statistics, S. C. Gupta, Himalaya Publishing House, 6/E, 2004

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2	1		1
CO2	1	3			1
CO3	1	3			1
CO4	1	2	1		1
CO5	1	2	1		1

BUSINESS ECONOMICS

Course Code: P18MBA 16

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the concept of Managerial economics.
2. To create awareness regarding the Indian Economic Environment.
3. To create the cost awareness of different Market.
4. To make students understand Macro economic environment concepts.

Course Outcomes: Students will be able to

1. Apply the concept basic economic concepts to business decision making process.
2. Develop insights into Law of Demand and Law of Supply.
3. Exhibit knowledge regarding pricing of products/services and market structure along with various theories of production.
4. Demonstrate understanding of Macro Economic factors affecting business.
5. Apply the concept of money and banking and its role in the economy.

Module1

8 Hours

Introduction to Managerial Economics: Nature and scope of managerial economics. Role and responsibilities of managerial economist. Objectives of business firms, measurement of profit (accounting & economic profits). **Fundamental concepts used in business decision-** Opportunity cost, Incremental cost, Time perspective, Discounting and Equi - marginal principles.

(**Managerial Economics D N Dwivedi pg 7-48**)

Module2

13 Hours

Demand analysis: Concept of demand, Individual and market demand, Demand function, Law of demand, Determinants of demand, Elasticity of demand-Price, Income, Cross and Promotional elasticity of demand. Exceptions for Law of Demand, **Supply Analysis:** Concept of supply, Determinants of supply, Law of supply, Elasticity of supply. **Production and cost analysis:** Basic concepts, Production function, Short run-Law of Variable returns to scale & long run- Law of returns to scale, least cost combination, Revenue analysis.

(**Managerial Economics D N Dwivedi pg.158-265**)

Module3

10 Hours

Pricing Decision: Market structure, Features of perfect competition, Price and output determination: Monopoly, Pricing under monopoly, Price discrimination. Oligopoly, Feature, kinked demand curve, Monopolistic competition, Pricing under monopolistic competition. **Profit:** Theories of profit. Determinants of short term and long term profits. Classification measurement of profit. Break even analysis – Meaning, Determinants of BEA, Limitations, Uses of BEA in managerial decisions. (**Managerial Economics D N Dwivedi pg**

315,316,318,323,334,338,345)

Module4

12 Hours

Introduction to Macro Economics: Meaning, nature and scope. Flow Model of the economy – Introduction, Circular Flows in a simple Economy Model. **National Income:** Basic concepts, Measures of National Income, Methods of measuring national Income, Measurements of National Income in India. **Business Cycle** - Features, Phases. **Economic Growth:** Introduction, Meaning of economic growth, determinants of economic growth. (**Managerial Economics D N Dwivedi pg 447-506**)

Module5

09 Hours

Money & banking: Concept of Money & Banking, Money supply, Role & functions of RBI. (**Managerial Economics M C vaish**). **Inflation:** Introduction, definition, methods of measuring inflation, kinds of inflation, theories of inflation, policy measure to control to control inflation (Monetary measures, fiscal measures, price and wage control, indexation), Virtual money. (**Managerial Economics Pg 533-555 D N Dwivedi**)

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Text Books

1. D N Dwivedi Managerial Economics, 7th ed, Vikas Publication, 2005
2. Economic Environment of Business – Misra S. K & Puri V. K. , 6/e, Himalaya publishing house, 2010.

References

- Managerial Economics – Dominick Salvatore, 6/e, Oxford Publishers, 2010.
- Managerial Economics : H .Craig Peterson ,W. Chris lewis, Sudhir K Jain.
- Managerial Economics – Varshney & Maheshwari – Sultanchand, 2003
- Indian Economy – Datt and Sundharam, 64th Edition, S Chand,
- Macro Economics: Theory and Policy – Vanitha Agarwal, 1/e,Pearson, 2010.

CO-OP Mapping

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	2	1		2	
CO3	2	1	1		
CO4	3			1	
CO5	3			2	

BUSINESS COMMUNICATION

Course Code: P18MBA18
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:1 = 4
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. Learn the importance and fundamentals of business communication.
2. Adopt the practice of listening and case method of learning (solving).
3. Know the importance and effectiveness of non-verbal communication
4. Adopt the practice of preparing business letter

Course Outcomes: Student will be able to

1. Apply the basics of written and oral communication
2. Prepare business letters, and adopt case method of learning
3. Exhibit understanding by analyzing any given business situations
4. Demonstrate insights regarding the mechanics of writing and can compose the business letters in English precisely and effectively
5. Apply the managerial communication practices in business those are in vogue

Module1

10 hours

COMMUNICATION IN THE WORKPLACE

Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution – Communication in crisis. Communication and Negotiation. Communication in a cross-cultural setting

Module2

09 hours

BUSINESS LANGUAGE SKILLS I - LISTENING AND NON-VERBAL COMMUNICATION

The process of Listening - Approaches to listening, How to be a better listener, Barriers, Introduction to non verbal communication, Characteristics, Classifications, Advantages of non-verbal communication

Module3

11 hours

BUSINESS LANGUAGE SKILLS II – ORAL COMMUNICATION

-Meaning – Principles of successful oral communication – **Choosing the form of communication** – effectiveness of oral communication –Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication.- Oral communication, what is oral communication, principles of successful oral communication, barriers, effectiveness of oral communication.

Module4

12 hours

**FUNDAMENTALS OF BUSINESS WRITING:
ESSENCE OF WRITING**

Art of writing, Purpose of writing, Importance - clarity in writing - principles of effective writing - approaching the writing process systematically: The 3X3 writing process for business communication: Pompre writing - Writing - Revising -Coherence.

BUSINESS WRITING

Business letters: Structure and Layout of letters –Meaning of routine, pleasant, unpleasant and persuasive letters – Writing routine, pleasant, unpleasant and persuasive letters –Memos.

Module5

10 hours

CASE METHOD ANALYSIS

Understanding the case method of learning – Different types of cases – Difficulties and overcoming the difficulties of the case method – Reading a case properly (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioral, Decision, Strategy) – Analyzing the case – Dos and don'ts for case preparation – Discussing and Presenting a Case Study.
self shot Video resume.

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Text Books

- 1.Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education, 2011
- 2.Business Communication: Process And Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.

References

- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
- Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
- Business Communication – Madhukar R. K, 2/e, Vikas Publishing House.

Hands on Experience:

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service.
- Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested)
- A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			2	
CO2	2		1	1	
CO3	2		1		1
CO4	3			2	
CO5	1		2	2	

SEMINAR

Course Code: P18MBA 18
Total Numbers of Hours: 52

CIE: 50 Marks

Credit Pattern: 2
No. of Hours per Week: 4

Course Objectives:

1. To make students reach across diverse disciplines to apply theories, methods and knowledge from multiple fields.
2. To make students identify opportunities for developing ideas through creative work.
3. To make students identify the right source of collecting data
4. To make students apply proper technique for analysis.
5. To enable students to draw meaningful conclusion and prepare a report

Course Outcomes: Students will be able to

1. Analyze the literature relevant to the topic.
2. Exhibit knowledge in identifying relevant information, use of primary and secondary data.
3. Exhibit competence in applying appropriate technique for analysis.
4. Construct meaningful conclusion and present it.
5. Defend their presentation and will answer the questions asked for.

Seminar

Topics on Contemporary Issues in Management are given to students. Guidance will be provided to the students by their respective Mentor. Students are expected to carry out extensive literature review, formulate problem statement, collect relevant data, make analysis and interpret the same. The presentation will be evaluated by the department faculties.

Rubrics for evaluation of the seminar

SI No	Particulars	Max Marks	Marks Awarded
1	Relevance of the topic	10	
2	Content	10	
3	Methodology of Study	10	
4	Overall Presentations	10	
5	Question and Answer	10	
	Total Marks	50	

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	3		1	1	
CO3	1	2	1		1
CO4	1		1		1
CO5	2		1		

II SEMESTER
FINANCIAL MANAGEMENT

Course Code: P18MBA 21
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the nature of financial management, its objectives, its scope.
2. To make the student aware of financial system & its functions. To make them understand the various financial markets and its scope.
3. To make the students learn the usage of time value of money and risk-return analysis.
4. To make students understand the various sources of long term capital, the role of Cost of Capital in decision making and its calculation.
5. To make students understand the nuances of investment decision, project evaluation techniques.

Course Outcomes: Students will be able to

1. Exhibit the conceptual understanding of various functions of financial management to achieve its objectives.
2. Estimate value of money for different time period.
3. Analyze various sources of funds in the market and Estimate cost of capital.
4. Apply capital budgeting techniques in long term investment decisions.
5. Analyze and estimate the working capital requirements.

Module 1

10 Hours

FINANCIAL MANAGEMENT

Financial Management – Introduction to finance, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers.

Indian Financial system- its functions and structure. Financial Market— Segments of Financial markets - Capital Market & Money Market in India, & its instruments.

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and Private Equity, Warrants and Convertibles (Theory Only)

Emerging Issues in Financial Management: Bit coins, Behavioural Finance, Crowd funding, Green finance.(Theory Only) (Page no. 1-38 from Text Book 1 & Page no. 435-445 from Prasanna Chandra).

Module 2

10 Hours

TIME VALUE OF MONEY

Time value of money –Future value of single cash flow & annuity, Intra Year Compounding, Concept of Doubling Period-Rule 69 & Rule 72, Effective Rate Versus Stated rate. Present value of single cash flow, annuity & perpetuity, Preparation of Loan Amortization Schedule. (Page no. 133-163 from Prasanna Chandra)

Module3

12 Hours

COST OF CAPITAL

Cost of Capital – basic concepts. Cost of Debenture Capital, Cost of Preferential Capital, Cost of Term Loans, Cost of Equity Capital (Dividend Discounting And CAPM Model) & Cost of Retained Earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital using Book Value & Market Value as Base. (Page no. 367-385 from Text Book 1)

Module 4

12 Hours

INVESTMENT DECISIONS

Project cash flows: Basic Principles of Measurement of cash flows –Components of the cash flow streams – Biases in cash flow estimation. [Pg. no. 9.1 – 9.20 – Projects – Prasanna Chandra]

Investment Decisions - Investment evaluation techniques – Net Present value, Internal Rate of Return, Modified Internal Rate of Return, Profitability Index, Payback Period, Discounted Payback Period, Accounting Rate of Return, Conflict between NPV and IRR, Capital Rationing. (Page no. 279-300 from Text Book 1)

Module5

08 Hours

WORKING CAPITAL MANAGEMENT

Working Capital Management – factors influencing working capital requirements. Current Asset Policy And Current Asset Finance Policy. Determination of Operating Cycle And Cash Cycle. Estimation of working capital requirements of a firm using absolute cash cost basis. (Does not include Cash, Inventory & Receivables Management) (Page no. 655-670 from Text Book 1)

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Text Books

1. Prasanna Chandra: Financial Management (TMH), 7/e, 2009
2. I.M. Pandey – Financial Management (Vikas), 10/e, 2010

References

- M.Y. Khan & P.K. Jain – Financial Management (TMH), 7/e, 2009
- Corporate Finance – Stephen A Ross, Randolph W Westerfield, Jeffrey Jaffe, Ram Kumar Kakani, 8/e, 2010.

CO-PO MAPPING

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1		2
CO2	2	3			1
CO3	3	2	1		
CO4	2	3			1
CO5	2	3	1		

QUANTITATIVE TECHNIQUES

Course Code: P18MBA 22

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To introduce the concept of Probability and Probability Distribution.
2. To introduce the Operations Research as a discipline to students.
3. To provide basic understanding of Linear Programming Problem and its application in management
4. To bring out the concept and applications of Transportation and Assignment to students.
5. To provide fundamental understanding of Queuing system and Game theory in business situations and Monte Carlo method for simulating management systems

Course Outcomes: Students will be able to

1. Exhibit analytical skills for application of probability and probability distribution in business.
2. Apply the concepts of Operations Research and Formulate optimum strategies using game theory
3. Apply the concept of Linear Programming and use LPP techniques for effective decision making.
4. Analyze a given situation using Transportation and Assignment techniques.
5. Exhibit competence in using concepts of Queuing and Simulation in decision making process.

Module 1

12 Hours

Introduction to Probability: Basic definition Events, Sample space and probabilities, Basic rules of probability, Conditional probability(Problems only on conditional probability and Baye's Theorem only) [Text Book 1, Pg. No. 195-232]

Discrete Probability distribution- Binomial Probability Distribution-Poisson Probability Distribution- Normal Probability Distribution. [Text Book 1, Pg. No. 233-276]

Module 2

09Hours

Introduction to operations Research: - Origin, Meaning and definition of Operations Research, Scope, Characteristics and Limitations of Operations Research, Methodology and Models in OR (only Theory). [Text book 2, Pg. No. 1-27]

Theory of games:-Terminology; Two person Zerosum game; Solutions to Games; Saddle point, dominance rule, value of the game, mixed strategy, graphical method of solving a game-(2xn) and (mx2)games. [Text book 2, Pg. No.]

Module 3

11 Hours

Linear Programming Problem (LPP): LPP-concept, general structure, assumptions and Applications in Management, Problems on Formulation of LPP, Solution of LPP by graphical Method, Formulation of dual of LPP. [Text book 2, Pg. No. 28-70]

Module 4

11 Hours

Transportation Problems :General Structure; various methods of finding initial solution: Maximization and minimization problems North West Corner Method, Least Cost Method, Vogel's Approximation Method; Finding Optimal Solution-Modified Distribution method only.
Assignment Problems: General Structure; Finding Optimal Solutions; maximization problem, Restrictions on Assignments, Alternate optimal Solutions. [Text book 2, Pg. No.]

Module 5

09 Hours

Queuing Models: - Introduction; characteristics of queuing models, models for arrival and service times; single Poisson arrival with Exponential service Rate; Applications of queuing models. [Text book 2, Pg. No. 1-27]

Simulation of Management systems: - Terminology, Process of simulation, Monte Carlo Method, Inventory Management Simulation, Marketing Management Simulation, Financial Management Simulation. [Text book 2, Pg. No.]

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Text Books

1. "Business Statistics" by J.K. Sharma, 2/e, Pearson Education,
2. "Operation Research" by J.K. Sharma, 4/e, 2009

References

- Quantitative Techniques for Managerial Decisions-U K srivatsava-New Age International
- "Quantitative techniques in Management", N.D Vohra, Tata McGrahill Publications,2/e,2003
- Operations Research: Theory, Methods and Applications -Sharma S. D, KedarNath, Ram Nath& Co.
- Operations Research : An Introduction - Taha H. A, 9/e,PHI
- Introduction to Operations Research - Frederick S. Hillier, Gerald J. Lieberman, 9/e, Tata McGraw-Hill, 2011.
- Operations Research – Kalavathy S, 3/e, Vikas PublishingHouse.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3			
CO2	2	3			1
CO3	2	3			1
CO4	2	3			1
CO5	2	2			

HUMAN RESOURCE MANAGEMENT

Course Code: P18MBA 23
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To enable students understand basic concepts and functions of HRM.
2. Concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
3. To make students aware about various steps involved in Selection, Placement and Induction and providing methods and Performance appraisal.
4. To make them aware about procedure and evaluation in Training and Development.
5. To make students aware about the Career planning bases of Internal and External mobility.

Course Outcomes:

1. The Student will demonstrate their conceptual understanding of basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
2. The students will demonstrate their conceptual knowledge about various steps involved in Selection, Placement and Induction and providing methods, procedure and evaluation in Training and Development
3. The students will equip their conceptual knowledge of Performance appraisal.
4. The students will demonstrate their conceptual skill of Career planning bases of internal and external mobility.
5. The students gain practical knowledge about compensation and payroll administrative procedures.

Module1

10 Hours

HRM- Introduction, meaning, definition, nature and scope, objectives of HRM, evolution of HRM, Difference between Personnel Management and HRM, features of HRM, functions of HRM, Organization of HRM, line and staff responsibility, role of HR manager, qualities of HR, HR Manager as a Strategic partner, Opportunities and Challenges in Human Resource Management.

Emerging Trends in HRM: Competency Mapping, Business Process Outsourcing, Right Sizing of Workforce, Flexi time, Talent Management, Employee Engagement and Green HRM. (Text Book Chapter 1-3 Pg 1-57)

Module 2

10 Hours

Job design: definition, factors, approaches, job design options;

Job analysis: definition, steps in conducting job analysis, process, benefits of job analysis.

HR planning: introduction, objectives of HRP, linkage of HRP to other plans, definition and need for HRP, benefits of HRP, factors affecting HRP, process, problems and limitations of HRP.

Recruitment: definition, objectives, factors affecting recruitment policy, recruitment sources, recruitment techniques, recruitment process. (Text Book Chapter 4-6 Pg 87-123)

Module3

10 Hours

Selection, placement and Induction: meaning, definition of selection, significance of selection process and organizational relationship, selection procedure, various types of tests (aptitude, achievement, situational, interest, personality), different types of interviews, placement and induction.

Performance management: Introduction, meaning, need, purpose, objectives, appraisers and different methods of appraisal, uses of performance appraisal, limitations and problems of performance appraisal, 360 degree Appraisal, post appraisal feedback.

(Text Book Chapter 7-8 Pg 143-167: Text Book Chapter 15 Pg 335)

Module 4

12 Hours

Human Resource Development: Introduction, definition, significance of HRD, HRD functions. **Training and development:** Meaning of Training & Development, importance of training, benefits of training, need and objectives, assessment of training needs, training methods, on-the job and off-the-job training, advantages of training, evaluation of training programme training procedures and final evaluation.

Employee mobility: Internal mobility: Introduction, meaning, different types

Promotion: meaning, purpose, bases of merit, seniority, merit cum seniority, benefits, problems, promotion policy.

Transfer: meaning, purpose, types, reasons, benefits.

Demotion: meaning, need for demotion policy.

External mobility: Introduction, meaning, types. (Text Book Chapter 12 Pg 269: Text Book Chapter 10 Pg 218)

Module 5

10 Hours

Compensation & Benefits Administration: Compensation Management: Introduction, definition, need for sound salary administration, objectives, factors affecting wages/ salary levels, job evaluation, salary structure, salary fixation, incentives, profit sharing, bonus concepts, ESOPs, pay for performance, Benefits administration, employee welfare and working conditions-statutory and voluntary measures.

Industrial Relations- Overview of IR. (Text Book Chapter 16 Pg 369)

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Text Books

1. Human Resource Management, Text & Cases – VSP Rao, Excel Books, 2005

References

- Human Resource Management – Text & Cases – K. Ashwatappa; 5th Edition, TMH, 2008
- Human Resource Management - Cynthia Fisher, Shaw - Wiley / Biztantra, 5/e, 2005

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3				
C02	2		2		
C03	2		2	1	
C04	2		1	2	1
C05	2		1	1	1

BUSINESS RESEARCH METHODS

Course Code: P18MBA 24
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks **Credit Pattern: L: T: P = 3:0:0 = 3**
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the importance of Research in today's corporate world.
2. To create awareness about various Research Methodology and its Techniques available.
3. To create awareness about role of Researcher and his contributions in research work
4. To make students understand Role of Computers/Social science software contributions.
5. The Student will be capable of understanding how creativity and innovative Techniques help to find a solution to problems.

