



K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
Curriculum Structure and Evaluation Scheme
To be implemented for 2023-25 NEP Batch
Department of Management Studies (MBA)

Master in Business Administration (MBA)





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Curriculum Structure and Evaluation Scheme
To be implemented for 2023-25 NEP Batch
Department of Management Studies (MBA)

Class: F. Y. MBA

Semester - I

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)		Practical (Marks)		
							Max	Min. for passing %	Max.	Min. for passing %	
MGC1013	Principles of Management	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1033	Managerial Economics	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1053	Financial Accounting and Analysis	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1073	Legal & Business Environment	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1093	Marketing Management	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1113	Organizational Behaviour	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1133	Quantitative Analysis	3	-	-	3	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1153	Indian Ethos and Business Ethics	2	-	-	2	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1170	Leadership	2	-	-	2	ISE	20	40	50	-----	-----
						UT1	15			-----	-----
						UT2	15	40		-----	-----
						ESE	50			-----	-----
MGC1193	Business Communication Lab	-	-	2	1	ISE	---	---	---	50	50
						ESE	---	---		50	50
MGC1213	Microsoft Office Specialist	-	-	2	1	ISE	---	---	---	50	50
						ESE	---	---		50	50
	TOTAL	25	-	04	27						

Total Contact Hours/week: 29

Total Credits: 27

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Semester - II

Course Code	Course	Teaching Scheme				Evaluation Scheme					
		L	T	P	Credits	Scheme	Theory (Marks)			Practical (Marks)	
							Max	Min. for passing %		Max.	Min. for passing %
MGC1023	Corporate Finance	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1043	Operations Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1063	Human Resource Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1083	Business Research Methods	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1103	Managing for Sustainability	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1123	Management Information System	2	-	2	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1143	Strategic Management	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
	Program Elective	3	-	-	3	ISE	20	40	50	----	----
						UT1	15			----	----
						UT2	15			----	----
						ESE	50			40	----
MGC1163	Aptitude Skills	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
MGC1183	Data Analysis	-	-	2	1	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
MGC1203	Capstone Project Phase-I	-	-	4	2	ISE	--	--	--	50	50
						ESE	--	--	--	50	50
	TOTAL	23	-	10	28						

Total Contact Hours/week: 33

Total Credits: 28

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❖ **Student has to complete internship of 45 days at the end of First Year however its evaluation will be carried out in the III semester**





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Program Elective (Any One)

Sr. No.	Course Code	Course Name
1	MGP 1020	International Business
2	MGP 1040	Total Quality Management for Business Excellence
3	MGP 1060	Global Quality System
4	MGP 1080	Cross Cultural Study





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Semester –III

Course Code	Course	Teaching Scheme				Evaluation Scheme						
		L	T	P	Credits	Scheme	Theory (Marks)			Practical (Marks)		
							Max	Min. for passing %		Max.	Min. for passing %	
MGC2013	Entrepreneurship Development	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Generic Electives	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization I Elective Paper (SE) I	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization I Elective Paper (SE) II	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization I Elective Paper (SE) III	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization II Elective Paper (SE) I	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization II Elective Paper (SE) II	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Major Subject Specialization II Elective Paper (SE) III	3	-	-	3	ISE	20	40	50	-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
	Minor Electives	3	-	-	3	ISE	20	40		-----	-----	
						UT1	15			-----	-----	
						UT2	15			-----	-----	
						ESE	50			40	-----	-----
MGC2053	Capstone Project Phase II	-	-	4	4	ISE	--	--	--	100	50	50
MGC2073	Summer Internship Program	-	-	2	6	ISE	-			100	40	50
						ESE	-		-	100	40	
	TOTAL	27	-	06	37							

Total Contact Hours/week: 33

Total Credits: 37

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Generic Elective (Any One)

Sr. No.	Course Code	Course Name
1	MGE2013	Taxation Planning and Management
2	MGE2023	Healthcare and Hospital Management
3	MGE2033	Mentoring and Coaching
4	MGE2043	Warehouse Management
5	MGE2053	Mall Management
6	MGE2063	Change Management
7	MGE2073	Commodity Markets
8	MGE2083	Food Retail Management
9	MGE2093	Human Resource Audit
10	MGE2103	Small Scales Industries Management
11	MGE2113	Total Quality Management
12	MGE2123	Search Engine Optimization
13	MGE2133	E- retailing
14	MGE2143	Tourism Management
15	MGE2153	Export – Import Procedure & Documentation
16	MGE2160	Social Media Marketing
17	MGE2163	Supply Chain Management





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Major / Minor Specializations offered:

- Marketing Management
- Human Resource Management
- Finance Management
- Business Analytics
- Operations Management
- System Management
- Rural Management
- Technology Management
- International Business Specialization
- Banking and Insurance Management

Note:

1. A student has to opt for any two specializations out of ten major specializations.
2. Three elective papers have to be opted in each specialization in this semester.





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Specializations: Semester III

Marketing Management

Sr. No.	Course Code	Course Name
1	MGM2013	Sales and Distribution Management
2	MGM2033	Services Marketing
3	MGM2053	Retail Marketing
4	MGM2073	Consumer Behavior
5	MGM2093	Customer Relationship Management
6	MGM2113	Digital Marketing
7	MGM2133	Management of Marketing Communications
8	MGM2153	Strategic Marketing Management

Human Resource Management

Sr. No.	Course Code	Course Name
1	MGH2013	Compensation Management
2	MGH2033	Performance and Rewards Management
3	MGH2053	Organization Development & Change
4	MGH2073	Industrial Relations and Labour Laws
5	MGH2093	Human Resource Planning
6	MGH2113	Strategic and International Human Resource Management
7	MGH2133	Training and Development
8	MGH2153	Cross Cultural Management
9	MGH2173	Conflict & Negotiation Management

Finance Management

Sr. No.	Course Code	Course Name
1	MGF2013	Indian Financial System
2	MGF2033	Financial Markets & Institutions
3	MGF2053	International Finance
4	MGF2073	Working Capital Management
5	MGF2093	Mergers, Acquisition and Corporate Restructuring
6	MGF2110	Behavioral Finance
7	MGF2133	Cost Analysis and Control
8	MGF2153	Security Analysis & Portfolio Management

Business Analytics

Sr. No.	Course Code	Course Name
1	MGB2013	Marketing Analytics
2	MGB2033	HR Analytics
3	MGB2053	Core Python Programming





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4	MGB2073	R Programming
5	MGB2093	Financial Analytics
6	MGB2113	Data Mining
7	MGB2133	Business Intelligence

Operations Management

Sr. No.	Course Code	Course Name
1	MGO2013	Materials Management & Inventory Control
2	MGO2033	Operations Planning and Control
3	MGO2053	Global Operations Strategy
4	MGO2073	Managing Six Sigma
5	MGO2093	Purchase Management
6	MGO2113	Lean Manufacturing System
7	MGO2133	Maintenance Management
8	MGO2153	Manufacturing Systems Management

Information Technology Management

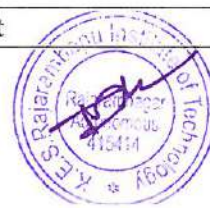
Sr. No.	Course Code	Course Name
1	MGS2013	Enterprise Resource Planning
2	MGS2033	Software Project Management
3	MGS2053	Data Warehousing & Data Mining
4	MGS2073	Database Management Systems
5	MGS2093	Information System Audit and Security
6	MGS2113	E-Business
7	MGS2133	Cyber Laws and Cyber Security
8	MGS2153	System Analysis & Design

Rural Management

Sr. No.	Course Code	Course Name
1	MGR2013	Rural Banking and Microfinance
2	MGR2033	Rural Society and Polity
3	MGR2053	Society Up liftment Policies
4	MGR2073	ICT in Development
5	MGR2093	Agribusiness
6	MGR2113	Managing Cooperatives
7	MGR2133	Social Marketing and Social entrepreneurship
8	MGR2153	Governance and Development

Technology Management

Sr. No.	Course Code	Course Name
1	MGT2013	Engineering Management
2	MGT2033	Enterprise Productivity
3	MGT2053	Technology Management





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4	MGT2073	R & D Management
5	MGT2093	Value Engineering
6	MGT2113	Engineering Systems Simulation
7	MGT2133	Big Data Analytics
8	MGT2153	Manufacturing Systems

International Business

Sr. No.	Course Code	Course Name
1	MGI2010	India's Foreign Trade And Policy
2	MGI2030	Export Import Procedures, Documentation And Logistics
3	MGI2050	International Economics
4	MGI2070	Global Competitiveness Analysis
5	MGI2090	Global Marketing Strategies
6	MGI2110	Management of International Logistics
7	MGI2130	Globalization and Indian Business Scenario
8	MGI2150	Management of Trans-National Corporations

Banking and Insurance Management

Sr. No.	Course Code	Course Name
1	MGB2010	Insurance Planning & Management
2	MGB2030	Risk Management For Banks And Insurance Companies
3	MGB2050	Retail Banking
4	MGB2070	General Insurance
5	MGB2090	Banking Services Operations
6	MGB2110	Treasury Management
7	MGB2130	Laws Governing Banking and Insurance
8	MGB2150	Funds Management in Banking and Insurance





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Class: S. Y. MBA

Semester –IV

Sr. No	Course Code	Course	Teaching Scheme			Credits	Evaluation Scheme				
			L	T	P		Scheme	Theory (Marks)		Practical (Marks)	
								Max	Min. for passing %	Max %	Min. for passing %
1	IPMB2YYY	Online Course- I/Self learning course-I	-	-	-	2	ESE*			100	50
2	IP2043	Project Management (Online Course)	3	-	-	3	ESE*			100	50
3	IP2063	Internship & Project	-	-	-	10	ISE			50	50
							ESE			50	50
Total			3	-	-	15					

Total Contact Hours/week: 03

Total Credits: 15

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Note:

1] Online or Self Study course may be:

A] Online Certification Course

B] Self-study course approved by Dean Academics All courses should be related to Industry Project.

* Indicates that, student needs to produce certificate of online or certification course at the time of ESE. If student fails to produce this certificate, he or she will not be eligible to give ESE of Online/certification course.





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Track II: Entrepreneurship Development (ED)

Class: S. Y. MBA

Semester –IV

Sr. No	Course Code	Course	Teaching Scheme			Credits	Evaluation Scheme					
			L	T	P		Scheme	Theory (Marks)		Practical (Marks)		
								Max	Min. for passing %	Max %	Min. for passing %	
1	ED2023	Project Management (Online Course)	3*	-	-	3	ESE	--	--	--	100	50
2	ED2043	New Venture Finance : Startup Funding For Entrepreneurs	2*	-	-	2	ISE	20	40	40		
							UT-1	15				
							UT-2	15				
							ESE	50	40			
3	ED2063	Entrepreneurship Development Program (EDP)	-	-	-	1	ISE	--	--	--	100	50
4	ED2083	Entrepreneurship Development Project	-	-	7	8	ISE	--	--	--	50	50
							ESE	--	--	--	50	
Total			5	-	7	14						

Total Contact Hours/week: 12

Total Credits: 14

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Syllabus (Theory & Practical Courses)
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Class:- First Year M.B.A.	Semester-I	L	T	P	Credits
Course Code : MGC1013	Course Name : Principles of Management	3	-	-	3

Course Description:

This course investigates the way managers get things done in an organization to move their organizations forward and achieve results. The concepts and skills needed to manage effectively under constantly changing conditions are identified. The course will review a manager's skill at influencing the direction and functioning of an organization and will develop students' appreciation of these management activities and their links to employee performance. Active involvement through lectures, discussion, videos, case studies, and group exercises is required.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Facilitate a comprehensive understanding of classical and modern theories.
2. Demonstrate the practical application of the functions of management.
3. Enhance the ability to communicate management decisions effectively.
4. Critically analyze and offer insights on current influential management trends.
5. Evaluate the current business landscape and trends.

Prerequisite:

Basic understanding of English.