Course Outcomes: Students will be able to

1. Apply the steps involved in research study and formulate a research design
2. Comprehend scaling techniques and various data collection methods used in research
3. Apply appropriate sampling technique.
4. Construct hypothesis and test the same using suitable tools.
5. Interpret the results of the research and document

Module1

10 Hours

Research Methodology an introduction: Meaning, objectives, Motives, Types, Approaches, Significances, Research Methods V/s Methodology, Importance of How research is done, **Defining The Research Problems:** Selecting the Problems, Defining the Problems, Technique involved in Defining a problems, **Research Design:** Need for Research Design, Features of Good Design , Concept relating to research Design, **Sampling Design:** Census and sample survey, Selecting sample Procedure, Characteristics of sampling Design, Types of Sampling, How to select random sampling, random sampling from an infinite universe, Complex sampling Designs.

(Text Book :1 C.R. Kothari. Page No1-67 Second Edition)

Module2

10 Hours

Measurement and scaling Techniques: Measurement in research, scales, Sources of error in Measurements, Tests of sound Measurement, Techniques of developing Measurement tools, Meaning of Scaling, classification scale base, Importance of scaling Techniques, **Methods of Data collection:** Primary data, Observation method, interview method, Questionnaire Methods, Schedules Methods Difference Between questionnaire And schedule, Secondary Data, **Processing and Analysis of Data:** Processing Operations, Problems in Processing , Types of Analysis, Statistics in research, Measuring Central tendency, skewness, Relationship, Simple Regression analysis, Multiple Correlation and Regression.

(Text Book :1 C.R. Kothari. Page No 69-147 Second Edition)

Module 3

12 Hours

Sampling Fundamentals: Need for sampling, Sampling fundamentals, Sampling Theorem, Sampling Theory, Standard Error, Estimating Population Mean, Population proportion, Sample size and its Determinations, **Testing Hypotheses-1(Parametric or standard Test):** Formulation of Hypotheses, Basic concepts of Hypotheses, Flow diagram of Hypotheses Test, Importance of Parametric Test, Testing Means, Difference Between Means, Testing Two related sample, Testing of Proportions, Testing of Comparing variance to Population Variance, Testing of Correlation coefficients, **Chi-Square Test:** Chi-square as a test for comparing variance, Chi-square as Non-parametric Test, Steps involved in applying Chi-square Test.

(Text Book :1 C.R. Kothari. Page No 152-250 Second Edition)

Module 4

11 Hours

Analysis of Variance and Covariance: Analysis of variance (ANOVA), ANOVA, The basic Principals of ANOVA technique, Setting up Analysis Of variance table, Short-cut Method for one way ANOVA, Coding Method, Two-way ANOVA, **Testing of Hypotheses-2 (Non-Parametric/Distribution free test):** Important Non-Parametric or distribution Free test, Relationship Between Spearman's And Kendall's, Characteristics of distribution-free or Non-Parametric Tests, **Multivariate Analysis Techniques:** Growth of Multivariate Techniques, Characteristics and applications, Classifications of multivariate Techniques, variables in Multivariate Analysis, Multivariate Techniques, Methods of Factor analysis, Rotation in factor Analysis, R- type, Q-type factor Analysis, Path Analysis. (Text Book:1 C.R. Kothari. Page No 256-340 Second Edition)

Module 5

9 Hours

Interpretation and Report Writing: Interpretation Meaning, Why Interpretation? Technique of Interpretation, Precaution in Interpretation, significance of Report writing, Difference steps in writing Report, Layout Of Research Report, Types of Report, Oral Presentation, Mechanics of report writing, precautions of writing Reports, **The Computer and its Role in research:** The Computer and its Technology, Important Characteristics, The binary Number systems, Computer Applications, Computer and Researcher.

(Text Book :1 C.R. Kothari. Page No 344-371 Second Edition)

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Text Books

1. Research Methodology-C.R. Kothari –Second edition-2008
2. Research Methods- S.N.Murthy/U.Bhojanna- Excel Books/2e/2007.
3. Business Research Methods–Donald R. Cooper & Pamela S Schindler, TMH 9/e, 2007.

References

- Business Research Methods – William G Zikmund- Thomson, 7/e, 2003.
- Marketing Research – Naresh K Malhotra – Pearson Education /PHI/5e/2007.
- Marketing research: Text and cases- Rajendra Nargundkar – TMH 2/e, 2004.
- Research Methods – William M C Trochim-Biztantra, 2/e, 2007.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1	2	
CO2	3			2	
CO3	2	3			
CO4	2	3			
CO5	2			1	

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: P18MBA 25

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To understand importance of International Business Management
2. To understand globalization in the Indian economy making decisions in domestic and international business.
3. Help to develop skills in national differences in political economy, legal policies and business ethics in international markets.
4. To develop skills about the global trade and investment environment.

Course Outcomes: Student will be able to

1. Exhibit knowledge of international business environment.
2. Analyze business situation based on ethical conduct practiced in the world
3. Apply international trade theory to business
4. Exhibit competence in integrating regional diversity to achieve the organizational goals
5. Exhibit awareness of the international monetary policy

Module1

12 Hours

Globalization – Meaning, the Globalization of markets, the globalization of production, the emergence of global institutions, the changing Demographics of the global economy, the globalization debate, differences between domestic and global business

National differences in Political Economy –Introduction, Political systems, Collectivism and individualism, Democracy and totalitarianism, Economic systems, Mixed economy, Legal systems, Different legal systems, Differences in Contract Law, Property rights, The protection of intellectual property, Product safety and product liability, The determinants of economic development, Differences in economic development

(International Business - Hill & Jain Chapter 1 & 2 Pg 2 & 44)

Module2

10 Hours

Differences in Culture –Introduction, culture, values and norms, culture, society, and the nation state, the determinants of culture, social structure, individual and groups, social stratification, religious and ethical systems, Christianity, Islam, Hinduism, Buddhism, Confucianism, language, spoken language, unspoken language, education, culture and the workplace, cultural change

Ethics in International Business –Introduction, ethical issues in international business, employment practices, human rights, environmental pollution, corruption, moral obligations, ethical dimensions, the roots of unethical behavior (International Business - Hill & Jain Chapter 4 & 5 Pg 102 & 141)

Module3

10 Hours

International Trade Theory:

Introduction, an overview of trade theory, the benefits of trade, the pattern of international trade ,trade theory and government policy, mercantilism, absolute advantage, comparative advantage, the gains of trade, qualifications and assumptions, extension of the Ricardian model, Heckscher-Ohlin theory, the Leontief paradox, the product life cycle theory, evaluating the product life cycle theory, new trade theory, increasing product variety and reducing costs, economics of scale, first –mover advantages and pattern of life, implications of new trade theory, national competitive advantage: Porter’s Diamond-factor endowments, demand conditions, related and supporting industries, firm strategy, structure, and rivalry

The Political Economy of International Trade – Introduction, Instruments of trade policy, tariffs, subsidies, import quotas and voluntary export restraints, antidumping policies, the case for government intervention, political arguments for intervention, economic arguments for intervention, the revise case for free trade, retaliation and trade war, domestic politics ,development of the world trading system, from smith to great depression, the Uruguay round and the world trade organization, WTO: experience to date, the future of the WTO: unresolved issues and the Doha round

(International Business - Hill & Jain Chapter 6 & 7 Pg 182 & 226)

Module4

10 Hours

Regional Economic Integration

Introduction, levels of economic integration, the case for regional integration, the economic case for integration, impediments of integration, the case against regional integration, regional economic integration in Europe, evolution of European union, political structure of European union, the single European act, the establishment of the euro, enlargement of European Union, Impact of BREXIT on EU, regional economic integration in the Americans, the north American free trade agreement, the Andean community, Mercosur, central American common market and caricom, free trade areas of the Americas, regional economic integration elsewhere, association of southeast Asian nations, Asia-pacific economic cooperation, regional trade block in Africa

The Foreign Exchange Market-Introduction, The functions of the foreign exchange market, Currency Conversion, Insuring against Foreign Exchange Risk, The nature of the Foreign Exchange Market, Economic Theories of Exchange Rate Determination, Prices and Exchange Rates, Investor Psychology and Bandwagon Effects (International Business - Hill & Jain Chapter 9 &10 Pg 297 & 342)

Module5

10 Hours

The International Monetary Policy

Introduction, the Gold Standard, Mechanics of the Gold Standard, Strengths of the Gold Standard, The period between the wars, 1918-1939, The Bretton Woods System, The Role of the IMF, The Role of the World Bank, The collapse of the Fixed Exchange Rate System, The floating Exchange Rate Regime, The Jamaica Agreement, Exchange Rates Since 1973, Fixed versus, Floating Exchange Rates, Exchange Rate Regimes in Practice, Pegged Exchange Rates, Currency Boards, Crisis management by the IMF, Financial Crisis of 1985, The Asian Crisis, Evaluating the IMF’s Policy Prescriptions

The Strategy of the International Business –Introduction, Strategy and the Firm, Value Creation, Strategic positioning, Operations: The firm as a Value Chain, Global Expansion, profitability, and Profit Growth, Expanding the Market: Leveraging Products and Competencies, Location Economies, Experience Effects, Leveraging Subsidiary skills, Cost pressure and Pressure for Local Responsiveness, Pressuring for Cost Reductions, Pressure for Local Responsiveness, Choosing Strategy, Global Standardization Strategy, Localization Strategy, Transnational, Strategy, International strategy, The Evolution of Strategy

Entry Strategy and Strategic Alliances –Introduction, Basic entry strategies, Entry modes – exporting, turnkey projects, licensing, franchising, joint ventures, and wholly owned subsidiaries, Advantages and disadvantages (International Business - Hill & Jain Chapter 11,13 & 15 Pg 371, 436, & 508)

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Text Books

1. Charles W L Hill. And Arun Kumar Jain. International Business: competing in the global marketplace, Mc Graw-Hill, 10th Edition 2014.
2. P.Subba Rao, International Business-Himalaya Publishing House, 2nd Edition, 2008.

References

- R Srinivasan, International Marketing, PHI, 3rd Edition, 2009.
- Charles W L, Hill Global Business Today, Tata McGraw Hill, 4th Edition, 2005.
- John D Daniels Lee H Radebaugh, International Business: Environments and operations, Addison Wesley.
- Michael R Czinkota, Iikka A Ronkainen, Michael H Mofett: International Business, Thomson South Western, 6th Edition, 2003.
- Anant K Sundaram /J. Stewart Black, the International Business Environment, Prentice Hall.
- Janet Morrison, International Business Environment, Macmillan.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1	2	
CO2	3			2	
CO3	2	3			
CO4	2	3			
CO5	2			1	

WORKPLACE ETHICS

Course Code: P18MBA 26
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. Identify the obstacles for making good ethical decisions.
2. Illustrate professionalism conducting at workplace.
3. Insight the principles and values that personally embrace and use in addressing the ethical issues which arise in their working lives.
4. Understand the major ethical problems encountered while performing work assignments.
5. Demonstrate the possible ways for responding the ethical problems.

Course Outcomes: The Student should be able to

1. Apply the ethical theories and issues inherited due to rapid changes in business.
2. Demonstrate and communicate the concepts like corporate governance and corporate social responsibility.
3. Exhibit the value based leadership ability.
4. Analyse and critically solve any unethical problems in any of the business practices.
5. Accomplish the role of team players and Organizational goals.

Module 1

8 Hours

Introduction

Meaning, definition, objectives, nature, sources of ethics, factors influencing ethics, importance of ethics in business, ethics vs. morals and values, ethical issues in business, an overview of ethics value systems, values for Indian managers, ethics in management, factors influencing business ethics. (Text Book 1, pg. no. 5 – 67)

Module 2

10 Hours

Conducting Professionalism at Workplace:

Employee Etiquettes. Benefits of ethics in Workplace- employee commitment, investor loyalty, customer satisfaction, profits. Unethical Conduct for employees and employers. Factors leading to Unethical Behaviors. Different unethical behaviours'. Measures to control unethical behaviours. Rewarding ethical behaviour

Training in Ethics. (Text Book 1, Pg. No. 145 – 192)

Module 3

11 Hours

CSR and Corporate Governance

Ethics in Corporate Social Responsibility: Concept of CSR, Provisions of CSR under New Companies Act 2013. Advantages of CSR, CSR in Indian perspective, Indian examples. Various CSR activities undertaken by Indian corporate.

Corporate Governance: Meaning, Definition, relevance of corporate governance, need and importance of corporate governance, benefits of good corporate governance, The India Model

of Corporate Governance- obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation (Text Book 1, Pg199 -234 & 355 – 387)

Module 4

15 Hours

Ethics And Business Disciplines – An Overview.

Ethics in Intellectual Property Rights: Plagiarism etc.

Ethics in Marketing: Pricing Strategies, Advertising, etc.

Ethics in HRM: Discrimination, sexual harassment, Creating awareness about workplace sexual harassment, Vishaka Dutta vs. State of Rajasthan, Work place privacy, Whistle blowing.

Ethics in Finance: Bank Fraud, Fraud in Insurance Sector, etc,(Text Book 2, Pg. No. 192-204, 244– 355)

Information Technology and Ethics: an Overview of Ethics in E–Commerce, BPO, Health Care and Pharma Businesses. (Text Book 1, Pg. No. 415 – 441)

Module 5

08 Hours

Teamwork in the Workplace & Ethics: Teams, Elements of team, Stages of team development, team meetings, team rules, and teams work and professional responsibility.

Environmental Ethics, Business Ethics and Society, Ethics in Global Business, Broader Ethical Issues in Society – Ecological Concerns , Green Practices and sustainability. (Pg.432 – 455) / Text2 & (Pg. 389 – 398)/ Text 2.

Case Analysis: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. Business Ethics – *R.V.BADI & N.V.BADI – Vrinda Publications (P) Ltd*
2. Business Ethics – Text & Cases – *C.S.V.MURTHY – Himalaya Publishing House.*

References

- Perspectives on Business Ethics – *HARMAN, LAURA. P. - Tata McGraw Hill.*
- 2. Ethics in Business Management, Concepts and Cases - Banerjee, R P. – Himalaya Publishing House.
- Ethics in the Workplace, Dean Bredeson, Keith Goree, Cengage Learning, 2011.
- Corporate Governance, Ethics and social responsibility - Balachandran V, & Chandrashekharan V, 2/e, PHI, 2011.
- Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, Vikas Publishing House, 2012.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
CO5	2		2	1	1

CORPORATE COMMUNICATION

Course Code: P18MBA 27

CIE: 50 Marks Credit Pattern: L: T: P = 3:0:1 = 4

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. Adopt the practice of preparing business letters, proposals, and reports
2. Understand strategies of Negotiation and importance of employment communication,
3. Know advanced visual support and communication networks available for business presentations
4. Gain exposure to various forms of group communication

Course Outcomes: Student will be able to

1. Prepare business proposals and report writing
2. Apply negotiation strategies, demonstrate the usage of communication networks and adopt employment communication for career growth
3. Exhibit understanding by analyzing any given business situations
4. Demonstrate their communication skills and know their potential to become successful managers.
5. Exposure in drafting business proposals to meet the challenges of competitive environment.

Module1

12 hours

CORPORATE SKILLS

Report Writing-Framework for writing a report, types of reports, steps for writing a report, business and technical reports, summer project report.

Proposal Writing-Importance of Proposal-Preparation of proposals for - Small scale industry set up - Khadi and Village industry corporation - District Industrial Center - Business Plan presentation.

Module2

12 hours

PRESENTATION - Definition - Elements of presentation - Designing and Delivering a presentation. Advanced visual support for business presentation - Types of visual aid, 3D Presentaion.

NEGOTIATION

What is a negotiation - Nature and Need for negotiation - Factors affecting negotiation - Stages of negotiation process - Negotiation strategies.

Module3

12 hours

GROUP COMMUNICATION:

Meetings - Planning meetings - Objectives - Participants - Timing - Venue of meetings - Leading meetings, Setting of agenda and minutes of the meeting.

Media management - Press release - Press conference - Media

Interviews Seminars - Workshop - Conferences. Business etiquettes.

Module4

08 hours

INTERVIEW SKILLS

Employment Communication: Introduction – **Conversation skills** - Writing CVs - Cover letters – Group discussions - Interview skills, **Video Resume**.

Module5

08 hours

TECHNOLOGY – ENABLED COMMUNICATION

Using technology in communication - Networks - Intranet - Internet - e mails - SMS - teleconference - video conferencing, Communication through social media.

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Text Books

1. Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education,2011
2. Business Communication: Process And Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH

References

- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
- Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
- Business Communication – Madhukar R. K, 2/e, Vikas Publishing House

Hands on Experience:

- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Business etiquettes to be demonstrated in role play by students
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2		2	1	
CO2	3		2		
CO3	2		2	1	
CO4	2		2	1	
CO5	2			1	1

SEMINAR

Course Code: P18MBA 28
Total Numbers of Hours: 52

CIE: 50 Marks

Credit Pattern: 2
No. of Hours per Week: 4

Course Objectives:

1. To make students reach across diverse disciplines to apply theories, methods and knowledge from multiple fields.
2. To make students identify opportunities for developing ideas through creative work.
3. To make students identify the right source of collecting data
4. To make students apply proper technique for analysis.
5. To enable students to draw meaningful conclusion and prepare a report

Course Outcomes: Students will be able to

1. Analyze the literature relevant to the topic.
2. Exhibit knowledge in identifying relevant information, use of primary and secondary data.
3. Exhibit competence in applying appropriate technique for analysis.
4. Construct meaningful conclusion and present it.
5. Defend their presentation and will answer the questions asked for.

Seminar

Topics on Contemporary Issues in Management are given to students. Guidance will be provided to the students by their respective Mentor. Students are expected to carry out extensive literature review, formulate problem statement, collect relevant data, make analysis and interpret the same. The presentation will be evaluated by the department faculties.

Rubrics for evaluation of the seminar

SI No	Particulars	Max Marks	Marks Awarded
1	Relevance of the topic	10	
2	Content	10	
3	Methodology of Study	10	
4	Overall Presentations	10	
5	Question and Answer	10	
	Total Marks	50	

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	3		1	1	
CO3	1	2	1		1
CO4	1		1		1
CO5	2		1		

III SEMESTER
SUPPLY CHAIN MANAGEMENT

Course Code: P18MBA 31 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the concept of Supply chain Management.
2. To create awareness regarding the Supply Chain Operations and Its Technology.
3. To impart the understandings of Design for Logistics concepts that are used to control logistics cost and make the supply chain more efficient.
4. To make students understand world class manufacturing concepts.
5. To understanding how world class manufacturing is impacting on Indian Markets.