Course Content

Unit No	Description	Hrs.
1.	Overview to Management: Organization- Management- Role of managers- Evolution of management Thought-Scientific management; Contribution of Taylor, Fayol, Elton Mayo; Hawthorne experiments.	06
2.	Planning: Planning process- Types of plans, Managing by Objective (MBO) strategies- Types of strategies, Decision Making- Types of decision, Decision making process- Rational decision-making process- Decision-making under different conditions.	06
3.	Organizing: Organization structure, Formal and informal groups/ organization- Line and staff authority- Span of control, Centralization and decentralization, Delegation of authority, Staffing, Selection and Recruitment - Orientation- Career development.	06





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4.	Directing: Managing people, Change management. Organization Culture, Elements and types of culture, managing cultural diversity.	06
5.	Controlling: Process of controlling- Types of control- Budgetary and Non-budgetary control Techniques -Managing productivity- Cost control- Maintenance Control- Quality control.	06
6.	Recent Trends In Management: Social Responsibility of Management –Total Quality Management (TQM), Risk Management, International Management, Crisis Management.	06

References

Text Books:

- Harold Kootnz & Heinz Weihrich, Essentials of Management, Tata McGraw-Hill

Reference Books:

- Tripathy PC And Reddy PN, Principles of Management, Tata McGraw-Hill,
- Decenzo David, Robbin Stephen A, Personnel and Human Reasons Management
Prentice Hall of India
- JAF Stoner, Freeman R. E and Daniel R Gilber t Management, Pearson Education
- Hellriegel, Slocum & Jackson, Management, A Competency Based Approach, Thomson
South Western
- Stephen P. Robins, Fundamentals of Management, Pearson Education Asia





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1033	Course Name : Managerial Economics

L	T	P	Credits
3	-	-	3

Course Description:

The course provides economic concepts for decision making at individual firm's level, along with understanding of the markets and competition. It provides framework for national income concepts of the governments, how it has been spent over the years in different sectors. It gives the glimpse of the issues in the governance of local governing authorities.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate microeconomic and macroeconomic variables and its implication in business decision making.
2. Identify the competitive and global markets for making larger presence and leadership.
3. Assess and evaluate macroeconomic variables for selection of best alternatives to maximize profit and value of an organization
4. Identify issues related to development and governance issue that hinder the development
5. Analyse the sectoral development and policies initiated by the governments for improvement.

Prerequisite:

Basic understanding of economic and commercial activities carried out by businesses.

Course Content

Unit No	Description	Hrs.
1.	Applied Microeconomics: Origin of Economics; Relationship to the functional areas of Business Administration Studies; Role of microeconomic analysis in decision in view of complexity of the modern economy, Laws of demand and supply and market equilibrium, Elasticity of demand and supply, Theory consumers demand- Cardinal and Ordinal utility approach, Consumer Surplus, Demand Estimation and Forecasting and its techniques. The International framework of Managerial Economics	06
2.	Cost and Production Analysis: Theory of Production Cost-Cost Concepts, Short Run Cost Output Relations, Long Run Cost Output Relations, Cost Analysis Economies and Diseconomies of scale. Production functions, Theory of Production- Production with one variable input, Production with two variable inputs, Marginal Rate of Technical Substitution, Isoquant Curve, Law of return to scale, Long run analysis of Production ,Revenue Analysis , Break Even Analysis	06





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3.	Firms and Markets: Motive of existence of firm, Profit Maximizing output, Goals of nonprofit firm, Public sector firm, Global Firms. The competitive and Monopoly model, The Oligopoly model, Monopolistic Competitions, Theory of competitive advantages, Alternate pricing Practices-Pricing of multiple product and price discrimination. Demand for Capital; Capital Budgeting; Capital Rationing & Appraising the Profitability of Projects.	06
4.	Applied Macroeconomics: Gross Domestic Product(GDP) and Gross National Product(GNP), Consumer Price Index(CPI), Wholesale Price Index(WPI), Balance of Payment, Gini Coefficient and Purchasing Power Parity (PPP), Poor Economics and Free Market Economics.	06
5.	Development Concept and Issues in Governance: Development Concept, State and Market, Institutions, Panchayat Raj Institutions – (PRIs) Non-Government Organizations (NGOs), Sustainable Development, Governance, Economic Reforms, Plans After Reforms.	06
6.	Sectorial Development and Policy Reforms: Financing of Infrastructure Development, Education Sector, Migration, Poverty, Inequality and Growth, Status of Agriculture Input Pricing, Subsidies and Land Reforms, Industrial Policy and Development after 1991, Public Sector Under-Takings (PSUs), Privatization and Disinvestment.	06

References

Text Books:

- Dominick Salvatore and Ravikesh Srivastava, Managerial Economic, Principle and Worldwide Applications, Oxford Higher Education

Reference Books:

- Pindyck and Rubinfeld, Microeconomics, Pearson Press
- James L Riggs, David Bedworth and S V Randava, Engineering Economics, TMH
- Lipsey and Chrystal, Economics, Oxford Higher Education
- C R Thomas and S C Maurice, Managerial Economics, TMH
- Suma Damodaran, Managerial Economics, Oxford Higher Education
- Adam Smith, The Wealth of Nations, amazon.com
- Abhijit V Banerjee and Esther Duflo, Poor Economics, Public Affairs, Newyork
- J M Keynes, The General Theory of employment, interest and money, Oxford University Press
- Joseph Stiglitz, Freefall, WW Norton and Campany, New York
- Richard H Thaler and Cass R Sunstein, Nudge, Penguin Book





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1053	Course Name : Financial Accounting and Analysis

L	T	P	Credits
3	-	-	3

Course Description:

The course integrates key concepts from accounting and finance its application in financial decision-making. The course focuses on the overall aspects of financial accounting, accounting process and mechanism, financial reporting and its regulation in India, preparation of financial statements and various techniques of financial statement analysis. It covers an integral part of overall financial analysis carried out by various business organizations in India and all around the world.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Comprehend the fundamental aspects concerning financial accounting and its analysis..
2. Apply accounting theory and information for preparing various accounts and financial statements.
3. Analyse the financial information by associating the tools and techniques.
4. Evaluate financial performance of the organization for effective decision making.

Prerequisite:

There is no prerequisite for this course. A student is expected to have basic math proficiencies.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Accounting: Need of Accounting, Users of Accounting Information, Accounting Principles, and Rules of Accounting, Accounting equation.	06
2.	Accounting Mechanics: Accounting cycle, Preparation of Journal, Ledger, Trial balance and Final Account.	06
3.	Reconciliation and Depreciation: Purpose and need of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement, Meaning of Depreciation, causes of Depreciation, Depreciation methods- Straight line method, Reducing balance method.	06
4.	Preparation of Financial Statement: Objectives of Financial Statements, Preparation of Financial Statement: Income Statement, Statement of Sources of Fund and Application of Funds.	06
5.	Techniques of Financial Statement Analysis:	06





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	Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis: Comparative statement, Common size statement, Trend percentage and Ratio analysis.	
6.	CVP Analysis: Statement of profit, Meaning of Cost-Volume-Profit (CVP) relationship, Contribution, Profit Volume Ratio, Break Even analysis, Limitations and uses of Break- Even analysis, Margin of Safety, Angle of Incidence.	06

References

Text Books:

- Dr. J.C. Varshney, Financial Accounting, Wisdom Publications, Delhi

Reference Books:

- H.J.Ghosh Roy & A.K. Singhal, Accounting for Managers, Vayu Education of India
- Paul Kimmel, J. Weygandt, D. Kieso, Financial Accounting, Wiley India
- S.N. Maheshwari & S.K. Maheshwari, Problems & Solutions in Advanced Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi
- M.C. Shukla, T.C. Grewal & S. C. Gupta, Advanced Accounts, S. Chand Publishers
- C. Rama Gopal, Accounting for Managers, New Age International Publishers
- Jawahar Lal & Seema Srivastava, Cost Accounting, Tata McGraw-Hill Publishing Company Limited





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1073	Course Name : Legal & Business Environment

L	T	P	Credits
3	-	-	3

Course Description:

This course systematically explores the external environment in which businesses operates – Legal & Regulatory, macroeconomic, cultural, political, Technological and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment of risk and uncertainty. There is an increasing trend in the law to make managers personally liable for breaches of the law by their business. The course will help managers identify areas of legal liability and risk and suggest how to minimize legal risk.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Develop an understanding of micro and macro elements of the business environment.
2. Identify the major and minor factors affecting the functioning of the business.
3. Exhibit the understanding of essential laws that have a bearing on the conduct of business in India.
4. Evaluate the strategies adopted by the firm to deal with the various factors of the international, financial and technological environment.
5. Analyze the dynamics of the business environment and its impact on the functioning of the business.

Prerequisite:

Basic understanding of Business Environment, Market and Indian Laws.

Course Content

Unit No	Description	Hrs.
1.	Theoretical Framework of Business Environment: Concept, significance and nature of business and its environment, Elements of business environment- Internal and External Factors, Micro and Macro environment and their interactions, Environmental Scanning and monitoring.	06
2.	Dynamics of Business Environment: Indian Economic System and Global forces (global trade structure and global prospects) ,Planning Era and changing Govt. policies- Industrial Policies, Fiscal and Monetary Policies, EXIM policy.	06
3.	Introduction to Business Laws: Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System.	06





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4.	Fundamentals of contract laws: Formation of Contracts, Principles of Contract Laws, Legality of Object Consideration; Performance of contract, Discharge of contract, breach of contract, Quasi contracts, Contract Management, Special Contracts Laws of Agency, Principal-Agent Problem, Bailment, Pledge, Guarantee and Indemnity.	06
5.	Financial Environment: Components of Indian financial system and recent developments in it, Role of RBI, IRDA & SEBI, Financial Market structure, Money and Capital Market-Features, structure and objectives of money and capital market.	06
6.	International & Technological Environment: Role, forms and sources of Foreign Investments in India, Multinational Corporations, Foreign Collaborations, FDI, NRIs and Corporate Sector. International Institutes Overview of WTO, IMF, World Bank, and their importance for India. E-commerce, Indian conditions of E-commerce, Electronic Banking, and Franchise Business.	06

References

Text Books:

- K.R.Bulchandani; Business Law for Management Himalaya Publishing House Private Limited.
- Avtar Singh; Business Law; Eastern Book Company.
- K. Aswathappa Essentials of Business Environment Himalaya Publishing House Private Limited.

Reference Books:

- Paul, Justin. Business Environment: Text and Cases, New Delhi: McGraw Hill Education
- Saleem, Shaikh. Business Environment, New Delhi: Pearson Education (Dorling Kindersley)
- Fernando, A.C. Business Environment; New Delhi: Pearson Education (Dorling Kindersley)





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1093	Course Name: Marketing Management

L	T	P	Credits
3	-	-	3

Course Description:

Planning of alternative marketing strategies is crucial to successfully managing a business enterprise. Students have the opportunity to learn latest marketing management techniques currently being used in the business environment. Which enables students to make better marketing management decisions are Marketing is growing in importance in an ever-outsourced modern world, where companies can outsource all their functional activities except marketing. Marketing keeps students in touch with the customers it serves two important purposes namely earning the revenue and constantly help the organization evolve according to the customer needs, thereby ensuring organizational sustainability. Objective of the course is to familiarize students with the basic concepts and principles of marketing, and help them in understanding the basic marketing language.

Course Learning Outcomes:

- After successful completion of the course, students will be able to,
1. Discuss Core concept of marketing and the role of marketing in business and society.
 2. Develop marketing strategies based on product, price, place and promotion.
 3. Analyze marketing problems and provide solution based on a critical examination of marketing information.

Prerequisite:

Basic Understanding of Marketing concepts and Markets.