Course Outcomes: Students will be able to

1. Apply the concept of supply chain and its impact on business.
2. Exhibit the importance of Logistics and Technology in SCM.
3. Analyze the impact of world class manufacturing on Indian Markets.
4. Apply the concept of production systems in manufacturing.
5. Formulate implementation plans in supply chain management

Module1

8 Hours

Introduction to Supply chain: Evolution of Supply chain –objectives – importance Changing business Environment SCM present Needs Conceptual Model Of SCM –SCM Approach Traditional Supply Chain Approach,. **Modern Supply Chain Approach** SCM-decision phases – process view – Competitive and supply chain strategies – achieving strategic fit –Expanding Strategic Scope, Supply chain drivers – framework – facilities – inventory – transportation – information – sourcing – pricing –Obstacle to Achieve Strategic fit.(**Supply Chain Management - Rahul v.Alterkar- TB1 P no-1-10**
SCM - Sunil Chopra and Peter Meindl TB2 P no 6-11)

Module2

12 Hours

Operations and Demand management in Supply chain: Introduction of Basic Principals of manufacturing Management & its System ,Role of Production in Business –Mass Production systems ,Lean Manufacturing Agile Manufacturing, Quick Response Manufacturing (**QRM**) Key concepts in lean Manufacturing & SCM, Mass Customization, stages of manufacturing ,Licensing- service operations management, Service Operations Optimizations, Types of Demand –Forecasting Approach Moving Averages, Customer Order Decoupling Points (**CODP**), Industries & Their Classification, Supply Chain Strategy Collaborative planning Forecasting Replenishment Concepts (**CPFR**) (**Supply Chain Management - Rahul v.Alterkar- TB1 P no 12-62 & 93-183**)

Module3

10 Hours

Procurement & Logistics Management in Supply Chain:– Introduction to Purchasing cycle –Types of Purchases –Classification of Purchase Goods & Services –Traditional inventory Management –Inventory Models- Inventory Terminology, **History & evolution of Logistics** – Elements of Logistics Management – Distribution Management – **Distribution Strategies** – Inventory Management –Transportation Management –Fleet management –Containerization Ware Housing –Packing for Logistics –Third party Logistics –Technology Components.
(Supply Chain Management - Rahul v.Alterkar- TB1 P no 186-316)

Module4

12 Hours

Introduction to world class manufacturing:The Indian scenario
Competitiveness of Indian Manufacturing - Manufacturing Objectives and Strategies - The Manufacturing Strategic Intent Framework - Strategic use of IT in Indian Manufacturing
(Richard J. Schonberger, World Class Manufacturing: The Lessons of Simplicity Applied, Collier Macmillian, B S Sahay, K B C Saxena and Ashish Kumar, World-Class Manufacturing – A Strategic Perspective, Macmillan, 2009)

Module5

10 Hours

Leading India Towards World-Class Manufacturing:
Developing Strategic Thinking in Manufacturing - Issues in Strategic Planning for World-Class Manufacturing - Strategic Planning Methodology for World-Class Manufacturing - World-Class Manufacturing Implementing Plan-Performance Measurement System for World-Class Manufacturing.
(Richard J. Schonberger, World Class Manufacturing: The Lessons of Simplicity Applied, Collier Macmillian, B S Sahay, K B C Saxena and Ashish Kumar, World-Class Manufacturing – A Strategic Perspective, Macmillan, 2009)

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Text Books

1. Supply Chain Management - Rahul v.Alterkar
2. SCM - Sunil Chopra and Peter Meindl
3. Richard J. Schonberger, World Class Manufacturing: The Lessons of Simplicity Applied, Collier Macmillian, London
4. B S Sahay, K B C Saxena and Ashish Kumar, World-Class Manufacturing – A Strategic Perspective, Macmillan,
5. Gunn, T.G., Manufacturing for Competitive Advantage: Becoming A world Class Manufacturer, Ballinger Publishing, 2007

References

- Fundamentals of SCM. Dr.Dawei Lu.
- Supply chain Management text & cases –Janat shah.
- Supply chain Management –Sarika Kulkarni.
- Suzaki,K.,The New manufacturing Challenge: Techniques for Continuous Improvement, Free Press, new York.
- Shigeo Shingo, A Revolution in Manufacturing: The SMED System, Stamford, Conn. Productivity Press

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1		
CO2	2		1	1	
CO3	2		1	1	
CO4	2		2	1	
CO5	2		1	1	

PROJECT MANAGEMENT

Course Code: P18MBA 32

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To provide the framework of capital budgeting and generation and screening of project ideas
2. To provide knowledge and understanding of market and demand analysis, technical analysis, project risk analysis and financial estimates and projections
3. To expose students to special decision situations, social cost benefit analysis, qualitative analysis and environmental appraisal of projects.
4. To expose student to various means of project financing, project management, network techniques and project review and administrative aspects
5. To appraise the students on the leading practical application oriented relevant and updates case studies.

Course Outcomes: The student will able to

1. Analyze various phases of Project Management
2. Apply various tools available for Risk analysis in Capital
3. Exhibit competence in choosing project finance
4. Apply the knowledge of various forms of project organization.
5. Demonstrate the knowledge of project implementation and review

Module 1

09Hours

Project Management an Overview: Capital Expenditures-Importance and Difficulties. Phases of Capital Budgeting. [Pg. no. 1.1 – 1.6 – Projects – Prasanna Chandra] **Resource Allocation Framework:** Key criteria for allocation of resource – elementary investment strategies – portfolio planning tools – aspects relating to conglomerate diversification – interface between strategic planning and capital budgeting. [Pg. no. 2.1 – 2.24 – Projects – Prasanna Chandra] **Generation and screening of project ideas:** Generation of ideas – monitoring the environment – regulatory framework for projects – corporate appraisal – preliminary screening – project rating index – sources of positive NPV – qualities of a successful entrepreneur –BCG Model and GE 9 Cell model the porter model for estimation of profit potential of industries. [Pg. no. 3.1 – 3.14 – Projects – Prasanna Chandra]

Module 2

13 Hours

Market and demand analysis: Situational analysis and specification of objectives – collection of secondary information – conduct of market survey– characterization of the market – demand forecasting – market planning. [Pg. no. 4.1 – 4.25 – Projects – Prasanna Chandra]

Technical Analysis: Manufacturing Process/Technology-Technical arrangements-Material inputs and Utilities-Product mix-Plant Capacity-Location and Site-Machineries and Equipments-Structures and Civil Works [Pg. no. 5.1 – 5.10 – Projects – Prasanna Chandra]

Module 3

13 Hours

Types and measure of risk– Sensitivity Analysis– Scenario Analysis – Simulation analysis – Decision Tree Analysis [For Dependent and Independent cash flows]–Financial Breakeven Analysis, Application of Probability, Capital Budgeting and Inflation–Selection of Project – Risk Analysis in practice. [Pg. no. 9.1 – 9.22, 11.1 – 11.37 – Projects – Prasanna Chandra]

Social Cost Benefit Analysis (SCBA): Rationale for SCBA – UNIDO approach to SCBA – Little and Mirrlees approach to SCBA [Pg. no. 14.1 – 14.21 – Projects – Prasanna Chandra]

Module 4

08 Hours

Project financing in India: Means of finance – norms and policies of financial institutions – SEBI guidelines – Sample financing plans – structure of financial institutions in India – schemes of assistance – term loans procedures – project appraisal by financial institutions.

Project Management: Forms of project organization – project planning – project control – human aspects of project management – prerequisites for successful project implementation. [Pg. no. 8.1 – 8.25, 21.1 – 21.21 – Projects – Prasanna Chandra]

Module 5

09 Hours

Network techniques for project management – development of project network – time estimation – determination of critical path – scheduling when resources are limited – PERT and CPM models – Network cost system (Only problems on resources allocation and resources leveling). [Pg. no. 22.1 – 22.29 – Projects – Prasanna Chandra]

Project review and administrative aspects: Initial review – performance evaluation – abandonment analysis – administrative aspects of capital budgeting – evaluating the capital budgeting system of an organization. [Pg. no. 23.1 – 23.18 – Projects – Prasanna Chandra]

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Text Books

1. Prasanna Chandra – Project Planning: Analysis, Selection, Implementation and Review – TMH, 7/e, 2010.
2. Narendra Singh – Project Management and Control – HPH , 2003

References

- Nicholas – Project Management for Business and Technology: Principles and Practice – Pearson / PHI, 2009.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2			2	1
CO2	2	2	1		
CO3	2		1	1	
CO4	2		2		
CO5	2	1			1

SEMINAR

Course Code: P18MBA 33
Total Numbers of Hours: 26

CIE: 50 Marks

Credit Pattern: 2
No. of Hours per Week: 2

Course Objectives:

1. To make students reach across diverse disciplines to apply theories, methods and knowledge from multiple fields.
2. To make students identify opportunities for developing ideas through creative work.
3. To make students identify the right source of collecting data
4. To make students apply proper technique for analysis.
5. To enable students to draw meaningful conclusion and prepare a report

Course Outcomes: Students will be able to

1. Analyze the literature relevant to the topic.
2. Exhibit knowledge in identifying relevant information, use of primary and secondary data.
3. Exhibit competence in applying appropriate technique for analysis.
4. Construct meaningful conclusion and present it.
5. Defend their presentation and will answer the questions asked for.

Seminar

Topics on Contemporary Issues in Management are given to students. Guidance will be provided to the students by their respective Mentor. Students are expected to carry out extensive literature review, formulate problem statement, collect relevant data, make analysis and interpret the same. The presentation will be evaluated by the department faculties.

Rubrics for evaluation of the seminar

Sl No	Particulars	Max Marks	Marks Awarded
1	Relevance of the topic	10	
2	Content	10	
3	Methodology of Study	10	
4	Overall Presentations	10	
5	Question and Answer	10	
	Total Marks	50	

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	3		1	1	
CO3	1	2	1		1
CO4	1		1		1
CO5	2		1		

COMPUTER LAB

Course Code: P18MBA34
Total Numbers of Hours: 26

CIE: 50 Marks

Credit Pattern: L: T: P = 1:0:1 = 2
No. of Hours per Week: 4

Course Objectives:

1. To make students aware of usages of MS office.
2. To make the students learn Report Writing using MS Word.
3. To make them learn to prepare Presentations using MS Power Point.
4. To insert knowledge on usage of MS Excel for basic calculations.
5. To make them aware of usage of SPSS software.

Course Outcomes: Students will be able to

1. Apply the knowledge of MS office to business.
2. Demonstrate the application of MS word for preparation of documents and reports
3. Create presentation using MS Power Point
4. Exhibit competence in using MS Excel for various calculations, graphs for analysis of data.
5. Exhibit knowledge of use of software in the field of research

Module1

02Hours

Introduction to Microsoft Office –

Uses and applications of MS office. MS office tools-Word, Power Point and Excel.

Module2

05 Hours

MS Word-Report Preparation –

Introduction to MS Word, learning practically how to prepare a report in proper format with font size, style, alignment, etc, learn to insert a table, page layout, and other basic formatting.

Module3

08 Hours

MS Power Point-

Introduction to Power Point- learns to use Power Point as a model for Presentations. Learn to insert slide, slide design, animation, pictures and tables, etc.

Module4

08 Hours

MS Excel-

Introduction to Excel- learn to use excel for calculations applying formulae. Learning calculations on finding Sum, Averages, Multiplication, Division, and other statistical models. Learning to insert diagrams/graphs using excel.

Module5

03 Hours

Emerging trends in usage of software to the field of Research. SPSS –Introduction, understanding its uses and applications. (Theory Only)

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2				2
CO2	2		1		
CO3	2		1	1	
CO4	2	3			
CO5	2	1			1

Elective 1 FINANCE
FINANCIAL SERVICES AND BANKING PRACTICES

Course Code: P18MBA 3F1

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To introduce the concept of banking, its types & its scope.
2. To enable to students to understand the relationship between banker and customers.
3. To also impart the knowledge on Asset Liability management.
4. To explain about financial services including leasing and hire purchase.
5. To make aware of other financial services, securitization of debt and marketing of financial services.

Course Outcomes: Students will be able to

1. Analyze various Banking and Non-Banking financial services in India.
2. Demonstrate understand the activities of Merchant Banking and credit rating.
3. Exhibits competence in understanding micro financing and other financial services in India.
4. Evaluate and compare leasing & hire purchase options.
5. Apply the concepts of mutual funds, Insurance, securitization process and functioning and analyse them.

Module1

10 Hours

Banking

Meaning and Definition, Evolution of Indian Banks. Types of banks -Public Sector, Regional Banks, Performance of Public Sector banks, Private Sector Banks.

Commercial banking: Structure, Functions - Primary & secondary function, Role of commercial banks in socio economic development, Services rendered. Credit creation and Deployment of Funds.

Bank Clearing House: Clearing Procedure.

Hi-tech Banking: Modern technology in Banking, Core banking, E- Banking, ATM, EFTS, RTGS, NEFT, Internet Banking, Mobile Banking. Risk management in banks (an overview).

Concept of **Green Banking** for sustainable development.

Concept of **International Banking**- an overview. (Chapter 11 of 1st Text book)

Module2

10 Hours

Bank and Customer

Relationship between the Banker and the Customer; Types of accounts, Deposits and Forms of lending. Bank's obligation to customers; Documents & Procedure for loan.

Asset Liability Management in banks: Components of Liabilities and Components of Assets, Significance of Asset Liability management, Purpose and objectives. ALM as co ordinated Balance Sheet management.

Banking Instruments- Cheque, bank draft, e-cheque, Travellers cheque, credit card, cheque cards,

Debit card.

Concepts of **Universal Bankin.** (Chapter 9 of 1st Text book)

Module3

10 Hours

Merchant Banking

Merchant banker- Role and Functions, SEBI guidelines for merchant bankers – Issue Management – Equity issues – Rights issues – Debenture issues – Book building – Private Placements – Pre & Post issues activities – Raising capital from International markets: ADRs, GDRs, and ECB etc.

Lease and Hire Leasing

Meaning and Types of leasing – Legislative frameworks – Matters on Depreciation and Tax – Tax Planning in the context of Managerial decisions (Make or Buy, Lease or Hire Purchase) – Problems on leasing – Hire Purchasing- Concepts and features – Tax and Depreciation implications – Problems on Hire Purchasing.

(Chapter 1,2 and 3 of 3rd Text book & 2, 3, 4 of 1st Text book)

Module4

12 Hours

Credit rating and Securitization of debts

Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies –Rating symbols of different companies Securitization of debt- Meaning- Features- Special Purpose Vehicle- Benefits of Securitization – Issues in Securitization.

Depository Service - Depository services- Role of depositories and their services— Advantages of depository system -NSDL and CDSL- Depository participants and their role- Stock Broking Services including SEBI guidelines.

(Chapter 13,14,16 & 18 of 1st Text book)

Module5

10 Hours

Money Market Instruments – Treasury bill – Commercial bill – Commercial paper – Certificate of deposit – REPO/Reverse REPO – Call money- Notice money – Term money – Credit card – Bill discounting – Factoring – Forfeiting – Consumer finance – Reverse mortgage service.

(Chapter 7,6,8 of 1st Text book)

Case Studies in Indian Context only

Text Books

1. Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
2. Indian Financial System – Pathak, Pearson Education, 3/e, 2011.
3. Merchant Banking: Principles and Practice - Machiraju H. R, New Age International.
4. Indian Financial System—Khan M. Y, 7/e, TMH, 2011

References

- Bank Financial Management-Indian Institute of Banking and Finance, 1/e, Macmillan, 2010.
- Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
- Indian Financial System – Machiraju, 4/e, Vikas, 2010.

➤ Financial Services, Shanmugam, Wiley India, 2011

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			2	
CO2	2			2	1
CO3	3		2		1
CO4	2	3			1
CO5	3			1	2

MERGERS, ACQUISITION AND CORPORATE RESTRUCTURING

Course Code: P18MBA 3F2

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To facilitate understanding of corporate merger and acquisition activity and Restructurings
2. To examine the role that M&A plays in the contemporary corporate world, and its use as a strategic tool to provide growth, enhance competitive position, transform a company or industry, and create shareholder value.
3. To compare and contrast the various forms of corporate restructuring.
4. To provide the student a framework for analyzing transactions including understanding strategic rationale, deal structures, bidding strategies, and the need for a value proposition. To assess human and cultural aspects of M&A's.
5. To understand the regulatory aspects concerned with M&As.

Course Outcomes: Students will be able to

1. Apply the concepts of M&A and Corporate Restructuring
2. Exhibit competence in financial evaluation of M&A and analyse the results
3. Critically evaluate different types of M&A, takeover and antitakeover strategies.
4. Analyse corporate restructuring using standard techniques of corporate valuation.
5. Apply accounting rules and legal guidelines for M&As.

Module1

12Hours

Introduction to Mergers

Mergers - In the Nature of Acquisitions and Amalgamations, Types of Merger, Motives Behind Mergers, Synergy of Mergers – Types of synergies, Value Creation in Horizontal, Vertical And Conglomerate Mergers – Internal And External change forces contributing to M & A activities. (1st, 3rd, & 4th chapters from B Rajesh Kumar & Page No. 82-88 from J Fred Weston)

M & A – A Strategic Perspective- Industry Life Cycle in M&A Decision, Strategic approaches to M&A- SWOT Analysis & BCG Matrix. (2nd chapter from B Rajesh Kumar & 56-68 from J Fred Weston)

Module2

08Hours

Corporate Restructuring

Corporate Restructuring – Different Methods Of Restructuring – Joint Ventures – Sell Off And Spin Off – Divestitures – Equity Carve Out – Leveraged Buy Outs (LBO) – Management Buy Outs (MBO) - Employee Stock Ownership Plans (ESOP) .

Takeovers, Types, Hostile Takeover Approaches, Take Over Defences – Financial Defensive Measures – Coercive Offers and Defences – Anti-Takeover Amendments – Poison Pill Defences. (9th & 10th chapters from B Rajesh Kumar & Chapter 9, 14, 15, 16th of J Fred Weston)

Module3

10 Hours

Merger Process

Merger Process: Dynamics Of M&A Process- Identification Of Targets-Negotiation-Closing The Deal. Five Stage Model –Due Diligence (Detailed Discussion). Methods of Financing Mergers – Cash Offer, Share Exchange Ratio Problems, Financing of Merger. Process of Merger Integration – Organizational And Human Aspects – Managerial Challenges of M & A. (Chapter 5, 6 & 11 of B Rajesh Kumar)

Module4

11 Hours

Valuation

Valuation Approaches and Methods – Discounted Cash Flow Valuation, Book Value Based Valuation, Valuation of Operating And Financial Synergy. Mergers as a Capital Budgeting Decision. (Chapter 7 from B Rajesh Kumar, Problems- Refer Corporate Finance By Ashwath Damodaran & Chapter 13 & 14 From Ravindhar Vadapalli)

Value Based Management: Methods and Key Premises of VBM, Marakon, Alcar, Mckinsey, Stern Stewart, BCG approach (Problems need to be solved)

Module5

11 Hours

Accounting for Amalgamation & Legal And Regulatory Frame Work

Accounting for Amalgamation as per AS 14(Problems need to be solved on Amalgamation in nature of Merger and Acquisition. Legal And Regulatory Frame Work of M & A – Provisions of Company's Act 1956 and 2013, Tax Planning towards M&A (Tax savings available for acquired firm or merged firm). (Chapter 8 of B Rajesh Kumar & Chapter 7, 8, 9, 10, 11, & 12 of Prasad G Godbole)

Related case studies to be discussed.