Course Content

Unit No	Description	Hrs.
1.	Understanding Marketing Management: Introduction, Definition, Marketing for new realities. The value of marketing, The scope of marketing, Core concept of marketing, Company orientation towards market place.	06
2.	The Market Environment: Introduction, Environmental Analysis, Techniques for environmental scanning, Competition Analysis, Marketing Planning, Marketing Research.	06
3.	Connecting with Customer: Introduction, Buyer-An enigma, factors influencing consumer behavior. Key psychological processes, the buying decision process, organizational buying. Tapping into global market. B to C, C to C, etc.	06
4.	Marketing Mix (Product & Price): 4P's of Marketing mix, 4A's of Marketing mix (Acceptability, Affordability, Accessibility and Awareness), Setting of Product Strategy, Designing and Managing Services, introducing new product offerings, Developing pricing	06





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	strategies and programs.	
5.	Marketing Mix (Place & Promotion): Developing pricing Strategies and program, Price adapting, Designing and managing integrated Marketing communication, Managing Mass Communication.	06
6.	Segmentation, Targeting and Positioning the Market (STP): Introduction, Need of Segmentation, Bases of Segmentation, how to Segment the Market, Targeting Strategies, Positioning and its Types.	06

References

Text Books:

- Philip Kotler, Kevin Lane Keller, "Marketing Management" Pearson Publications
- Rajan Saxena, "Marketing Management", The McGraw-Hill Companies Publication

Reference Books:

- Vijay Prakash Anand, "Marketing Management, An Indian Perspective" Wiley India Pvt. Ltd.
- Joel R. Evans, Berry Berman - "Marketing Management".
- James C. Anderson James A. Narus Das Narayandas, Business Market Management: Understanding, Creating, and Delivering Value, Prentice Hall.
- Stephen Wunker, Capturing New Markets: How Smart Companies Create Opportunities Others Don't, McGraw-Hill Education.





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1113	Course Name : Organizational Behaviour

L	T	P	Credits
3	-	-	3

Course Description:

This course integrates the study of human behavior within organizations. The focus will be upon translation of organizational behavior theory to practices that result in organizational effectiveness, efficiency, and human resource development. The primary goal of this course is to prepare students for advanced leadership roles in modern organization. This course will provide a good foundation for students intending to study in Business specialization, the main objective of this course is to provide students with the essential content and experiences they need to become a motivating student, successful manager and an effective employee in any type of work they do in the future. By taking the course students will understand themselves and other people at work and will be able to learn how to create effective work groups to be successful.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the conceptual anchors of Organizational behavior
2. Identify personal dimensions of personality. Job satisfaction, motivation and learning.
3. Demonstrate the group dynamics and its applicability
4. Explain organizational change and culture effect on working relationships workplace.
5. Apply various styles and conflict management strategies used in organizations.

Prerequisite:

Basic understanding of human skills.

Course Content

Unit No	Description	Hrs.
1.	Organizational Behavior and Opportunity: Human behavior in organizations, Behavior in times of change, Organizational Context: Design and Creating a culture for Change, Culture Diversity of organizations, Challenges and opportunities for OB Organizational Behavior in the Learning Organization. historical roots of OB	06
2.	Personality, Perception, and Attribution: Personality - Structure, Theories, determinants, personality tests & their implication, Myers Briggs Type Indicator and The Big Five Personality Perception, Social perception, Barriers to social perception, Attribution in organizations, Attitude, Job Satisfaction	06
3.	Motivation at Work: Motivation and work behavior, Theories of Motivation, Motivational application through Goal Setting, Cultural differences in motivation, Motivating by job design, Emotions and moods at work Learning- Behavioral models of learning	06





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	in organizations, Social and cognitive theories of learning	
4.	Group dynamics and Team building: Groups and work teams, Group behavior, Group formation and development, Factors influences on group effectiveness, cohesiveness, Work Teams, Empowerment and self-managed teams, Decision Making by Individuals and Groups- decision-making process, Models and limits of decision making, Participation in decision making	06
5.	Power and Political Behavior: Power and Politics- Forms and sources of power, Symbols of power, Political behavior in organizations, Causes and Consequences of political behavior, Managing political behavior.	06
6.	Conflict and Negotiation: Conflict Process, Sources of conflict, strategies to resolve conflict. Causes and effects of Stress, Coping strategies of Stress. Change Management	06

References

Text Books:

- Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice - Hall, New Delhi.

Reference Books:

- Fred Luthans, Organizational Behavior, McGraw-Hill, New York
- New storm, John W., Organizational Behaviour: Human Behavior at work, Tata McGraw-Hill Pub. Co. Ltd. New Delhi.
- John R. Schermerhorn, Jr. James G. Hunt, Richard N. Osborn., Organizational Behaviour, Wiley India Pvt. Ltd.
- Keith Davis Organization Behavior at Work, Mc Graw Hill
- Udai Pareekh Understanding organizational behaviour by Udai , Oxford press





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1133	Course Name : Quantitative Analysis

L	T	P	Credits
3	-	-	3

Course Description:

This course introduces students to the basic statistical concepts and methods employed in solving management problems. It develops students' ability to organise, describe, analyse and present data. Statistical reasoning and methods can help Management students to become efficient at obtaining information and making useful conclusions. It also course aims at building capabilities in the students for analyzing different situations in the industrial/ business scenario involving limited resources and finding the optimal solution within constraints.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Generate mathematical models of business scenarios
2. Apply basic mathematical, statistical and optimization tools.
3. Summarize data visually and numerically.
4. Demonstrate analytical skill for solving business problems.
5. Interpret results from decision making perspectives

Prerequisite:

Basic mathematical knowledge.

Course Content

Unit No	Description	Hrs.
1.	Descriptive Statistics for Management: Descriptive statistics: Graphical representation of data, types of graphs, Measures of Central Tendency, Arithmetic mean, Mode, Median, Measures of dispersion-standard deviation, Coefficient of variation.	06
2.	Inferential Statistics: Karl Pearson's coefficient of correlation, Spearman's rank correlation Coefficient, applications and interpretations Regression Analysis: Regression Lines, Equations and Coefficients.	06
3.	Introduction to Operations Research: OR and managerial decision making, OR applications in industrial and non-industrial fields. Linear Optimization Models: formulation of linear programming problem, graphical solution, application of LP model in different functional areas of management	06
4.	Allocation Problem models: Transportation problems: formulation, methods of finding initial solution North West Corner Rule, Least Cost Method and Vogel's Approximation Method Assignment problems: formulation, methods of solution, Hungarian method, unbalanced problems	06





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5.	Simulation: Advantages and limitations of the simulation technique: generation of random numbers, Monte, Carlo simulation, applications in maintenance and inventory management.	06
6.	Decision Making Environments: Decision Making under Certainty, Uncertainty and Risk Situations, Decision Tree approach and its Applications, Concept of Business Analytics: Meaning, Types, Application of Business Analytics	06

References

Text Books:

- S. C. Gupta, Fundamentals of statistics, Himalaya Publishing House
- V. K. Kapoor, Operation Research

Reference Books:

- Cooper and Schindler, Business Research Methods, McGraw-Hill Education.
- Andy Field , Discovering Statistics using IBM SPSS Statistics 4e + SPSS Version 22.0 , SAGE Publications.
- Eric Siegel, Thomas H. Davenport, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die,, Wiley India Pvt Ltd.





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1153	Course Name : Indian Ethos and Business Ethics

L	T	P	Credits
2	-	-	2

Course Description:

Develop understanding of the Long-term implications of ethical decisions discussed along with the Indian ethos and value system. Develop the ethical component of Bharatiya management system. Understanding the ancient Indian wisdom and Knowledge from sources like Upanishads and Bhagavad-Gita. Review on Value oriented management system can be established with the help of Indian ethos. To ensure all round development. To ensure all round development growth and prosperity i.e. ., productivity, marketing, profitability.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Interpret the variable values in morality
2. Propose strategies for maximizing personal growth and productivity of employees.
3. Apply value-based management and ethical practices in all functional areas of management
4. Develop ethical decision-making capabilities
5. Comprehend and practice the way of righteousness in the Indian mythological literature

Prerequisite:

Basic understanding of Moral Values

Course Content

Unit No	Description	Hrs.
1.	Indian Ethos – An Overview: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices	04
2.	Work Ethos and Values: Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos Values Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change. Impact of Values on Stakeholders, Employees, Customers, Government, Competitors and Society. Values for Managers, Trans-cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value System in Work Culture	04
3.	Proactivity: Four human gifts (endowments), proactivity and stimulus and response, taking initiatives, language of reactive and proactive people, circle of influence and circle of concern,	04





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4.	Personal Management: Introduction of Personal Management, the power of independent will, four classes or quadrants of activities, what it takes to say "no", the quadrant tool, living in quadrant, delegation: increasing p and pc, the quadrant paradigm	04
5.	Business Ethics: Ethics and Business Ethics, Importance of Business Ethics , Approaches: Consequentialist theories, Deontological theories, and Virtue theory approach ,Process of ethical decision-making in business, Individual differences and ethical judgement, Cognitive barriers to a good ethical judgement, Whistle Blowing	04
6.	Management Lessons from Scriptures (Case Studies): Management Lessons from Vedas, Mahabharata, Holly Bible & Quran. Kautilya's Arthashastra Indian Heritage in Business Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management	04

References

Text Books:

- Tushar Agarwal and Nidhi Chandorkar ,Indian Ethos in Management, Himalaya Publication.
- Csv Murthy ,Business Ethics Text & Cases ,Himalaya Publishing House.

Reference Books:

- John Fraedrich, O. C. Ferrell, Business Ethics: Ethical Decision Making & Cases Paperback – Cengage Learning
- Ethics and the Conduct of Business, By John R. Boatright & B.P. Patra, Pearson
- Business Ethics: Concepts and Cases by Manuel G. Velasquez, Pearson.
- The Difficulty of Being Good on the subtle art of Dharma, by Gurucharan Das, Penguin India
- What Money Can't Buy: The Moral Limits of Markets, By Michael Sandel, Penguin UK





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Class:- First Year M.B.A.	Semester-I
Course Code: MGC1170	Course Name : Leadership

L	T	P	Credits
2	-	-	2

Course Description:

The course provides a roadmap to achieving excellence in Leadership. It outlines the theoretical foundations of the concept of Leadership through a thorough review of leadership theories and provides students with the opportunity to understand what it takes to influence and empower others. The course takes students on a fascinating journey through history, business and science by studying great Leaders from all times and unveiling their secrets. The course presents behavioral models, tools and personality benchmarks that students may immediately implement into their own career path. The course requires personal intellectual curiosity and commitment, and, in addition to laying the theoretical foundations of leadership, will be experiential and practical in nature.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Develop critical thinking skills
2. Explain different approaches to leadership.
3. Apply leadership theories in real world business problems.
4. Analyze leadership types and take appropriate decisions.
5. Demonstrate ethical leadership practices

Prerequisite:

Basic Understanding of English.

Course Content

Unit No	Description	Hrs.
1.	Introduction : Leadership defined, Leadership described, Trait verses Process leadership, assigned verses emergent leadership, Leadership and power , coercion and management	04
2.	Approaches to leadership : Description and working of Trait approach, skills approach, style approach , situational approach and psychodynamic approach- Case studies and instruments for the these approaches.	04
3.	Theories in Leadership: Contingency theory, path-goal theory, leader-member exchange theory – description, application and case studies	04
4.	Types of Leadership: Blake and Mouton Leadership grid, Transformational and transactional leadership, authentic leadership, women and leadership, Level 5 leadership	04
5.	Culture and Leadership: Five practices of exemplary leadership, Culture definition and concept, Dimension of culture, Clusters of world culture	04





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6.	Leadership Ethics: Centrality, Perspectives on Ethical Leadership, Principles of Ethical Leadership, Ethical Theories	04
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References

Text Books:

- The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations (J-B Leadership Challenge: Kouzes/Posner) , by James M. Kouzes (Author), Barry Z. Posner (Author)
- Leadership-Theory and Practice By Peter G. Northouse , Sage Publications





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Class:- First Year M.B.A.	Semester-I	L	T	P	Credits
Course Code : MGC1193	Course Name: Business Communication Lab	-	-	2	1

Course Description:

This course provides a concise, practical guide to communicating effectively in the world of business. This course offers a direct, concrete approach and an opportunity for hands-on application of effective communication strategies. It includes a review of business letters, formal and informal reports, and oral presentation. There is discussion on other strategies in the flow of communication with an emphasis on verbal and non-verbal cues.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Write business letters in a proper, formal format
2. Demonstrate the methods of oral presentation both in a formal and informal environment
3. Review the importance of communication relative to securing employment, with emphasis on using both verbal and non-verbal communication and their impact
4. Prepare the student with the communication tools-verbal, non-verbal and written-and the practical applications inherent in each

Prerequisite:

Basic Understanding of English.