Text Books

1. Fred Weston, Kwang S Chung, Susan E Hoag – Mergers, Restructuring And Corporate Control – Pearson Education, 4/E
2. Mergers & Acquisitions –Text & Cases by B Rajesh Kumar- Tata McGraw Hill company
3. Mergers Acquisitions And Business Valuation – Ravindhar Vadapalli – Excel Books, 1/E 2007
4. Ashwath Damodaran – Corporate Finance-Theory And Practice – John Wiley & Sons
5. Mergers, Acquisitions & Corporate Restructuring By Prasad G Godbole – Vikas Publications.
6. Shukla & Grewal- Advanced Accounts Vol 2 – S.Chand & Sons, Recommended Book For Module-6

References

1. Company Law & Practice – Taxmann – Recommended Book For Module-8
2. Students Guides To I.T. Act 1969
3. Sudi Sudarsanam – Value Creation From Mergers And Acquisitions – Pearson Education, 1/E, 2003
4. Valuation For Mergers Buyouts & Restructuring – Arzak Wiley India (P) Ltd.
5. Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath. S.R – Sage Publication.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2		1	1	
CO2	2	2			1
CO3	2		2		1
CO4	1		2	1	1
CO5	2			2	

ADVANCED FINANCIAL MANAGEMENT

Course Code: P18MBA 3F3 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To inculcate conceptual knowledge of working capital management [i.e. Inventory, Receivables and Cash] and conceptual framework for bank finance for working capital and identify the various sources of financing working capital requirement.
2. To inculcate conceptual knowledge Capital structure and Dividend decisions and their impact on value of the firm.
3. To inculcate the knowledge of different Corporate Financial Modeling in order to carry out effective financial planning in the business organization.
4. To make the students able to assess the dividend policy of the firm.
5. To make students understand corporate financial modelling

Course Outcomes: The student will be able to:

1. Apply the knowledge about financial planning and determination of corporate financial needs.
2. Exhibit competence in estimating Working capital requirement and techniques of cash management
3. Demonstrate skills in evaluating different credit policy and how changes in credit variables impact the sales and residual income.
4. Analysis the need and importance of inventory management.
5. Analyze the relationship of capital structure and dividend decisions on the value of the firms.

Module1

09Hours

Corporate financial Modelling – Agency problem and consideration. Financial planning – Basis of financial planning, sales forecast method, pro-forma P & L account method, pro-forma balance sheet method, determination of External Financing Requirement (EFR). [Basic problem][Pg. no. 127-135, Financial Management by Prasanna Chandra]

Module2

12 Hours

Working capital management –Sources for financing working capital - Short term financing of working capital, long term financing of working capital. Bank finance for working capital, Working Capital Leverages (No problems on estimation of working capital requirement).

Cash Management – Forecasting cash flows– Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller - Orr model. Strategies for managing surplus fund. [Pg. no. 708-722, Financial Management by Prasanna Chandra]

Module3

12 Hours

Receivables Management – Credit management through credit policy variables, marginal analysis, Credit evaluation: Numerical credit scoring and discriminate analysis. Control of accounts receivables, Factoring (Problems are included). Performance measurement and Balanced Scorecard.

Module4

07 Hours

Inventory Management: Determinations of inventory control levels: ordering, reordering, danger level. EOQ model, Quantity discounts. Monitoring and control of inventories, ABC Analysis. Zero Inventory System. [Pg. no. 735-750 & 761-774, Financial Management by Prasanna Chandra]

Module5

12 Hours

Capital structure & market value of a firm. Theories of capital structure – NI approach, NOI approach, Modigliani Miller approach, traditional approach. Arbitrage process in capital structure. [theory and problems] [Pg. no. 505-528, Financial Management by Prasanna Chandra]

Dividend policy – Theories of dividend policy: relevance and irrelevance dividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Legal and procedural aspects of dividends Corporate Dividend Tax. [Pg. no. 574-586, Financial Management by Prasanna Chandra]

Related case studies to be discussed.

Text Books

1. Prasanna Chandra: Financial Management, (TMH), 7/e, 2009
2. M.Y. Khan & P.K. Jain – Financial Management, (TMH), 5/e, 2009

References

- I.M. Pandey – Financial Management (Vikas), 10/e, 2009
- Ross, Westerfield & Jaffe, Corporate Finance– TMH – 8/e, 2009
- Fundamentals of Financial Management - Brigham & Houston, 10/e, Cengage Learning.
- Fundamentals of Financial Management – Vanhorns & Bhandari, Pearson Education.
- Contemporary Financial Management – Kothari & Dutta, Macmillan India Ltd.
- Fundamentals of Corporate Finance - Stephen A. Ross, Westerfield, Jordan, 8/e, McGraw Hill, 2010.
- Fundamentals of Financial Management – Vanhorne & Wachowicz, 13/e, PHI, 2011.
- Corporate Finance – Damodaran, 2/e, Wiley India (P) Ltd., 2004

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2		1	1	
CO2	2	2			1
CO3	2		2		1
CO4	1		2	1	1
CO5	2			2	

INVESTMENT MANAGEMENT

Course Code: P18MBA 3F4 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To develop a thorough understanding of process of investments and financial markets.
2. To provide conceptual insights into the valuation of equity.
3. To provide the insight about the bond terminology and bond risk management.
4. To familiarize the students understand the concept of fundamental and technical analysis.
5. To familiarize with stock markets in India

Course Outcomes: Students will be able to

1. Analyze the financial market and understand the various investment options available.
2. Evaluate the intrinsic value of Bonds.
3. Evaluate the intrinsic value of Shares.
4. Demonstrate the basic understanding for fundamental and technical analysis of stock in order to buy/sell the stock.
5. Apply the insight of EMH for better portfolio management and have an effective risk-return trade off for maximizing the return.

Module 1

10 Hours

Investment: Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives.

Mini Project: Prepare a Investment Plan with a notional investment of five and ten lakhs

Financial markets – primary and secondary markets, guidelines – major players and instruments in secondary market - Functioning of stock exchanges, trading and settlement procedures at NSE & BSE. Leading Stock Exchanges in India. Stock Market Indicators- Types of stock market Indices, Indices of Indian Stock Exchanges. Problems on computation of Indices by using Free float market capitalization method. [1, 2 & 4 of 1st Text book]

Mini Project: Industry wise company listed in S&P BSE 500 and Nifty 50

Module 2

12 Hours

Bond valuation - Strategic role of bond, Bond terminology, types of bonds, bond price analysis, bond valuation, duration, modified duration, YTM, interest and determinants of interest rates, theories of interest rates, analysis of deep discount bond, analysis of convertible bond. Bond Risk management tools- types of risks, Bond Immunization, convexity, term structure of interest rates, credit rating. (Problems on YTM, duration and modified duration) [13 of 1st Text book]

Module 3

09 Hours

Equity Valuation: Models -Valuation methods-dividend discount model, price earnings ratio, price book value ratio, Price-sales ratio. [11, 12 of 1st Text book]

Module 4

11 Hours

Fundamental Analysis - Objective and believes of fundamental analysis, frame work of fundamental analysis concepts of intrinsic value- Economic Analysis: Economic forecasting methods, Industry analysis and Company analysis.

Technical Analysis - Concepts of Technical analysis, Dow chart, PFC, Bar chart, Contrary opinion theory - Confidence index, RSI, Moving average, MACD, Japanese candle stocks. [14,15 and 16 of 1st Text book]

Mini Project- Prepare a report on **Fundamental Analysis and Technical Analysis of a selected company**

Module 5

10 Hours

Efficient market hypothesis - Concept of efficiency of stock markets, forms of efficient market hypothesis, Empirical tests of efficient market hypothesis in Indian Market. Description of tests of efficient market hypothesis. [9 of 1st Text book]

Case Studies in Indian Context only

Text Books

1. Investment Analysis and Portfolio management – Prasanna Chandra, 3/e, TMH, 2010.
2. Investment Management – Bhalla V. K, 18/e, S.Chand, 2011.

References

- Investments – ZviBodie, Kane, Marcus & Mohanty, 8/e, TMH, 2010.
- Security Analysis & Portfolio Management – Avadhani V. A, HPH.
- Investment Management – Preethi Singh, 18/e, Himalaya Publishing House, 2010.

CO-OP Mapping

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1		2
CO2	2	3	1		
CO3	2	3	1		1
CO4	2	3	1		
CO5	3	1			1

Elective 2 HUMAN RESOURCE MANAGEMENT
ORGANIZATIONAL STRUCTURE, PROCESS AND DESIGN

Course Code: P18MBA 3H1 CIE : 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To enable students to understand the nature and scope of organization, structure and approaches to measure organizational effectiveness.
2. To make students understand the fundamentals of organization's workflow, organizational design and matching strategy and structure
3. To make students understand the power politics and conflicts of organization.
4. To make students aware about organizational cultural issues and ways of managing them
5. To help the students on the application oriented case analysis organizational design and effectiveness.

Course Outcomes: Students will be able to

1. Apply the Nature of organizations in today's world.
2. Demonstrate the Design competence in effective decision making.
3. Exhibit key processes in selecting structural configurations among alternatives.
4. Analyse the art of Power, Conflict and Politics.
5. Accomplish the role of organizational decision making and strategic formulations

Module1

10 Hours

ORGANISATIONAL REALITY : Images of organization :organizations as machines, living systems

Brains , Political systems, cultures , Psychic Prisons .

Understanding Organizations : Madhukar Shukla P1-19

ORGANIZATIONAL DESIGN: Determinants of organizational design

Environment, objective/mission, strategy, technology, people and culture, age, size.

Understanding Organizations :Madhukar Shukla

P20-29

Module2

10 Hours

COMPONENTS OF ORGANIZATIONAL DESIGN: Complexity: Horizontal complexity, vertical complexity, spatial complexity, Formalization: organizational and professional formalization, formalization techniques; Centralization: organizational decision-making process ,Centralization and decentralization Understanding Organizations :Madhukar Shukla P 30-43

ORGANIZATION-ENVIRONMENT INTERFACE: Environmental impact on organization: Burns and Stalker: the mechanistic and organic organization, Lawrence and Lorsch: differentiation-integration theory, Duncan: A Model for "right" organizational

structure , Strategies for managing environment: Domain choice, recruitment, vertical integration, buffering, smoothening, advertising, contracting, Mergers/acquisitions/strategic alliances, lobbying.

Understanding Organizations :Madhukar Shukla P44-57

Module3

10 Hours

ORGANIZATIONAL STRATEGY AND STRUCTURE:The strategy-structure link
Strategic choices as adaptation process: a strategic typology of organization: defenders, prospectors, analyzers; strategic failures.

Madhukar Shukla P58-73

TECHNOLOGICAL DETERMINANTS OF ORGANIZATIONAL DESIGN: Nature of technological influences: technological complexity-Woodward's study
Technological interdependence- Thompson's contribution
Technological uncertainty -Perrow's framework
Integration and implications; job design: managerial options for technological change: combining tasks, forming natural work units, establishing client relationships, expanding jobs vertically, opening feedback channels. Madhukar Shukla P74-89

Module4

10 Hours

BASIC OF STRUCTURAL CONFIGURATIONS: Strategic Apex , Operating Core , Middle line, Techno structure, Support Staff
Simple Structure; Machine Bureaucracy ;Professional Bureaucracy; Divisionalised Form; Adhocracy. Madhukar Shukla P90-98

ORGANISATIONAL POWER, CONFLICT AND POLITICS: Significance of power and politics in Organizations

Structural Determinants of organizational power: Hierarchical position, Non Routine ness, Centrality to workflow , Control over inputs, Uniqueness, Proximity to Power

Power imbalances: Sources of organizational conflicts: Horizontal differentiation , Interdependence among sub units ,Performance and Reward criteria, Incongruent relationships

Managing Organizational Conflicts: A Contingency perspective: Collaboration, Power Play, Bargaining, Structural & Procedural Strategies Madhukar Shukla P109-127

Module5

12 Hours

ORGANISATIONAL DECISION MAKING AND STRATEGY FORMULATION:
What are organizational decisions :Operating Decisions, Strategic Decisions, Administrative Decisions; Influence on organizational decisions;

The normative research approach: The nature of rational decisions, The payoffs of rationality ,Limits of rationality; The entrepreneurial approach: The power of the CEO, How to do top managers think, Uses of intuition , Limitations of Entrepreneurial decisions;

The political approach : Organizational politics and coalitions, The politics of decision making, The nature of political decision making; The consensus building approach : The meaning of consensus, Mechanisms for developing consensus .Madhukar Shukla P128-150

Organizations : A Future Perspective: The changing environment : Information and Communication, Technology, Globalization and competition, Customer and quality.

Organizations for the Future : Managing multiple goals, Using Multiple Information – Processing System, Managing Resources.

Organizations as Learning Systems : How do organizations learn ,Processes and practices in Learning Organizations ,Structural Arrangements for Learning Organizations. Madhukar Shukla P212-235.

Case Studies in Indian Context only

Text Books

1. Understanding Organizations :Madhukar Shukla- PHI – 2009

References

- Organization Theory – Structure, Design And Applications – Stephen Robbins – Pearson / PHI, 3/e
- Organization Behaviour – P.G.Aqinas-Excel Books-2008

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
CO5	2		1	1	1

LEGAL ENVIRONMENT & INDUSTRIAL LEGISLATION

Course Code: P18MBA3H2
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks **Credit Pattern: L: T: P = 3:0:0 = 3**
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. Identify the principles of IR.
2. Insight the significance of creating awareness in developing industrial peace.
3. Illustrate conceptual basis of Industrial Relations.
4. Understand the components and meaning of sustaining Industrial peace anchored on harmonious Employee Management Relations.
5. Demonstrate the various Industrial Acts.

Course Outcomes: Student will be able

1. Apply the IR concepts and practices to design programs for better industrial relations and peace.
2. Demonstrate the knowledge related to employee management relations and solve human resource issues.
3. Exhibit critical thinking skills in order to evaluate different labour laws.
4. Analyse harmonious employee management relations.
5. Accomplish the Global and Ethical consideration.

Module 1

12Hours

Indian Industrial Relations overview: Need, Scope of legal environment. IR in the post Independence period, Factors that influence IR. Importance, functions and objectives of Industrial Relations, Effects of poor IR, Main approaches to IR: Unitary, Pluralistic, and Radical. Trends in IR (Text Book 2 Arun Monappa Chapter 1Pg 8)

Labor and Indian constitution: Factors that lead to State Intervention in IR, The relationship between state and industries, policies and practices in India, Government policies relating to labour in 5 year plans, Legal Enactments, ILO its influence, objectives & functions on Legal Enactments in India. (Text Book 2 Arun Monappa Chapter 14 & 15 Pg 320 & 333)

Module 2

08Hours

Collective Bargaining in India: Definition, Bargain able issues, Types of Bargaining, features, issues & scope in collective bargaining. Essential conditions for the success of collective bargaining, functions of collective bargaining, collective bargaining process, pre-requisites for collective bargaining, trends and conclusions.

Negotiation: Features, conditions of Negotiation, Techniques of negotiation. (Text Book 2 Arun Monappa Chapter 6 Pg 106)

Module 3

08Hours

Trade Unions: Meaning, Trade Union Movement in India, feature & functions of trade

unions, objectives of important trade unions, union structure, problems of trade unions, measures to strengthen trade union movement in India, rights and responsibilities of trade union, future trends of trade union movement in India. (Text Book 2 Arun Monappa Chapter 3 Pg 30) Employee relations in IT sector

Module 4

10Hours

Grievance procedure and Discipline management: Grievance, meaning and forms, approaches to grievance machinery, Grievance procedures, model grievance procedure.

Discipline – Judicial approach to discipline, Domestic enquiries, Disciplinary procedures, approaches to manage discipline in Industry. Principles of Hot stove rule.

(Text Book 2 Arun Monappa Chapter 7&8 Pg 147 & 161)

Paradigm shift from industrial relations to employee relations – shift in focus, difference, employee relations management at work, culture and employee relations, future of employee relations.

Module 5

14Hours

INDUSTRIAL ACTS

1. Factories Act' 1948
2. Industrial Employment standing order's Act' 1946
3. Minimum wages Act' 1948
4. Payment of Gratuity Act 1972
5. Employees' State Insurance (ESI) Act, 1948
6. Workmen's compensation Act, 1923
7. Maternity Benefit Act, 1961 amendments 2016

(Text Book 3 Chapter 16, 21, 22, 18,Pg 279, Pg 363, Pg 399, 312)

Case Analysis: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. Mamoria & Mamoria – 'Dynamics of Industrial Relations', Himalaya Publishing house Mumbai, 2005
2. Arun Monappa – Industrial Relations, Tata McGraw Hill Publishing Company Ltd, 1/e, 2002.

References

- Industrial Relations Trade union & labour legislation.- P.R.N. Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar.
- P SubbaRao – Essentials of Human Resource Management and Industrial Relations (Text, Cases and Games), Himalaya Publishing House, Mumbai
- Employee Relations Management - P N Singh, Singh P. N., Pearson Publications
- Aggarwal, S.L. : Labour Relations Law in India
- Labor Laws for Managers, BD Singh, Excel Books, 2009, ISBN: 9350621436, 9789350621431

CO-OP MAPPING

POST GRADUATE DEPARTMENT OF MANAGEMENT STUDIES

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3				
C02	2		2		
C03	2		2	1	
C04	2		1	2	1
C05	2		2	1	1

TEAM DEVELOPMENT AND LEADERSHIP

Course Code: P18MBA 3H3

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. Identify the concepts and principles of team building and organisational leadership.
2. Illustrate importance of team performance management.
3. Insight the theoretical aspects and practical applications of leadership styles in an organization.
4. Understand basic concepts of leadership traits.
5. Demonstrate the application oriented case studies on leadership and team work.

Course Outcomes: Students will be able to

1. Apply the concepts and theories with respect to team building and leadership.
2. Demonstrate the acumen in applying the knowledge in organization leadership and concepts.
3. Exhibit the ability to develop team and value based leadership.
4. Analyse the global and cultural aspects while developing a team.
5. Accomplish the skills for self grooming on leadership traits.

Module1

10Hours

Introduction to Team work: Meaning of Teamwork, Seven Keys to build great work teams, Nature & importance of team work- Team Elements – characteristics of Productive & effective Teams –Factors Contributing to team Development & effectiveness – Steps for Team Building & developments –Knowledge & Skills of team builders/Leaders – Role of Team Builders –Role of Team Members – Team building – Five Stages of Group Developments. Different Types of Team in an organization. (Text Book 1 Pg no 2 to 70)

Module 2

10 Hours

Sensitivity Training: T- Groups Definition & Classification- Importance – Objectives- Procedures- Goals- Outcomes of Sensitivity Training. Group Atmosphere – Ways to create positive work Environment. How to Improve Organizational climate – Different Management style and its impact on Organizational culture. Group Think & Group Cohesiveness. Techniques of Group Decision Making. (Text Book 1 Pg no 80 to 97)

Module 3

12Hours

Roles in Teams :Team – Enhancing Roles — Team Building in the global era,- Team building in Indian context – Role of communication in team building – Neuro – Linguistic Programming for team building- Ways to motivate Teams –Team Building major issues – Team building interventions in Indian organizations- Negotiation skills & Strategies for team Building- Conflict Resolution techniques for effective team building (Text Book No1 Pg no

114 to 376)

Module 4

10Hours

The Nature of Leadership : Meaning and Definition of leadership- Different Leadership Theories, Nature of Traits & skills, Managerial Traits & Effectiveness, Characteristics of different leaders. Managerial Skills & Effectiveness –Participative Leadership, How leadership has Changed. (Text Book No 2 Chapter 1 To 5 Pg 19 to158)

Module 5

10Hours

Developing Leadership Skills: Leadership Training Programs, Designing Effective Training and Special Techniques for Training, Cross- Cultural Leadership, Hofstede Dimensions towards culture. The GLOBE Project, Gender & leadership, Managing Diversity, (Text Book No 2 Pg No 355 to 385 to 423 to 471)

Case Analysis: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. Dr.B.Ratan Reddy, Team Development & Leadership, Jaico Publishing, 2004
2. Gary Yukl - Leadership in Organizations, Pearson Education, 5/e —2002.

References

- Craig Watson – Dynamics of Leadership – Jaico
- Leadership Through People Skills – TMH
- Team Development Manual by Mike Wood cock, Productivity Press, Chennai
- Jon R Katzenbach& Douglas K Smith, The Wisdom of Teams, Harper Business,2003
- Andrew Dubrin – Leadership – Biztantra/Wiley Dreamtech

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
C05	2		2	1	1

STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Code: P18MBA3H4

CIE : 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. Identify the nature of Formulating an HR plan in today's business world
2. Illustrate Strategizing Recruitment and Retention strategies.
3. Insights about concepts related to Reward and Compensation Strategies.
4. Understand the art of Training and Developing Strategies.
5. Demonstrate significance of Performance Management Strategies in retaining Talent

Course Outcomes: Students will able to

1. Apply the role of organizations in Formulating an HR plan
2. Evaluate the Recruitment and Retention strategies for effective Staffing.
3. Showcase the concepts related to Reward and Compensation Strategies.
4. Analyse key processes in Reward, Compensation, Art of Training and Developing Strategies
5. Accomplish the role of Performance Management for organizational Development

Module1

10 Hours

Introduction, Definition of SHRM, Need and Importance of SHRM, Views on SHRM, Linking HR strategy with business strategy, Steps in SHRM, Role of HR during Organizational growth, Role of HR during Organizational Turnaround, Role of HR during Retrenchment.

Strategic Human Resource Management – Rajib Lochan Dhar- Excel books 37-62

Module 2

10Hours

Recruitment and Retention Strategies ,Introduction, on-line recruitments, Outsourcing Recruitments, Headhunting, Assessment Centre, Work-life Balance Autonomous Work Teams, Retention

Strategic Human Resource Management – Rajib Lochan Dhar- Excel books P67-104

Module 3

10 Hours

Reward and Compensation Strategies- Skill based pay,Broad banding, Variable pay, Establishing a Variable Pay system, Profit sharing, Gain sharing, Employee Stock Option Plans, Executive Compensation.

Strategic Human Resource Management – Rajib Lochan Dhar- Excel books P111-138

Module 4

12 Hours

Training and Development Strategies- Introduction, Cross-cultural Training- ROI On Training and Development In General, Expatriate Training, Cultural Diversity and Work Culture, How HR Is Managed In Different Regions Of The World, Cultural Awareness

Training Programmes, Cultural Training, Language Training, Practical Training, Management Development and Strategy- (Richard Regis ,Excel books P 187-197). Multi-skilling, Succession Planning, Creating a Learning Organization.

Strategic Human Resource Management – Rajib Lochan Dhar- Excel books P143-186

Performance Management Strategies- Meaning of Performance Management, Meaning of performance Measurement, Need for Performance Management, Benefits and Risks associated with Pay for Performance, 360-Degree Feedback.

Strategic Human Resource Management - Rajib Lochan Dhar- Excel books P185-205

Module 5

10Hours

Retrenchment Strategies- Meaning of Retrenchment, Understanding what is “Retrenchment” and “Redundancy”, Selection of Employees for Retrenchment ,Downsizing, HR Outsourcing, Employee Leasing. Rajib Lochan Dhar- Excel books P213-236

Case Studies in Indian Context only

Text Books

- 1.Strategic Human Resource Management – Rajib Lochan Dhar. Excel books 2008
- 2.Strategic Human Resource Management and Development – Richard Regis ,Excel books 2008

References

- Strategic Human Resource Management –K.Prasad, Macmillan India Ltd, 2005

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
CO5	2		1	1	1

Elective 3 MARKETING MANAGMENT
CONSUMER BEHAVIOR

Course Code: P18MBA 3M1 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To provide an understanding the need of consumer behaviour and its motivation.
2. To provide an understanding of different perspectives that characterizes the study of Consumer behavior & personality.
3. To provide an understanding concept of consumer Communication process & social and cultural setting
4. To provide an understanding concept of consumer decision making process.
5. To provide an understanding of application of theoretical concepts to practical situations involving several cases

Course Outcomes: Student will be able to

1. Demonstrate the alternative ways of thinking about consumers as individuals and able to use quantitative and qualitative research methods on consumer behaviour.
2. Interpret the role of personality and learning in consumer behavior.
3. Analyze social and cultural factors that effect consumer behaviour.
4. Develop marketing strategies that are consumer based and also create and enhance customer value.
5. Apply their substantive knowledge to marketing situation (cases, scenarios) in an analytic manner

Module1

11 Hours

Consumer as an individual: Consumer needs and motivation – what is motivation – motivation needs – goals – positive and negative motivation – rational versus emotional motives – the dynamic nature of motivation – needs and goals – frustration – arousal of motives – types and systems of needs – diversity of need systems – the measurements of motives – motivational research – development – motivational research today (Pg 100 – 129, Schiffman)

Module 2

11 Hours

Personality and consumer Behavior: What is personality-Theories of personality-Brand personality-Self and Self-image-Virtual personality or self (Pg. 134-164, Schiffman)

Consumer Perception: Elements of perception-Dynamics of perception-Consumer imagery-Perceived risk (Pg. 180-209, Schiffman)

Consumer Learning: The elements of consumer learning-Behavioral learning theories-

Cognitive learning theory-Measures of consumer learning (Pg. 216-250, **Schiffman**)

Module 3 **10 Hours**

Reference Groups (RG) and Family Influences: What is a group? - Understanding the power of reference groups - Selected consumer - Related RG - Family decision making and consumption -Related roles-The family life cycle (Pg.330-339, Pg. 359-368, **Schiffman**)
 Social Class and CB (Pg. 376-408, **Schiffman**) - The influence of culture on CB(Pg. 412-437, **Schiffman**) - Cross-Cultural CB (Pg.474-495, **Schiffman**)

Module 4 **10 Hours**

Consumer Influence and the Diffusion of Innovations: Opinion leadership-Dynamics of the opinion leadership process-Motivation behind opinion leadership-Diffusion of Innovations-Its process-The adoption process (Pg. 500-534, **Schiffman**)

Module 5 **10 Hours**

Communication and persuasion: Components of communication – the communication process – the message initiator (the source) – the target audience (the receivers) – feedback – the receivers response – designing persuasive communications – communication strategy – media strategy – message strategies (Pg. 294-315, **Schiffman**)

Consumer decision making and beyond –What is a decision-Levels of consumer decision making- Models of Consumers-Model of consumer decision making – consumer gifting behavior – beyond decision: consuming and possessing-relationship marketing (Pg. 544-577 **Schiffman**)

Case Studies in Indian Context only

Text Books

- 1.Consumer Behavior – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e
- 2.Shopper, Buyer And Consumer Behavior – Dana Nicoleta, Jay Lindquist – Biztantra, 2/e, 2003/04

References

- Consumer Behavior – Hawkins, Best, Coney – TMH, 9/e, 2004
- Consumer Behavior In Indian Perspective – Suja Nair – Himalaya Publishers, 2004
- Conceptual Issues In Consumer Behavior Indian Context – S Ramesh Kumar – Pearson, 1/e, 2002

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		2		
CO2	2	1		2	
CO3	2			3	
CO4	2		2		1
CO5	2	1		2	

SERVICES MARKETING

Course Code: P18MBA 3M2

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To understand consumer behaviour, customer perception and customer expectation of services.
2. To provide the insight of understanding customer expectation through knowing service operations.
3. To understand the marketing strategies of service mix in various service industries.
4. Understanding of managing supply and demand in services industry.
5. To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing.

Course Outcomes: Students will be able to

1. Apply the concept and practices of service marketing.
2. Analyze the challenges for effective service marketing.
3. Apply the tools and techniques used in service marketing.
4. Anticipate service problems and issues common in the modern workplace.
5. Enhance knowledge about emerging issues and trends in the service sector

Module1

12 Hours

Introduction to services: Basic Concepts and reasons for the growth of services sector, Difference in goods and service in marketing, Myths about services, Concept of service marketing triangle, Service marketing mix, GAP models of service quality.

Consumer behaviour in services: Search, Experience and Credence property, Customer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services.

Customer perception of services: Factors that influence customer perception of service, Service encounters, Customer satisfaction, Service quality, Strategies for influencing customer perception.

(Services Marketing- Zeithmal, Bitner, Gremler & Pandit - Chapter 1, 2,3, and 4 Pg 3, 36, 57& 82)

Module 2

12 Hours

Understanding Customers Expectation through Market Research: Using marketing research to understand customer expectation, Types of service research, Building customer relationships-relationship marketing, relationship value of customers, Service Recovery-The impact of Service Failure and Recovery, how customers respond to service failures, customers' Recovery expectations, service recovery strategies, service guarantees

Service Innovation and Design -New service development – types, stages. Service blue printing- Using & reading blue prints. Service positioning– positioning on the five dimensions of service quality, Positioning on service evidence.

(Services Marketing- Zeithmal, Bitner, Gremler & Pandit - Chapter 5, 6,7 and 8 Pg 121, 154, 190 & 229)

Module 3

08 Hours

Customer defined service standards: “Hard” & “Soft” standards, Process for developing customer defined standards.

Physical evidence and the Servicescape: Types of service scapes, Role of service scapes, Frame work to understand service scapes & its effect on behaviour, Guidance for physical evidence strategies

(Services Marketing- Zeithmal, Bitner, Gremler & Pandit - Chapter 9 and 10 Pg 265 & 293)

Module 4

10 Hours

Employee role in service designing: Importance of service employee, Boundary spanning roles, Emotional labour, Source of conflict, Quality – productivity trade off. Strategies for closing GAP3

Customers’ role in service delivery- Importance of customer & customer’s role in service delivery, Strategies for enhancing- Customer participation, Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies.

Managing demand and capacity – Lack of inventory capability, Understanding demand patterns, Strategies for matching capacity and demand, Waiting line strategies.

(Services Marketing- Zeithmal, Bitner, Gremler & Pandit - Chapter 11,12,13, and 4 Pg 331, 366 & 398)

Module 5

10 Hours

Role of Services Marketing Communication – Key reasons for GAP 4 involving communication, Four categories of strategies to match service promises with delivery, Methodology to exceed customer expectation

Pricing of services- Role of price and value in provider GAP 4, Role of non monetary cost, Price, as an indicator of service quality Approaches to pricing services, pricing strategies.

(Services Marketing- Zeithmal, Bitner, Gremler & Pandit - Chapter 14 and 15 Pg 435 & 464)

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Text Books

1. Valarie A. Zeithmal & Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, Services Marketing- 6/e, TMH, 2013.
2. Christopher Lovelock, Services Marketing- Pearson Education, 7th edition 2011.

References

- Rajendra Nargundkar, Services Marketing, TMH, 2nd Edition, 2006.
- Ravi Shankar, Services Marketing, Excel Books, 2008.
- R Srinivasan, Services Marketing, The Indian Context, 3rd Edition, 2012.
- Kenneth E Clow & David L Kurtz, Services Marketing, Biztantra, 2nd Edition, 2007.
- Govind Apte, Services Marketing, Oxford, 2004.
- Swartz & Iacobucci, Handbook of Services Marketing & Management, Sage Publications, 1999.

- Hoffman & Bateson, Services Marketing, Thomson, 4th Edition, 2012.
- Peter Mudie and Angela Pirrie, Services Marketing, Elsevier, 3rd Edition, 2006.
- C Bhattacharjee, Services Marketing, Excel books, 2009.
- S M Jha, Services Marketing, HPH, 7th Edition, 2013.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2			2	
CO2	2		1	1	
CO3	2		2		
CO4	2		1	1	
CO5	2			2	

INDUSTRIAL MARKETING

Course Code: P18MBA3M3

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To know the basic differentness between the industrial marketing and consumer marketing
2. Help you to develop skills in strategic approach for industrial markets
3. To make students understand the nature of demand, buying behaviour in industrial markets.
4. Provide you knowledge about marketing mix elements orientation towards industrial markets.
5. To help the students analyse the cases on business markets.

Course Outcomes: Students will be able to

1. Demonstrate their conceptual understanding of the difference between consumer market and industrial markets.
2. Apply the knowledge of strategy formulation for industrial markets.
3. Demonstrate their conceptual knowledge of the fundamentals of relationship management.
4. Exhibit their conceptual skill of managing the sale force
5. Formulate various distribution strategies.

Module1

11 Hours

Dimensions of Industrial Marketing: Nature of Industrial Marketing, Industrial Marketing vs. Consumer Marketing, Economics of Industrial demand – The Resellers Market – The Industrial Marketing Concept, Understanding Industrial Markets, Types of Industrial Markets, Classifying Industrial Products, Organizational Procurement Characteristics – The Industrial Marketing Environment, Environmental effect on Industrial Market with special reference to Government rule. **(Robert R.- chapter 1&2)**

Nature of Industrial buying: Organisational buying Activity, Buying models and buying centre concept, Inter Personal Dynamics of Industrial Buying Behaviour, Roles of Buying centre, Conflict Resolution in Decision

Making Ethics in Purchasing **(Robert R.- chapter 3)**

Module2

11 Hours

Market Segmentation: Choosing Target Segments, Positioning, Differentiated and Un-Differentiated Markets, Concentrated and Niche Markets, Positioning Strategies, Difference between Industrial Market

Research and Consumer Market Research

Formulating Product Planning: Developing Product Strategy, Analysing Industrial Product Life Cycle, Developing Strategies for new and existing products

Business Service Marketing: Special Challenges (Robert R.- chapter 3& 4)

Module3

10 Hours

Formulating Channel Strategy: Industrial Distributor, Definition, Geographical Distribution, Size Characteristics, operating characteristics, Role of Sales Agent and their drawbacks, choice of the right Distributors, Participation of other Channel Members in Industrial Distribution- Channel Logistics- Relationship of Logistics & Physical Distribution, Total Cost approach customer service, assessing the customer service, Identifying the cost centers. **(Robert R.- chapter 5)**

Module4

10 Hours

Pricing Strategies: Price Determinants, Factors that Influence the Pricing Strategies, concept of learning curves, Pricing Strategies, Competitive Bidding, Leasing
The Promotional Strategies: Advertising in Industrial Markets, uses, Message Formulation, policies, media ,budgetary support, evaluation of advertising- sales Promotion- Use of Sales Promotion in Industrial Markets, trade shows and exhibitions B 2 B Forms of E-Commerce**(Robert R.-chapter 6, 7 & 8)**

Module5

10 Hours

Management of Sales Force: Managing the Industrial Sales Force, Organizing and controlling the industrial sales force activity, planning for the sales force Deployment. Personal Selling: Selecting and Recruitment of Industrial sales person, sales training, Directing, Motivating, Task Assignment, Compensation, Measuring the Effectiveness of Sales Force. Relationship Sales and Marketing, Four forms of Seller Roles **(Robert R.-chapter 11&12)**

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Text Books

1. Industrial Marketing - Robert R. Reeder & Reeder, PHI
2. Business Marketing Management - Michael D. Hutt, Thomas W. Speh, 10/e, Cengage Learning, 2012.

References

- Business Marketing - Frank G. Bingham Jr., and Others, 3/e, TMH, 2005.
- Industrial Marketing - P. K. Ghosh, Oxford University Press.
- Industrial Marketing - Krishna Havaladar, 3/e, TMH, 2011

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	2		1	2	
CO3	2		1	1	
CO4	2		2	1	
CO5	2		2		1

RURAL MARKETING

Course Code: P18MBA3M4 CIE : 50 Marks Credit Pattern: L: T: P = 4:0:0 = 4
SEE: 50Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To provide basic understanding of rural marketing, Rural marketing environment and rural consumer behavior.
2. To create awareness of the different parameters and basis that can be employed to segment the rural market and to comprehend the reasons behind the requirement of a modified mix for rural market.
3. To provide basic understanding of various pricing and distribution strategies that needs to be adopted to achieve success in the rural market.
4. To create awareness about various communication strategies and financial services available for rural customers.
5. To apply the new product development strategies

Course Outcome: Student will be able to

1. Apply the concepts of rural marketing, environment and consumer behaviour.
2. Exhibit the concepts of segmenting, targeting, positioning and frame appropriate strategies for improving marketing activities in rural areas.
3. Analysing the rural pricing strategies and distribution system.
4. Exhibit the methods for developing effective communication for rural audiences.
5. Accomplish the new product development strategies.