Course Content

Unit No	Description	Hrs.
1.	Communication: Meaning, Importance & objectives - Principles of communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.	04
2.	Written Communication: Business Letters-Types, inquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence.	04
3.	Application Letter: Bio-data, Interview Letters, Letter of Reference , Letter of Appointments, Confirmation, Promotion, Retrenchment, Resignations.	04
4.	Report writing: Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings – Notice – Agenda, Resolution & minutes.	04
5.	Oral Communication: A) Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group	04





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	discussions & Interviews. B) Nonverbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress Codes.	
6.	Ethics in Communication and Digital communication: Ethics in managerial Communication- Business communication, Digital communication - Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, mobile communication, SMS, Social Media, FAX, Writing E-mail.	04

References

Text Books:

- Robert MaArcher, Basic Business Communication

Reference Books:

- Murhy, Effective Business Communication
- Thill, Excellence in Business Communication
- Frailey, Handbook of Business Correspondance
- Cleark, Business English & communication





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Class:- First Year M.B.A.	Semester-I
Course Code : MGC1213	Course Name : Microsoft Office Specialist

L	T	P	Credits
-	-	2	1

Course Description:

Students will receive training in word processing skills including creating, editing, and formatting documents as well as creating tables, columns, graphs, and charts. This course will also serve to develop the students' presentation skills using PowerPoint 2013.

Learning Outcomes:

1. Demonstrate applying themes and layouts to slides.
2. Demonstrate inserting pictures, graphics, shapes, and other things.
3. Demonstrate working with sound and videos, master slides, smart art.
4. Use existing PowerPoint presentations using advanced editing tools such as theme, layout, timing, and animation.

Prerequisite:

Basic Computer Operating Knowledge.

Course Content

Unit No	Description	Hrs.
1.	Create and manage worksheets and workbooks: Create worksheets and workbooks, Format & Manage worksheet attributes, Manage rows and columns, Customize options and views for worksheets and workbooks, Customize the Quick Access Toolbar Modify the display of worksheets, Modify document properties, Configure worksheets and workbooks for distribution, Save workbooks in alternative file formats , Set print scaling, Print sheet elements	04
2.	Manage data cells and ranges: Insert data in cells and ranges, Create data, Format cells and ranges, Summarize and organize data, Format cells based on their content, Insert spark lines, Outline data and insert subtotals	04
3.	Perform operations with formulas and functions: Summarize data by using functions, Reference cells and cell ranges in formulas Define order of operations, Perform calculations by using functions, Perform conditional operations by using functions, Format and modify text by using functions	04
4.	Create charts and objects: Create charts, Format charts, Objective, Insert and format objects, Insert text boxes and shapes, Insert images, Provide alternative text for accessibility	04





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5.	Microsoft Word: Create a Document, Navigate Through a Document, Format a Document, Customize Options and Views for Documents, Print and Save Documents, Insert Text and Paragraphs, Format Text and Paragraphs, Order and Group Text and Paragraphs, Create a Table, Modify a Table, Create and Modify a List, Create and Manage Reference Markers, Create and Manage Simple References, Insert Graphic Elements, Format Graphic Elements, Insert and Format SmartArt Graphics	04
6.	Microsoft Power Point: Create a Presentation, Insert and Format Slides, Modify Slides, Handouts, and Notes, Order and Group Slides, Change Presentation Options and Views, Configure a Presentation for Print, Configure and Present a Slide Show, Insert and Format Text, Insert and Format Shapes and Text Boxes, Insert and Format Images, Order and Group Objects, Insert and Format Tables, Insert and Format Charts, Insert and Format SmartArt graphics, Insert and Manage Media, Apply Slide Transitions, Animate Slide Content, Set Timing for Transitions and Animations, Merge Content from Multiple Presentations, Finalize Presentations	04

References:

Lab Manual





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1023	Course Name : Corporate Finance

L	T	P	Credits
3	-	-	3

Course Description:

The goal of this course is to develop the analytical skills for making corporate investment with regards to financial decisions. This course is designed to expose the student to the financial issues of determining the monetary resources needed by a business, the mix of these resources, the sources and uses of funds, the benefits, risks and costs associated with different types of resources and financing. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss important aspects of raising and managing Finance.
2. Prepare various financial statements for effective decision making.
3. Apply financial theory for taking financing, investment and liquidity decisions.
4. Evaluate different proposals by applying various financial techniques.

Prerequisite:

Basic Knowledge of Accounting and Preparation of Financial Statements.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Financial Management: Concept of Finance, Meaning of Financial Management, Nature and Scope of Financial Management, Goals of Financial Management, Finance Functions, Emerging Role of the Finance Manager.	06
2.	Sources of Finance & Cost of Capital: Long Term & Short Term Sources of Finance. Significance of the Cost of Capital, Cost of Different Sources of Finance- Cost of Equity Capital, Cost of Retained Earnings, Cost of Preferred Capital, Cost of Debt, Weighted Average Cost of Capital.	06
3.	Designing Capital Structure: Meaning, Factors to be considered while framing capital structure, Capital Structure Theories: Net Income approach, Net Operating Income approach, Traditional theory, Modigliani and Miller approach.	06
4.	Capital Budgeting: Nature and Significance of Capital Budgeting, Techniques of Capital Budgeting – Pay Back Method, Accounting Rate of Return, Net Present Value, Profitability Index and Internal Rate of Return	06