Module1

11 Hours

Introduction: Defining rural markets, Understanding rural consumers, New influencers, Products, Rural distribution and communication, AICDA model, Developing rural markets through IT. (Text book 1, Page no: 1 to 7)

Rural marketing environment: Defining rural India, Evolution of rural marketing, Defining rural marketing, Rural market structure- Demographic environment, Education and the level of demand, House hold/Rural housing/ Occupational pattern, Physical environment, Economic environment, Social and Cultural environment, Village community, Caste system, Political environment, Technological environment, Constitutional of rural markets, Size of the rural market, Marketing management in Non-profit sectors. (Text book 1, page no 8 to 25)

The Rural Economy: The Economic scenario in rural India, changing face of rural development, Five year plans, Transition of the rural economy, Changing consumption patterns, The Rural infrastructure, Social infrastructure, Marketing infrastructure, Commercial infrastructure, Government policies and the rural face of reforms. (Text book 1, Page no: 28 to 53)

Module 2

12 Hours

Rural Consumer behavior: Consumer buying behavior models, Factors affecting Consumer Behavior, Cultural factors, Social factors, Technological Factors, Economic Factors, Political Factors. (Text book 1, page no 55 to 68)

Characteristics of Rural consumer: Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. (Text book 1, page no 68 to 87)

Rural Market Research: Research objectives and design, Types of rural studies- Secondary data research, primary data collection, Data collection methods [PRA tools], Sampling, Do's and Don'ts in rural market research, Attributes of rural researchers, Limitations of rural research, Rural market research industry. (Text book 1, page no 87 to 98)

Module 3

11 Hours

Rural Marketing Strategies:

a) Segmenting, Targeting and Positioning

Segmentation- Heterogeneity in Rural, Prerequisites for Effective Segmentation, Degrees of Segmentation, Basis of Segmentation and Approaches to Rural Segmentation-Geographic Segment, Demographic Segmentation, Psychographic Segmentation, Behavior Segmentation, Multi-attribute Segmentation,

Targeting- Evaluation and Selection of Segments, Coverage of Segments,

Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept

b) Product Strategy

Introduction, Marketing Mix Challenges, Product concepts classification- Five Levels Products, Classification of Products, Rural Product Categories – Fast moving Consumer goods, Consumer Durables, Agriculture Goods, Services,

c) New Product Development

Consumer Adoption Process, Product life cycle, Product Mix,

d) Branding in Rural India- Brand building in Rural India, Brand Spectrum in Rural, Brand Loyalty Vs Stickiness

e) Fake Brands- The Fakes Market, Strategy to counter fakes, Structure of competition in Rural India, Product warranty and After-sales-service. (Text book 1, page no 100 to 154)

Module 4

10 Hours

Distribution Strategy:

Introduction: Accessing Rural Markets-Coverage Status in Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders-The last Mile Distribution, Haats/Shandies, Public Distribution System, Co-operative Societies-Behavior of the Channel, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC's Distribution Model, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input

dealers, Other channels, Ideal distribution model for Rural. (Text book 1, page no 182 to 205)
 Examples of Organized Retailing in Rural India (Text book 1, page no 265)

Module 5

8 Hours

Communication strategy:

Challenges in Rural Communication, Developing Effective communication- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non- Conventional Media, Personalized media. (Text book 1, page no 207 to 245),

The Future of Rural marketing: Glamorize rural marketing, Public private partnership, e-rural marketing. (Text book 1, page no 286)

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Text Books

1. Rural Marketing- Pradeep Kashyap & Siddhartha Raut, Biztantra, 2010 Edition.

References

- Rural Marketing – U.C.Mathur, excel books, 1/e
- Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
- Rural Marketing – Habeeb Ur Rahman – HPH, 1/e, 2004
- Rural Marketing – Sukhpal Singh – Vikas Publishers
- Rural Marketing, T.P. Gopal Swamy, Vikas Publishing House, 2/e
- Rural Marketing- Sanal Kumar Velayudhan, 2/e, Response, SAGE Publication

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			2	
CO2	2		1	1	
CO3	2		1		
CO4	2		1		
CO5	2		2		1

IV SEMESTER
ENTREPRENEURSHIP DEVELOPMENT

Course Code: P18MBA 41
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the concept of Entrepreneurship development.
2. To create awareness about various types of financing available for an entrepreneurs and to impart the strategies to be followed in managing and growing new venture.
3. To create awareness about role of MSME and various institutions supporting entrepreneurs.
4. To make students understand Role of Both central and state government in promoting Entrepreneurship.
5. To make students understand the issues and concerns regarding women entrepreneurship

Course Outcomes: Students will be able to

1. Apply the concept of start up entrepreneurship for enhancing business.
2. Exhibit insights into MSME and its impact on Business.
3. Evaluate various Financial schemes available to start up.
4. Develop creativity and innovation in managing the entrepreneurial development.
5. Analyze the importance of women entrepreneurs.

Module 1

10 Hours

Introduction to Entrepreneurship: Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

(Lall & Sahai: Entrepreneurship (Excel Books 2 edition)

(Couger, C- Creativity and Innovation (IPP, 1999)

(Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)

Module 2

10 Hours

Setting Up Small Business Enterprises:

Identifying the business Opportunity – Business opportunity in various Sectors – Formalities for setting up a small Business Enterprise – Environment Pollution Related Clearances Tax Benefits to Small Scale Enterprises: Rational Behind tax benefits, Tax Holiday, Rehabilitation Allowance, Investment Allowance, Tax Concessions to Small – Scale Industries in Rural & backward Areas, Government policy for Small Scale Enterprises : Industrial Policy Resolution 1948 to 1990 (IPR), New Small Enterprise Policy 1991, Micro Small & Medium

Enterprises Development (MSMED) Act 2006, Govt Support to SSI during plan period. ,
(208-260 page from Poornima M Charantimath.)
(419-428 from Dr S S Khanka, S Chand & Company Ltd)

Module 3

11 Hours

Women & Rural Entrepreneurship: Women Entrepreneurship concepts, Environments, Challenges of Women Entrepreneurship, Strategies for Development of Women Entrepreneurship, Empowerment of Women Entrepreneurship, Grass-root Entrepreneurship through **Self Help Groups (SHG)** Institution supporting women Entrepreneurship-Recent Trends, Women's organizations supporting Entrepreneurship (Page 99-132 from Poornima M Charantimath.) **Meaning of Rural Entrepreneurship**, Need for Rural Entrepreneurship, Rural Industrialization in Retrospect, Problems of Rural Entrepreneurship, Development of Rural Entrepreneurship, NGOs Role in Rural Entrepreneurship (68-77 Page from Dr S S Khanka, S Chand & Company Ltd)
(**Entrepreneurial Development By Dr S S Khanka, S Chand & Company Ltd**)
(**Entrepreneurship Development & Small Business Enterprises By Poornima M Charantimath, Pearson.**)

Module 4

11 Hours

Role of Government in Promoting Incubation Centre, MSME policy in India, **Agencies for Policy Formulation and Implementation:** District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), **Financial Support System:** Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions.
Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
(Couger, C- Creativity and Innovation (IPP, 1999)
(Kakkar D N Entrepreneurship Development (Wiley Dreamtech)

Module 5

10 Hours

Financial & Institutional Support

Institutional Finance to Entrepreneurs: Need for Institutional Finance – Lease Financing & Hire Purchase – Advantage & disadvantage of Leasing – Concept of hire purchasing – Difference between leasing & hire Purchasing – Procedure of hire – purchasing, Institutional Support : Need of Institutional support , Institutional support to small entrepreneurs, National Small industries Corporation Ltd (NSIC), Small industries Development Organization (SIDO) Small Scale Industries Board (SSIB), State Small Industries Development Corporation Small industries Centers (SISIs) District Industries Centers (DIC) Industrial Estates , Technical Consultancy organization (TCOs)
(379-416 from Dr S S Khanka, S Chand & Company Ltd)

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Text Books

1. Entrepreneurial Development By Dr S S Khanka, S Chand & Company Ltd
2. Entrepreneurship Development & Small Business Enterprises By Poornima M Charantimath, Pearson.
3. Lall & Sahai: Entrepreneurship (Excel Books 2 edition) Couger, C- Creativity and Innovation (IPP, 1999)
4. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
5. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)

References

- Vijay Sathe, “Corporate Entrepreneurship” 1st edition, 2009, Cambridge
- Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, 2007, HPH, Millenium Edition.
- P. Narayana Reddy, “Entrepreneurship – Text and Cases”, 2010, 1st Ed. Cengage Learning
- S. R. Bhowmik and M. Bhowmik, “Entrepreneurship”, 2007, New Age International.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2		2	1	
CO2	2		2	1	
CO3	2			2	
CO4	2		2	1	
CO5	2			2	

PROJECT EVALUATION

Course Code: P18MBA 42
SEE: 100 Marks

Credit Pattern: 8
No. of Hours per Week: 4

Course Objectives:

1. To make students understand the application of theories/concepts in real business world.
2. To make students understanding the importance of literature review.
3. To help student get the insight of various sources of collecting data.
4. To illustrate various techniques of data analysis.
5. To enable students to draw meaningful conclusion and prepare a report.

Course Outcomes: Students will be able to

1. Exhibit knowledge in identifying literature in the area of their specialization.
2. Analyze the literature relevant to the topic.
3. Exhibit competence in collecting data
4. Applying appropriate technique for data analysis.
5. Construct meaningful conclusion and present it.

Identification of projects and allocation methodology to faculty members

Students carry out major projects in Fourth semester. Project work is carried out in organization/industry. Faculties guide the students in all phases of these projects like identifying the problem statement, literature survey and implementation. Project Evaluation Dissertation includes nine phases Evaluation committee formulated for each stream. Faculty encourages students to publish their work and help them in writing project reports.

The best practices that are followed in the Department of MBA for getting quality projects are listed below:

Faculty members are appointed as project guides to monitor and schedule the dates for smooth conduction of project evaluation such as project demonstration and draft copy and final submission of the project report.

Orientation on broad technology areas are given to the students so that they can identify and select the problem for their projects. The major areas are Human Resource, Marketing and Finance.

Students are motivated to do Innovative, research oriented projects which are of significance to the society, environment and security.

Students will do the projects in the industry. Students should submit the permission/acceptance letter to the department given by the concerned industry/Organizations.

Students submit the Internship offer letter to their respective project guides Faculty members are allotted as project guides according to the faculty specialization and area/theme of the project.

Students maintain a file and record all the communication between them and the guide throughout the semester.

Project dissertation evaluated in nine phases and Project Viva Voce evaluated in five phases Project Guide monitors the progress of the project and also incorporation of changes suggested by the committee.

The internal guide is always in communication with the external guide in the company.

The draft reports are corrected and evaluated by the guide before final submission.

Project Evaluation Committee is formed for each domain After Final Submission of Dissertation, Project report is evaluated by the project Guide as well as faculty from the other college for 100 marks and Project viva-voce will be carried out simultaneously by the internal guide and faculty from the other college for 50 marks. All the project reports are maintained in the department library and provided to students for reference.

Rubrics for evaluation of the project

SI No	Particulars	Max Marks	Marks Awarded
1	Relevance of the subject in the present context	10	
2	Originality	10	
3	Literature Survey	10	
4	Problem Formulation	10	
5	Experimental Observation/Theoretical Modeling	10	
6	Results-Presentation and Discussion	20	
7	Conclusion and Scope for the future work	10	
8	Overall Presentation of the Thesis	10	
9	Outcome of dissertation resulting in a article	10	
	Total Marks	100	

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3			1	
CO2	3		1	1	
CO3		2	1		1
CO4	1		1		1
CO5	2		1		

PROJECT VIVA VOCE

Course Code: P18MBA 43
SEE: 50 Marks

Credit Pattern: 4
No. of Hours per Week: 0

Course Objectives:

1. Exhibit competence in identifying relevant information, defining and explaining topics under discussion.
2. To understand the importance of presenting the background of the topic based on literature review.
3. To understand the importance of the research design.
4. To illustrate various techniques of data analysis.
5. To enable students to draw meaningful conclusion.

Course Outcomes: Students will be able to

1. Exhibit skills in presenting information in a well-structured and logical sequence.
2. Showcase the background of the study and justify the problem statement
3. Illustrate the means by which the objective of the study is achieved.
4. Competence in presenting the results and conclusion so drawn.
5. Defend the outcome of the study with proper justification

Process to assess individual performance

Student's are expected to present their project work to the panel in the viva voce.

Respective student's project is assessed to their skill set to deliver the seminar, explain the concept and way to assess the performance The performance of the individual team member of the project is assessed at the time of presentation in reviews by considering the following criterions: Presentation of background of work undertaken, Presentation of suitability of work chosen, Presentation of finalization of work, Presentation of results, discussion of results and conclusion, Overall performance.

Rubrics for Viva Voce

Sl No	Particulars	Max Marks	Marks Awarded
1	Presentation of background of work undertaken	10	
2	Presentation of Suitability of work chosen	10	
3	Presentation of finalization of work	20	
4	Presentation of results,discussion of results and conclusion	40	

5	Overall Performance	20	
	Total	100	

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2			1	
CO2	2		1	1	
CO3	2	1	1		
CO4	2			1	
CO5	2		1	2	

Elective 1 FINANCE
PORTFOLIO MANAGEMENT

Course Code: P18MBA 4F1
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Course Objectives:

1. To inculcate the knowledge about basic concepts of Portfolio management.
2. To make students understand the various Portfolio Theories
3. To make the students learn the process of Portfolio Construction. Also to make them aware of Portfolio Revision Strategies.
4. To make the students learn to evaluate the Performance of Portfolio
5. To inculcate the knowledge on Mutual Funds & it's functioning. Also to understand the concept of Behavioural Finance.

Course Outcomes: Students will be able to

1. Analyze the financial market and understand the various investment options available.
2. Evaluate the intrinsic value of Bonds.
3. Estimate the intrinsic value of Shares.
4. Demonstrate the basic understanding for fundamental and technical analysis of stock in order to buy/sell the stock.
5. Apply the insight of EMH for better portfolio management and have an effective risk-return trade off for maximizing the return.

Module 1

10 Hours

PORTFOLIO MANAGEMENT

Introduction to Portfolio Management, Portfolio & securities return, Portfolio risk, portfolio investment process- introduction, basic principles, objectives of portfolio management. (Page no. 643-677 from V K Bhalla)

Module 2

12 Hours

PORTFOLIO THEORIES

Markowitz diversification model, determination of corner portfolio (Page no. 718-753 from book V K Bhalla) Sharp's single index model (Page no. 266-300 from book Bodie & Mohanty) Asset pricing theories – CAPM and Arbitrage pricing theories (page no. 800-898 from book V K Bhalla)

Module 3

10 Hours

PORTFOLIO CONSTRUCTION AND REVISION

Sharpe's optimal portfolio construction (Page no. 754-799 from book V K Bhalla), Formulating the portfolio strategy- active, passive strategies (Page no. 601-607 from book Prasanna Chandra) Formula plans. (Page no. 930-936 from book V K Bhalla).

Module 4

10 Hours

MEASURING AND EVALUATING PORTFOLIO PERFORMANCE

Measures of return, Sharp's measures, Treynor measure, Jensen's differential return approach, Fama portfolio decomposition. (Page no 921-959 from book V K Bhalla).

Module 5

10 Hours

MUTUAL FUNDS & BEHAVIOURAL FINANCE

Mutual Funds- Concepts & role, fund structure & constituents - offer document - measuring & evaluating mutual fund performance. Recommending the model portfolio & selecting the right funds. (Page no 547-572 from book Prasanna Chandra)

Behavioural Finance- Heuristic-driven biases, Frame dependence, emotional & social influences, market inefficiency, critique of behavioural finance, strategies for overcoming psychological biases. (Page no 294-310 from book Prasanna Chandra)

International Portfolio Investments: Investment avenues for foreign portfolio investors, risks and returns associated with such investment. Mini Project on International Diversification

Case Studies in Indian Context only

Text Books

1. Investment Analysis and Portfolio management – Prasanna Chandra – TMH - 2nd Edition, 2005, 3/e
2. Investments – Zvi Bodie, & Mohanty – TMH – 6th Edition, 2005
3. Investment Management – VK Bhalla (S.Chand & Co)

References

- Investment Analysis & Portfolio Management – Reilly – 8/e – Thomson / Cengage Learning.
- Punithavathy Pandian – Security Analysis & Portfolio Mgmt. – Vikas, 2/e, 2005

CO-OP Mapping

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1		2
CO2	2	3	1		
CO3	2	3	1		1
CO4	2	3	1		
CO5	3	1			1

RISK MANAGEMENT

Course Code: P18MBA 4F2 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To make students understand the different types of risks, derivative market and financial forward and future contracts.
2. To understand the concept of hedging strategies using futures
3. To help students in understanding the concept of options and futures contract.
4. To help students in understanding, option pricing models, option trading strategies and to work out problems in these areas
5. To make students understand the interest rates and instruments for hedging them.

Course Outcomes: Students will be able to

1. Apply the concept of hedging using derivative instruments
2. Estimate the value of the derivative instruments using empirical examples
3. The students will suggest and make better decisions for their company in risk management using derivative instruments.
4. Formulating option strategies as hedging tool.
5. Apply the concept of derivatives in commodity market

Module 1

10Hours

Introduction to derivatives: features - types- history - major markets dealing in derivatives - Financial derivatives management in India - Regulations of financial derivatives in India.

Forward Markets: Pricing and trading mechanism - mechanics of futures market-types of futures - forward sources futures - functional of futures market -Specifications of futures contract, Valuation of Futures on shares, commodities (speculative and non-speculative commodities), Index futures, Currency futures. (vohra and bagri- chapter 1, 2)

Module 2

10Hours

Hedging strategies using futures: determination of forward and futures prices -currency future index and stock futures - commodity futures, Hedging through Index futures (including forward marketing commissions regulations for commodity derivative, trading and settlements) (chapter 3 - vohra and bagri)

Module 3

12Hou

Option basics: option terminology - distinction between options and futures contracts - properties of options - trading strategies involving options - hedging with options. Spreads & Combinations (Problems are included) (chapter 5 vohra and bagri)

Module 4

10 Hours

Option pricing models: determinates of option price - Basic model - Binomial option

pricing model - Black and Scholes option pricing model, Merton Scholes Model- Sensitivity of option premiums - delta, theta, Vega, Rho- Inferences of Option Greeks. (chapter 6 - vohra and bagri)

Module 5

10 Hours

Interest rates: types of rates - measuring Interest rates - zero rates-Bond pricing -forward rates - forward rate agreement – duration - Interest rate futures - Day count conventions - quotations for treasury bonds -Treasury bonds futures-Euro dollar future - duration based hedging strategies - Hedging portfolios of assets and liabilities - short term interest rate futures and long term interest rate futures. (chapter 4,6 – John c Hull)

Related case studies to be discussed.

Text Books

1. Options Futures & Other Derivatives- John C.Hull - (Pearson Education), 6/e, 2009
2. *Options & Futures- Vohra & Bagri - (TMH), 2/e, 2009*

References

- Derivatives & Financial Innovations – Bansal, TMH.
- Credit Risk Management – Anderw Fight , 1/e, Elsevier.
- Financial Derivatives –Kumar S. S. S, PHI, 2007.
- Risk Management – Koteshwar, HPH.
- Futures, Options and Swaps – Robert W. Kolb, 5/e, Wiley India Pvt Ltd. 2011.

CO-OP Mapping

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		2		
CO2	1	3	1		
CO3	1	3	1		
CO4	3	2			
CO5	2		1	1	

INTERNATIONAL FINANCIAL MANAGEMENT

Course Code: P18MBA 4F3 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To provide an understanding the international economic and financial environment.
2. To explain the balance of payments in international trade.
3. To provide an understanding of utility of derivatives in foreign exchange exposure management.
4. To provide an understanding of mechanisms involved in determination of foreign exchange rates, impact of international parity relationships on exchange rates.
5. To provide an understanding of designing and valuation of interest rate and currency swaps.

Course Outcomes: The student will be able to

1. Demonstrate a better understanding of evolution of international business and various agencies that facilitate international trade.
2. Evaluate BOP and its impact on the economy.
3. Demonstrate a better understanding of foreign exchange markets its structure, instruments and participants.
4. Exhibit competence in analyzing the factors to be considered for forecast exchange rates and measure the exposure of exchange rate.
5. Analyze the importance of currency swaps.

Module 1

10Hours

International financial Environment- The evolution financial systems. The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution-Government influence on exchange rate. Country risk analysis. (IFM Jeff Madhura part 1 ch 1)

Module 2

10Hours

International flow of funds:-Problems on preparation of statement of Balance of payments (determination of current account, capital account & ORA)-International Trade flows-International Capital Flows-Agencies that facilitate International flows – Equilibrium, disequilibrium & adjustment of Balance of payment & Trade deficits. (IFM Jeff Madura Part 1 cha 2)

Module 3

11 Hours

International Financial Markets:- Foreign exchange markets-Structure of foreign exchange trading-Cash & Spot exchange markets-foreign exchange rates & quotation- forward markets-determination of forward market-Cross Rates-arbitrage profit in foreign exchange markets using cross rates. (IFM Jeff Madura Part 1 ch 3)

Module 4

11 Hours

Forecasting foreign Exchange rate:- Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Theories of exchange rates: interest rate parity, purchasing power parity & international fisher effects Problems covered interest rate arbitrage.

Foreign Exchange exposure:- Types of Exposure - Management of Exposure- Transaction exposure-Translation exposure & Economic exposure- Problems to be solved on Transaction & Translation. Application of AS III for determining foreign exchange laws. (IFM Jeff Madura part 2 ch 8 & part 3 ch 10,)

Module 5

11 Hours

Foreign exchange risk Management: Internal & external hedging techniques, Hedging against foreign exchange exposure – Forward market- Futures Market- options Market- Currency Swaps-Interest rate Swap- Cross currency Swaps-hedging through currency of invoicing- Hedging through mixed currency invoicing –Hedging through selection of supplying country.(IFM Jeff Madura Part 3 ch 11)

Related case studies to be discussed.

Text Books

1. Madhu Vij- Multinational Financial Management – Excel
2. Jeff Madura International Finance Management ---(Thomson), 7/e, 2004

References

- ✓ International Finance – Thomas O’Brien, Oxford University Press,2010.
- ✓ International Finance Management - Eun & Resnick – --(Tata McGraw Hill), 4/e, 2008
- ✓ International Finance Management- P.G. Apte- (Tata McGraw Hill), 5/e, 2009
- ✓ International Finance – Maurice Levi, 5/e, Routledge, 2009.

CO-OP MAPPING

	PO1	PO2	PO3	PO4	PO5
CO1	3			2	
CO2	2	2	1		
CO3	2		1	2	
CO4	2	2	1		
CO5	2	2		1	

TAX MANAGEMENT

Course Code: P18MBA4F4
SEE: 50 Marks
Exam Duration: 03 Hours

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3
No. of Hours per Week: 4
Total Numbers of Hours: 52

Note: For the purpose of question paper the previous year as per I.T. Act will be the same as the academic year of the batch. Ex: For forth semester commencing in February 2018, the previous year is 2015-16

Course Objectives:

1. To make students understand the overview of Income Tax Law in India
2. To make students understand the basic concepts of income tax such as residential status, tax incidence
3. To make students understand the income tax provisions involved in determination of income from salary, business and profession, capital gain and other sources
4. To help students understand the determination of tax liability of partnership firms and companies
5. To make students understand the provisions of Central Excise Act, Customs Act and Central Sales Tax and VAT

Course Outcomes: Student will be able to:

1. Exhibit understanding of provisions of the Income Tax Law in India
2. Determine the residential status, taxable Incomes and their tax incidence.
3. Estimate income from salary, business and profession, capital gain.
4. Evaluating the tax liability of Partnership firm and Joint stock companies.
5. Exhibit a clear understanding of various provisions of Central Excise Act, Customs Act and Central Sales Tax and VAT (subject to revision in case of GST commences in any time between 2018-2019).

Module 1

10Hours

Basic concepts: Assessment year, Previous year, Person, Assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, Incidence of tax, Tax Planning, Tax Evasion, Tax Management. [Pg. no. 1-37, Income Tax by Dr. H.C. Mehrotra& Dr. S.P. Goyal]

Income from salary -Basic problems on allowances, perquisites and retirement benefits. [Pg. no. 74-134, Income Tax by Dr. H.C. Mehrotra& Dr. S.P. Goyal], **Income from House Property** –Basic problems on House Property.[Pg. no. 155-196, Income Tax by Dr. H.C. Mehrotra& Dr. S.P. Goyal] and **Income from other sources** (only theory) [Pg. no. 357-389, Income Tax by Dr. H.C. Mehrotra& Dr. S.P. Goyal]

Module 2

11 Hours

Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain, slump sale, Exemptions U/s 54. Pg. no. 303-356, Income Tax by Dr. H.C. Mehrotra & Dr. S.P. Goyal]

Module 3

11 Hours

Income under the head Profit and Gains of Business or Professions- Allowances, disallowances, business receipts and non-business incomes (section 28 to 44). Setoff and carry forward of losses (theory and problems) Deductions under section 80C to 80U (applicable for all forms of assessee)[Pg. no. 197-273, 402-428, Income Tax by Dr. H.C. Mehrotra & Dr. S.P. Goyal]

Module 4

12 Hours

Computation of taxable income of a Company-Computation of taxable income of a company with special reference to MAT and problems on tax credit. [Pg. no. 629-678, Income Tax by Dr. H.C. Mehrotra & Dr. S.P. Goyal]

Module 5

08 Hours

Indirect Tax-Central sales tax act - objects & provisions in brief (theory), **VAT** (Only basic Concept). **Central excise, customs duty and Service Tax** - Objects and provisions of the act in brief (theory) - goods, excisable, marketable Concept of CenVAT- customs- Basic definition, charge. (subject to revision in case of GST commences in any time between 2018-2019).

Case Studies in Indian Context only

Text Books

1. Income Tax – Dr. H.C. Mehrotra & Dr. S.P. Goyal – SahityaBhawan Publications, 37th edition, 2016-18
2. V S Datey – Indirect Taxes – Taxman Publications, 2010.

References

- Managerial Economics – Dominick Salvatore, 6/e, Oxford Publishers, 2010.
- Managerial Economics : H .Craig Peterson ,W. Chris lewis, Sudhir K Jain.
- Managerial Economics – Varshney & Maheshwari – Sultanchand, 2003
- Indian Economy – Datt and Sundharam, 64th Edition, S Chand,
- Macro Economics: Theory and Policy – Vanitha Agarwal, 1/e, Pearson, 2010.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2		1	
CO2	2	2		1	
CO3	2	2		1	
CO4	3			1	

Elective 2 HUMAN RESOURCE MANAGEMENT
INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Code: P18MBA 4H1

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. Identify contemporary issues and global imperatives in multinational organization.
2. Illustrate HR Concepts, Policies and Practices in multinational company.
3. Insight variety of strategic approaches in Multinational Organization.
4. Understand the HR Functions to the deployment of expatriate employees.
5. Demonstrate International Industrial relations strategies adopted by multinational Organization.

Course Outcomes: Students will be able to

1. Apply the concepts and knowledge in deployment, expatriate on international assignment
2. Demonstrate the impact of contemporary issues on HR concepts, policies and practices.
3. Exhibit economic, legal and ethical effects of different HR strategies.
4. Analyse leadership qualities to adopt international industrial relation strategies.
5. Accomplish the collaborative team culture to achieve organizational success across the globe.

Module1

10Hours

INDUCTION AND OVERVIEW:

Meaning, Definition, objectives, the drivers of internationalization of business, Variables that moderate difference between domestic and international HRM; Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. Qualities of global manager, Challenges in IHRM, (Text Book 1 Peter & Dencie Chapter 1 Pg 4)

Module2

10Hours

EXPANDING ROLE OF IHRM:

Expanding role of IHRM in international firms,

International HRM Approaches: Ethnocentric approach, Polycentric approach, Regiocentric approach, Geocentric approach & its advantages & disadvantages, factors affecting the approach to IHRM. Stages of internationalization, Mode of Operation Linking HR to international expansion strategies. (Text Book 1 Peter & Dencie Chapter 1 Pg 4)

Module 3

12Hours

INTERNATIONAL RECRUITMENT AND SELECTION:

Recruitment function; head-hunters, cross-national advertising, e-recruitment; Executive Nationality Staffing Policies; Staffing approaches: its advantages & disadvantages, Staff

selection criteria, Issues in staff selection, Women Expatriate, The expatriate problem, Reasons & cost involved in expatriate failure (Text Book 1 Peter & Dencie Chapter 4 Pg 83)

PERSONAL MANAGEMENT: Multinational Performance Management; Performance Management Constraints, variables associated with individual performance and appraisal, Criteria used for performance appraisal of individual employees, (Text Book 1 Peter & Dencie Chapter 10 Pg 231)

Module 4

12Hours

Training and development: Expatriate training (cross cultural training); Components of effective pre-departure training, Career Development, Developing international staff and multinational teams

Compensation: Objectives of international compensation, Approaches to International compensation.

Repatriation: Meaning, the Repatriation problem, The Repatriation process (Text Book 1 Peter & Dencie Chapter 5 Pg 118)

Module 5

8Hours

LABOR RELATIONS:

Key Issues in international labor relations; labor relations in other countries Labor unions and International labor relations, managing people in an international context, overview of labour relations in other countries, Human resource issues in multinational (Social Dumping) Corporate social responsibility of MNCs.(Text Book 1 Peter & Dencie Chapter 9 Pg 209)

Case Analysis: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. International Human Resource Management – Peter J Dowling, Denice E Welch, Randall S Schuler – Thompson South Western Excel Books – 4th edition – 2005

References

- International Human Resource management – Dr Nilanjan Sengupha, Dr.Mousumi S Battacharya – Excel books –Revised Edition –New Delhi 2007
- International Human Resource management – P.L.Rao-Excel books 2008
- International Human Resource Management - Monir H. Tayeb, Oxford University Press, 2005.
- International Human Resource Management: Text and Cases By P. L. Rao, Excel Books, Reprint

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3				
C02	2		2		
C03	2		2	1	
C04	2		1	2	1
C05	2		2	1	1

3-High correlation, 2-Average correlation, 1-Low correlation

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Course Code: P18MBA 4H2

CIE : 50

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make students understand OD concepts and Interventions and OD Model.
2. To develop insight into systems theory, Group process and team building interventions.
3. To enable students understand process consultation approach to change and person focused OD intervention.
4. To develop understanding about OCTAPACE model for learning organizational climate dimensions and the application of OD in job design, self – managed teams and TQM.
5. To apprise the students on the application oriented case studies in the field of Organizational Development.

Course Outcomes: Students will be able to

1. Demonstrate their conceptual understanding of nature and scope of organization, structure and approaches to measure organizational effectiveness
2. Demonstrate their conceptual knowledge of the fundamentals of organization's workflow, organizational design and matching strategy and structure
3. Analyze power politics and conflicts of the organization.
4. Exhibit their skill of organizational cultural issues and ways of managing them
5. Apply the conceptual knowledge of the subject in real time problems.

Module 1

10 Hours

MANAGING ORGANISATIONS CHANGE: Why Organizations change: Situational Reasons for change; Organizational Evolution and change cycle; The Process of Organizational change: A model of organizational change; Resistance to change; Force field analysis; Managerial options for implementing change: Top-Down Approach, Laissez-faire Approach ,Collaborative Approach .

GUIDELINES FOR FACILITATING CHANGE: Unfreezing the system, Facilitating movement, Re-establishing the equilibrium; OD Interventions to implement organizational change. Understanding Organizations :Madhukar Shukla P189-211

Module 2

10 Hours

Conceptual framework of OD : Overview of the field of OD, Definitions of OD, History of OD, values, assumptions and beliefs in OD, characteristics of OD, Techno structural approach – socio technical system. An overview of OD interventions: Process of OD, steps in OD, types of OD interventions. Organizational Diagnosis, Weisbord's (Six Box) model for organizational diagnosis. Diagnostic tools and their appropriate usage in the diagnostic process, Bechard's confrontation meeting.- Wendell L French, Cecil H & Bell Jr. P-66-110.

Module 3

10 Hours

Theory and Management of OD: Systems theory. Participation and empowerment, empowerment & commitment. Teams and team work, Broad team – building interventions, A gestalt approach to team building, techniques and tools used in team building. Parallel learning structures. A Normative re – educative strategy of changing. Process of consultation approach to change. Action research, a process and an approach, history and varieties of action research, example of action research in OD. Third-party peacemaking interventions. Organization Mirror interventions. Partnering. Survey Feedback, Systems. Grid organization development- Wendell L French, Cecil H & Bell Jr. P-49-157

Module 4

10 Hours

Organizational climate – OCTAPACE Model of climate survey. Training Based OD Interventions: Applied behavioural science, T-Group. Behavioural modelling. Life and career planning. Coaching and mentoring. Instrumented training - Wendell L French, Cecil H & Bell Jr. P-190.Role efficacy lab (REL) P 182-199

Module 5

12 Hours

Structural Interventions and the applicability of OD: Socio technical systems; self managed teams :Problems in implementation. Work Design; MBO And Appraisal; Quality circles , Quality of work Life Projects; Parallel Learning Structure; Physical settings and OD; Total Quality Management Reengineering; The Self Design Strategy; High Involvement and High Performance work systems; Large scale change & Organizational Transformation Wendell L French, Cecil H & Bell Jr. P-64-186

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Text Books

1. Understanding Organizations : Madhukar Shukla- PHI – 2009
2. Wendell L French, Cecil H & Bell Jr. – Organizational Development – Behavioural Science Interventions for Organization improvement (6e) – Pearson Education Asia, 1999

References

- Organization Theory – Structure, Design And Applications – Stephen Robbins – Pearson / PHI, 3/e
- Organization Behaviour – P.G.Aqinas-Excel Books-2008

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
CO5	2		2	1	1

TRAINING AND DEVELOPMENT

Course Code: P18MBA 4H3

CIE : 50

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To enable the student to understand the concept of training and development and training need analysis;
2. To make the student to get an insight into training design and various methods adoptable in training programmes,
3. To discuss various training techniques and audio visual enhancements helpful in making a training programme effective and apply them in their seminar presentations.
4. To throw light on training program implementation, facilities management and approaches to evaluation and audit of training program
5. To apprise the students on the application oriented case studies in the field of Training and Development

Course Outcomes: Students will be able to

1. Apply the role of Training
2. Evaluate the art of Analysis of Training Needs.
3. Showcase the concepts of Training Design.
4. Analyse the applicability of Training Methods
5. Accomplish the significance of Training Experiences.

Module 1

9 Hours

Introduction; Training Role & Relevance; Definition of Training; Training & Development; Training & HRD; Scope & Objectives Of Training; Beneficiaries & Problems of Training; Future Trends ;Role & Responsibilities of Training. [Page no from 1-16 Dr.B.Janakiraman]

Analysis of Training Needs: Organization Support For Training Needs Assessment; Organizational Analysis; The Triggers for Training; Methods and Techniques of Training Needs Assessment; Assessment Methods ; Methods through which Training Needs are Identified; why conduct a Training Needs Analysis? When to Conduct a TNA; Where to Look for Performance Discrepancies; Operational Analysis; Gathering TNA Data; Outcomes of TNA; Feedback; Obstacles in the systems; Training Needs Assessment Process; Approaches of TNA; Organizational Analysis; Operational Analysis(Job Analysis). [Page no from 18-38 Dr.B.Janakiraman]

Module 2

14 Hours

TRAINING DESIGN:

Chapter Outline; Important Considerations while Designing a Training Program; Factors Affecting Training Design; Constraints in the Design; Organizational/Environmental

Constraints; Budgeting for Training; Types of Costs involved in Training Programs; Developing Objectives; Types of Training Objectives; Facilitation of Learning; Expectation of Learning; Expectations towards Training; Expectancy Theory Implications; Implication from Conditioning and Reinforcement (The environment); Focus on Training Design; Focus on Training; Factors influencing Transfer of Training; Conditions of Practice; Facilitation of Transfer (Focus on Organizational Intervention); Design Theory; Outcomes of Design; Identification of Evaluation Objectives; Identification of Alternative Methods of Instruction; Identification of Needs; Establish Training Objectives; Identifying Training Objectives; Wording it realistically; Sequencing. [Page no from 39-66 Dr.B.Janakiraman]

LEARNING:

Chapter Outline, Definition, Nature of Learning, Learning Principles, Components of Learning Process; Elements of Learning Process, Training/Teaching Organization, Trainer/Teacher, Technology of Training, Building Effective Instructions, Context-specific Learning, Hierarchy of Learning, Kolb's Learning Cycle, Incorporating Learning Principles, Feedback, Functions of Feedback, Making Feedback Effective, Principles of Successful Feedback System in Training, Trainer Issues, Theories of Motivation, Conditions of Transfer of Learning. [Page no from 67-81 Dr.B.Janakiraman]

TRAINING PROCESS:

Chapter outline; Designing the Training program; Elements of Program design; Stages in Designing a Structure; Stages in Designing a Structure; Key Factors in Designing and Developing of a program; Important Considerations while Designing the Training program; Training Implementation; Training Policy; Training plan: Internal or External Resources. [Page no From 83-94 Dr.B.Janakiraman]

Module 3

9 Hours

TRAINING METHODS:

Chapter Outline; Types of Training; On-and Off-the-Job Training; Training Approaches; Training Method; Definition; Classification of Training Methods and Methodologies; Selecting the Best Method; Important Training Methods; Lecture or Presentation Method; Group Discussion Method; Case Study Method; Incident Process Method; Role-Play Method; Management Game Method; In-Basket Exercise Method; Conference Method; Seminar Method; Demonstration Method; Sensitivity Training Method; Outbound Learning Method; Computer-based Training Method; Satellite Based Training Method; Field Trip Method of Training; [Page no from 95-152 Dr.B.Janakiraman]

Module 4

12 Hours

IMPLEMENTATION OF TRAINING:

Chapter Outline; Logistical Arrangements; Physical Arrangements; Implementation of Training; Tips for Trainers for Effective Implementation; Classroom Management; Training Policy; Factors influencing Training Policy; Contents of Training Policy; Advantages of Training Policy. [Page no from 153-181 Dr.B.Janakiraman]

TRAINER'S SKILLS AND STYLES:

Chapter Outline; Competence of Trainer; Communication Skill; Questioning Skills; Making the Questioning Technique Effective; Body Language and Gestures; Handling Difficult Situations; Creativity Skill; Technical Skill; Interpersonal Skill; Self Development and Self-

Awareness; Managerial Skills; Designing Skills; Humour; Strategies for using Humour; Integrity; Transparency; Resilience; Credibility; Rapport Building; Rapport Building Strategies; Techniques for Building Rapport with Trainees; Confidence; Feedback Sensitivity; Functions of Feedback; Trainer’s Style. [Page no from 183-209 Dr.B.Janakiraman.]

Module 5

8 Hours

The Future Of Training and Development: Training for sustainability, Increased use of new technologies for training delivery, Increased demand for training for virtual work arrangements, Increased emphasis on speed in design, focus in content, and use of multiple delivery methods, Increased emphasis on capturing and sharing intellectual capital, Increased use of true performance support, Increased use of training partnership and outsourcing training. [Page no from 537-546 Raymond A Noe]

Case Studies in Indian Context only

Text Books

1. Dr.B.Janakiraman, Training & Development, Biztantra/Wiley Dreamtech, 2005.
2. Raymond A Noe ,Employee Training and Development ,TATA McGraw Hill ,2008.

References

- P. Nick Balachand ,Effective Training Systems ,Strategies, and Practices Pearson Education, 2009

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2		2		
CO3	2		2	1	
CO4	2		1	2	1
CO5	2		1	1	1

PERSONAL GROWTH & INTER-PERSONAL EFFECTIVENESS

Course Code: P18MBA 4H4

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. Identify strength and weakness as an individual as a member of a group.
2. Illustrate personal growth concepts.
3. Insight concepts of pedagogy, adult learning process, creativity processes and tools for effectiveness in interpersonal behavior.
4. Understand perception process, personality formation and transactional analysis.
5. Demonstrate the personal growth and interpersonal effectiveness concepts.

Course Outcomes: Students will be able to

1. Apply components of personal Growth.
2. Demonstrate the concepts of basic function of mind to be more creative and innovative.
3. Exhibit human personality, attitudes, beliefs, values and their impact on individual behaviour.
4. Analyse interpersonal growth and handling conflicts and taking critical decisions.
5. Accomplish the role emotional intelligences and understanding towards team work.

Module 1

10 Hours

Personal Growth – Meaning, Concepts of Personal Growth, Self awareness, Role, Role efficacy, Role stress,

Nature of values and attitudes, Job satisfaction, Job involvement, Organizational commitment.

Impression Management: First Impression, Types of impression management, Tactics of impression management, Techniques of impression management.

(Text Book 3 Ruchi Chapter 2 Pg 18)

Module 2

12 Hours

Personal effectiveness:

Personality – Meaning, Definition, Formation of personality . (Text Book 2 Robbin Chapter 5 Pg 154)

Personality Theories: Carl Jung’s theory of personality types and Myers Briggs type Indicator (MBTI) Trait theories – Guilford Peugeot.

Pedagogy and Androgogy: Meaning, differences. Adult learning process. (Text Book 2 Robbin Chapter 4 Pg 110)

Module 3

10 Hours

Interpersonal relations and personal growth, Interpersonal needs, Individuals and organization, individual and inter-personal behavior, Assertive Behavior

Motivation and behaviour

FIRO-B and Johari Window.(Text Book 3 Ruchi Chapter 1 Pg 1)

Perception: Meaning, Definition, Perception process.

Conflict : Nature of conflict, Levels of conflict, Source of conflict, Effects of conflict.

Module 4

12 Hours

Transactional Analysis, Ego status, Types of Transaction, Life position, (Text Book 1 JWN Chapter 4 Pg 110)

Nurturing Relationships: Meaning of relationship, Changing concepts and roles in relationships, Relationship with self – Self concept, Self acceptance, self esteem, self confidence, Power of self talk. Relationship with others – Cultivating open communication, Adjustments, compromises, give and take, empathy& Prioritization.

Module 5

8 Hours

Emotional Intelligence – Nature and Scope – Working with emotional intelligence – self mastery – people skills – Emotionally intelligent organization. (Text Book 1 JWN Chapter 8 Pg 272)

Habits Of Highly Effective People: Social adjustments and habit formation. Habits of personal effectiveness, Seven habits of highly effective people.

(Reference Books The Seven Habits of Highly Effective People by Stephen R Covey, Simon & Schuster)

Case Study: Compulsory question for 20 Marks. Discussed from Module 1 to Module 5

Text Books

1. Organizational Behaviour – Human Behaviour at work – by John.W.Newstrom and Keith Davis – Tata McGraw Hill, 12/e, 2003
2. Organizational Behaviour – Concepts, controversies and applications – Stephen P Robbins – Prentice Hall International, 13/e
3. Ruchi Srivastava – Personal growth & training & development.

References

- Wallace & Masters Personal Development for Live and Work, Thomson Learning, 8/e, 2004
- Emotional Intelligence – Daniel Goleman, Bantam Books.
- The Seven Habits of Highly Effective People by Stephen R Covey, Simon & Schuster.
- Development of Management Skills - Whetten & Cameron, 7/e, PHI.
- Human Relations in organizations - Robert N. Lussier, 6/e, McGraw Hill Education.
- Understanding OB - Udai Pareek, Oxford University Press.
- Theories of Personality- Calvin S Hall, 4/e, Wiley India Pvt. Ltd.
- Training in interpersonal Skills- Stephen Robbins, Pearson Education.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3				
C02	2		2		
C03	2		2	1	
C04	2		1	2	1
C05	2		2	1	1

Elective 2 MARKETING MANAGMENT
INTERNATIONAL MARKETING MANAGEMENT

Course Code: P18MBA 4M1 CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50 Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. Provide students aware about international marketing strategies.
2. To understand the knowledge and inputs about international marketing.
3. Understanding the concepts of international planning and dimensions of marketing mix.
4. To help students on application of theoretical concepts to case studies from MNC

Course Outcomes: Students will be able to

1. Apply the concepts of product or service positioning in different cultural markets.
2. Exhibit conceptual knowledge of Pricing decisions and product or services in international marketing.
3. Analysing the global marketing channels, distribution and logistics management.
4. Accomplishing to anticipate problems and take proactive steps in international marketing.
5. Evaluating the students in global vision through market research.

Module 1

12 Hours

Framework of international marketing: Definition – scope and challenges – difference between international marketing and domestic marketing – the dynamic environment of international trade – transition from domestic to international markets – orientation of management and companies

Cultural Dynamics in Assessing Global markets: Definition and origin of culture, Elements of culture, Cultural knowledge, Cultural change, Consequences of innovation.
(International Marketing - Cateora, Gilly & Graham, Chapter 1 & 4 Pg 2 & 94)

Module 2

10 Hours

Developing a global vision through marketing research: Breadth and scope of international marketing research – problems in availability and use of secondary data – problems in gathering primary data – multicultural research – a special problem – research on internet – a new opportunity – estimating market demand – problems in analyzing and interpreting research information – responsibility for conducting marketing research – communicating with decision makers. Identifying foreign markets – classification based on demand – based on the stage of development – other bases for division of world markets

Global marketing management – planning and organization:

Global perspective – global gateways – global marketing management – an old debate and a new view – planning for global markets – alternative market entry strategies – organizing for

global competition Products for consumers in global markets – product development – product adaptation – product standardization – marketing of services – green marketing and product development. (International Marketing - Cateora, Gilly & Graham, Chapter 8, &12 Pg 218 & 330)

Module 3

10 Hours

Products and services for consumers: Quality – products and culture – analyzing product components for adaptation– marketing consumer services globally – brands in international markets

Products and services for businesses Demand in global business to business markets – quality and global standards – business services – trade shows' crucial part of business to business marketing – relationship markets in business to business context
(International Marketing - Cateora, Gilly & Graham, Chapter 13 & 14 Pg 358 & 392)

Module 4

10 Hours

Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and Positioning, price quotation– INCO terms – preparation of quotations.

International distribution

International marketing channels – distribution patterns – alternative middlemen choices – factors affecting choice of channels – surface vs. air transportation – advantages and disadvantages – marine transportation – warehousing, Market entry strategies

International Retailing: (Refer to “International Marketing” – Dana Nicoleta – Biztantra – chapter 12) International expansion of retailers – international retailing defined – retail format – variations in different markets – general merchandise: retailing – issues in international retailing

(International Marketing - Cateora, Gilly & Graham, Chapter 15 & 18 Pg 418 & 520)

Module5

10 Hours

Personal selling and sales management Designing the sales force, Recruiting marketing and sales personnel, Selecting sales and marketing personnel, Training for international marketing, motivating sales personnel, designing compensation systems, Evaluating and controlling sales representatives, preparing U.S personnel for foreign assignments, developing cultural awareness, foreign-language skills(Text Book 1Cateora Chapter 18 Pg 589)

Promotion Decisions Promotions – international advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing.

(International Marketing - Cateora, Gilly & Graham, Chapter 16 &18 Pg 452 & 494)

Case Studies in Indian Context only

Text Books

1. Cateora, Gilly & Graham, International Marketing, 15/e, TMH, 2014.
2. Warren Keegan, Global Marketing Management, Pearson / PHI, 7th Edition.

References

- Rakesh Mohan Joshi, International Marketing, Oxford, 2004.
- Varshney, Bhattacharya, S Chand & Co. International Marketing ,
- Dana, Nicoleta, Lascu, International Marketing, Biztantra, 2003.
- R Srinivasan, International Marketing, PHI, 3rd Edition.
- Philip R Cateora, Graham and Salwan, International Marketing, New Delhi, McGrawHill Education,2013.
- Sak Onkvisit, Johnshaw, International Marketing: Analysis And Strategy, Pearson Education/PHI, 3rd Education, 2013.
- Varshney, and Bhattacharya, International Marketing, S Chand & Co.
- Francis Cherunillam, International Marketing, HPH, 7th Edition, 2004.
- Michael Czinkota, & others International Marketing, Thomson, 7th Edition, 2004.
- J P Jeannet, and A D Hennessey, Global Marketing Strategies, Biztantra, 6th Edition, 2005.
- Pierre David, International Logistics, Biztantra, 2004/05.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	2		1	2	
CO2	2		1	1	
CO3	2			2	
CO4	2		2		
CO5	1		2	1	

STRATEGIC BRAND MANAGEMENT

Course Code: P18MBA 4M2

CIE: 50 Marks

Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make students aware of steps in brand building
2. To make students aware of brand positioning techniques
3. To develop student skills in measuring and interpreting brand performance
4. To make students aware of designing and implementation of brand strategies
5. To discuss case studies, to show the application of various concepts

Course Outcomes: Student will be able to

1. Apply the steps in brand building
2. Evaluate the techniques for brand positioning
3. Exhibit competence in measuring and interpreting brand performance
4. Develop and implement brand strategies
5. Analyze and suggest solutions for brand problems

Module 1

10 Hours

Introduction to the concept of Brand Management: Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, **Branding-** Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders **Brand Management-**Meaning & Definition. **Strategic Brand Management Process-**Meaning, Steps in Brand Management Process .Strong Indian Brands (Case study) (Page No: 1 to 43)

Module 2

10 Hours

Customer Based Brand Equity: Customer Based Brand Equity-Meaning, Model of CBBE, **Brand Equity as a “Bridge” Brand Equity:** Meaning, Sources, Steps in Building Brands, Brand building blocks- Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker’s Brand Equity Model.**Customer Relationship Management (CRM)**

Brand Positioning: Meaning, Point of parity & Point of difference, Positioning guidelines

Brand Value: Definition, Core Brand values, Brand mantras, Internal branding, Brand Audits (Page No: 47 to 132)

Module 3

10 Hours

Choosing Brand Elements to Build Brand Equity: Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, and Packaging. (Page No: 139-184)

Leveraging secondary brand associations to build brand equity: Conceptualizing the leverage process-Company-Country of Origin-Channels of Distribution-Co-Branding-Licensing-Celebrity Endorsement-Sporting, cultural or other events-Third-party sources (Page No: 279 to 307)

Module 4

12 Hours

Measuring & Interpreting brand performance: Brand Value chain- Designing Brand Tracking studies, Establishing brand Equity Management Systems.

Measuring Brand Equity: Methods for measuring Brand Equity- Quantitative Techniques & Quantitative Techniques, Comparative methods-Brand based comparisons, Marketing based comparisons- Conjoint Analysis, Holistic methods. (Page No: 315 TO 427)

Designing and implementing Brand Strategies: Brand Architecture-Brand-Product matrix, Brand Hierarchy- Kapferer's Branding Systems, Building Brand Equity at different hierarchical levels, Brand Personality- Meaning & Definition, Types of Brand personalities, Elements of Brand personality, Brand Image- Meaning & Definition, Sources of Brand Image, Brand Image for Established and New Products, Brand Image & Celebrity

Module 5

10 Hours

New Products and Brand Extension: Meaning, Types, Needs, Advantages & Disadvantages of Brand Extension, Consumer's Evaluation of Brand Extensions & Opportunities Managing Brands over Time – Reinforcing Brands-Revitalizing Brands (Page No: 432 TO 522)

Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favoring marketing, barriers to globalization, managerial blockages, organization for a global brand, pathways to globalization. (Page No: 588 TO 624)

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Text Books

1. Strategic Brand Management, Building Measuring & Managing Brand Equity – 3rd Ed Phi / Pearson Education – Kevin Lane Keller, M.G. Parameswaran, Isaac Jacob

References

- Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.
- Brand Imitations – Dr S S Kaptan, Dr S Pandey – HPH, 1/e, 2004

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
C01	3		1		
C02	2		2	1	
C03	2		2		1
C04	3		2		
C05	2		1		2

INTEGRATED MARKETING COMMUNICATIONS

Course Code: P18MBA 4M3

CIE: 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3

SEE: 50 Marks

No. of Hours per Week: 4

Exam Duration: 03 Hours

Total Numbers of Hours: 52

Course Objectives:

1. To make student aware of the role of IMC in marketing
2. To develop students skills in setting objectives and budgeting IMC
3. To make student aware of the IMC program development process
4. To develop student skills in monitoring and evaluating IMC program
5. To discuss the case studies and show how the concepts can be applied

Course Outcomes: Student will be able to

1. Analyze the role of IMC in marketing
2. Formulate appropriate objectives and budgeting techniques
3. Analyze the IMC program process and development
4. Analyze the need and importance of direct marketing and event management
5. Apply IMC concepts to a given business communication case.

Module 1

09 Hours

Role of IMC in marketing process: IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications. (Pg no:35-50, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Advertising: Purpose, Role, **Other Categories of Advertising** (Pg no: 7, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Functions (Pgno:12, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Types (Pgno:13, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Advertising Vs Marketing mix (Pgno:19, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007), Advertising appeal in various stages of PLC(Pgno:24, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Module 2

09 Hours

Advertising Agency : Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation.(Pgno:53-63, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Advertising objectives and Budgeting: Goal setting – DAGMAR approach, Various budgeting methods used.(Pgno:139-153, Advertising- “An IMC Perspective”- S N Murthy/

U Bhojanna- Excel Books 2007)

Module 3

11 Hours

Media planning: Developing Media plan, Problems encountered (Pgno:183-194, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Media Evaluation - Print, Broadcast media(Pgno:209-220), Support media in advertising(Pgno:200-206, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007).

Media strategy: Creativity, Elements of creative strategies and its implementation(Pgno:156-180, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Importance of Headline and body copy(Pgno:184-189, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007).

Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies.(Pgno:229-240, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Module 4

4Hours

Sales Promotion: Meaning, Importance, **Major Promotion Tools** Conventional/unconventional, drawbacks, push pull strategies Co-operative advertising, Integration with advertising and publicity (Pgno:243-251, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007),

Public relation/ Publicity: - Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity.(Pgno:271-291, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.(Pgno:321-335, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Event Management: Introduction Purpose of organizing an Event, Key elements of Events, Concepts of promotion and pricing in events (Pgno:255-268, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007).

Module 5

12 Hours

International Advertising: Global environment in advertising, Decision areas in international advertising (Pgno:375-384, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising .(Pgno:305-316, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

Industrial advertising: B 2 B Communication, Special issues in Industrial selling.(Pgno:357-370, Advertising- “An IMC Perspective”- S N Murthy/ U Bhojanna- Excel Books 2007)

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Text Books

1. Advertising and Promotions IMC Perspectives: Belch and Belch – Tata Mc Graw Hill, 6/e, 2003
2. Advertising ‘An IMC Perspective’ - S.N.Murthy/U.Bhojanna - Excel Books, 2007

References

- Advertising & Integrated Brand Promotion, O’Guinn, Allen, Semenik, 4/e, Thomson, 2007
- Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e.

CO-OP MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1	1	
CO2	2		1	1	
CO3	2			2	
CO4	3		1		
CO5	2			1	

RETAIL MANAGEMENT

Course Code: P18MBA 4M4 CIE : 50 Marks Credit Pattern: L: T: P = 3:0:0 = 3
SEE: 50Marks No. of Hours per Week: 4
Exam Duration: 03 Hours Total Numbers of Hours: 52

Course Objectives:

1. To make students aware of personal selling and quota management
2. To make students aware of retail store management concepts
3. To develop student skills in planning for Location and layout of the store
4. To make students aware of the merchandise management concepts

Course Outcomes: Students will be able to

1. Apply systematic approach to personal selling and sales targets
2. Exhibit knowledge about the basics of retail store management
3. Demonstrate a systematic approach in choosing location and layout of the store
4. Analyze the concepts related to merchandise management
5. Exhibit skills in store management and visual merchandising practices for effective retailing

Module 1

12 Hours

Retail Management: Introduction, meaning(Pg no:2, Text book 1), Characteristics(Pg no:11 Text book 1), Retail industry in India(Page 9 Retail Management By Chethan Bajaj), role of retailing(Pg no:15, Text book 1) Trends in Retail formats (Pg no:24, Text book 1), Retail Strategy (Pg no:30, Text book 1) The Changing face of Retailing (Pg no:34, Text book 1) Retailing in India: Emergence of Organized retailing (Pg no: 120, Text book 1), Traditional retail formats(Pg no:123 to 131, Text book 1), Retailing in rural India, Retail outlets within villages, Periodic markets, Retail strategy with respect to specific product categories- Food, Restaurants, Health and beauty product, Home furniture and household goods, Clothing and foot wear, Durable goods, Petro retailing in India, Retail Banking, Leisure Industry, Challenges in Retail Business in India (Pg no:135 to 191, Text book 1)

Module 2

10 Hours

Retail Market segmentation: Introduction to Market segmentation, The Benefits of Market segmentation, Criteria for effective segmentation, Dimensions of segmentation- Geographic/Demographic/psychographic/Behavioral segmentation, customer profiles, Survey of buyers intentions.(Pg no:257-289, Text book 1)
Retail Location strategy: Importance of Location decision, Levels of Location decision and its determining factors, Types of retail location, Types of consumer goods and location decision, Site selection analysis. (Pg no: 296 to 325, Text book 1)
Selection of a Particular Shopping Centre or Market Area. (Pg no: 326 to 329, Text book 1)

Module 3

10 Hours

Product and Merchandise Management: Role of Product management in Retail business, The Product selection process, Brand management and retailing, Significance of own branding, Merchandising management, Merchandise budget, Product life cycle. (Pg no: 345 to 360, Text book 1), Consumer characteristics that influence the merchandise plan, Influence of competitive factors on merchandise plan, Dimensions of merchandise line, Model stock plan, Constraining factors, Budgetary/selling space/Turnover/Market environments constraint, Types of suppliers, Criteria selection of suppliers, Category management, Merchandising management planning in various retail segments, Financial objectives of Merchandising (Pg no:366, 368, 369, 372 to 389, Text book 1)

Store layout, Visual Merchandising, Store space management (Pg no:418, 423, 435, Text book 1)

Module 4

10 Hours

Retail Pricing: External influences on retail pricing strategy (Pg no: 456, Text book 1), Retail pricing strategies, (Pg no: 479-492, Text book 1)

Retail promotion strategies: Communication methods (Pg no:515, Text book 1), Objectives of sales promotion, Supplier-originated sales promotions, Point of purchase, Advantages of sales promotions, Steps in designing retail sales promotions (Pg no:544 to 555, Text book 1)

Objectives of Personal selling, Types of personal selling, Publicity, Types of publicity (Pg no:557 to 565, Text book 1)

Module 5

10 Hours

Relationship Marketing in retailing:

Evolution of Relationship Marketing, Relationship marketing Strategies, Personalization, Special treatment benefit, Communication benefits, rewards, Relationship marketing in the organized vs Unorganized retail sector, Customer service in retailing, Customer service managing gaps between expectations and performance, Loyalty programs, Classification of loyalty programmes, (Pg no:575 to 616, Text book 1)

Case Studies in Indian Context only

Text Books

1. Retail Management By Chethan Bajaj, Rajnish Tuli, Nidhi Srivastava, Oxford Publications

References

1. Swapna Pradhan, 2/e, 2007 & 2009, TMH
2. Retail Management by Micheal Levy, Barton A Weitz, Ajay Pandit

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3		1		1
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CO5	2		1	1	1