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5.	Working Capital: Nature and Need of Working Capital, Operating Cycle of Working Capital, Determinants of Working Capital, Estimation of Working Capital	06
6.	Financial Modeling: Meaning, Significance, Excel chart & functions to summarize financial data, Financial statement modeling using Excel.	06

References

Text Books:

- M. Y. Khan & P. K. Jain, Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Reference Books:

- Robert Parrino & David Kidwell, Corporate Finance, Wiley India.
- Richard Brealey, Stewart Myers, Franklin Allen & Pitabas Mohanty, Principles of Corporate Finance, The McGraw-Hill Publishing Company Ltd.
- Stephen Ross, R. W. Westerfield, J. Jaffe & R.K. Kani, Corporate Finance, Tata McGraw-Hill Publishing Company Ltd., New Delhi
- Dr. Prasanna Chandra, Financial Management, Tata McGraw-Hill Publishing Company Limited.
- I. M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi
- V. K. Bhalla, Financial Management, Anmol Publications Pvt. Ltd.,





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1043	Course Name : Operations Management

L	T	P	Credits
3	-	-	3

Course Description:

Operations management was identified a service sector became more prominent. Rapid changes in technology has posed numerous opportunities and challenges which have resulted in enhancement of manufacturing capabilities through new materials, facilities, techniques and procedures. Hence, managing a service/production system has become a major challenge in the global competitive environment. Operations Management leads the way for the organizations to achieve its goals with minimum effort. Activities in operations management includes selecting and designing new products, selecting process, arranging layouts, locating facilities, measuring performance, controlling quality, scheduling work, managing inventory and planning production activity etc..

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Demonstrate fundamentals of operations management in a firm.
2. Take decisions related to facility locations & layout.
3. Analyze different aspects relating to designing & developing processes.
4. Apply various aspects in Operations Planning and Control.
5. Evaluate various modern practices in operations management.

Prerequisite:

Basic understanding of production activity, production process etc.

Course Content

Unit No	Description	Hrs.
1.	Understanding Production and Operations Management: Introduction to production management, Functions and role of production manager, Production systems, Overview of operations management, Operations management, systems perspective, Challenges in operations management, Current priorities for operations management, Current manufacturing and service sector trends in India	06
2.	Facilities Location & Layout Planning: Location decision, Factors affecting on location decision, Location planning methods, Factor rating method, Point rating method, Break even analysis, Facility Layout, Layout Planning, Types of Layouts, Service Facility Layouts, Technological issues in process design	06
3.	Designing Operations: Product life cycle, Product development process, process as a unit of measurement in operations, planning premises and process implications, Analyzing processes, process redesign using Business Process Reengineering (BPR), Defining & Measures of capacity, Capacity planning	06





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4.	Planning and Control of Operations: Demand forecasting, Aggregate production planning, Master production scheduling, Materials Requirement Planning (MRP), Capacity Requirement Planning (CRP), Distribution Requirement Planning (DRP)	06
5.	Inventory Planning & Control: Managing inventory, Inventory planning for independent demand items, Types of inventory, Inventory costs, Inventory models- deterministic and probabilistic models, Selective control of inventory, ABC classification	06
6.	Quality Practices in Operations Management: Total Quality Management, JIT Manufacturing, Lean Management, Six Sigma, Supply Chain Management, Flexible Manufacturing System, Green Manufacturing, Current trends in operations management	06

References

Text Books:

- B. Mahadevan, "Operations Management – Theory and Practice", Pearson India Education Services.

Reference Books:

- Norman Gaither & Greg Frazier, "Operations Management", Cengage Learning Pub
- S. N. Cherry "Production & Operations Management", Tata McGraw-Hill Education Pvt. Ltd. New Delhi
- Russel, R. S., & Taylor, B. W., "Operations Management". New Delhi: John Wiley & Sons Publications.
- Joseph G. Monks, "Operations Management: Theory and Problems", McGraw Hill Publications
- Dr. Martand Telsang, "Industrial Engineering and Production Management", S. Chand & Company, New Delhi





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1063	Course Name : Human Resource Management

L	T	P	Credits
3	-	-	3

Course Description:

This course examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, HR policies, and rising benefit costs are analyzed. Best practices of employers of choice are considered.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Effectively manage and plan key human resource functions within organizations
2. Identify and analyze problems in the field of HRM and provide innovative solutions
3. Appreciate the implications of increasing globalization for the management of human resources
4. Evaluate and implement the new trends in HRM
5. Analyze different current trends in compensation.

Prerequisite:

Basic understanding of English & human Skills.

Course Content

Unit No	Description	Hrs.
1.	Basics of Human Resource Management: Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. SHRM: Importance and nature. HRM Models: Harvard Model, SHRM "matching model"	06
2.	Human Resource Planning: Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process, Contents of Job Description & Job Specification, Job description, Job design, Job enrichment Vs job enlargement. Recruitment and selection, Selection Process, Induction and Orientation. Career Planning, Succession Planning Process, Transfer and Promotion. Retention of Employees	06
3.	Training and Development: Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model.	06





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4.	Compensation and Reward Management: Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits, Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation Retirement, Termination, VRS, Golden Handshake, Suspension,	06
5.	HR Analytics: Role and Responsibilities of HR Analytics, Framework of contemporary HR Analytics,- Predictive tools and Applications in solving problems using HR analytics. Gartner's Analytics Maturity Mode	06
6.	Recent Trends in Human Resource Management: HR Audit, Balance Score card, HRIS ,HR Accounting, HR Shared Services, Issues creating HR Shared Services	06

References

Text Books:

- George W. Bohladender, Scott a Snell Principles of Human resource Management Cengage learning

Reference Books:

- D'Cenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, NewDelhi.
- Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall
- Garry Dessler Human resource management Prentice Hall
- Pravin Durai Human Resource Management Pearson
- Michael Armstrong Human Resource management Kogan page
- Cynthia D. Fisher ,Lyle F. Schoenfeldt , James B. Shaw Human resource management Cengage learning.





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1083	Course Name : Business Research Methods

L	T	P	Credits
3	-	-	3

Course Description:

Business Research Methods introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply the major types of research designs
2. Formulate clearly defined research questions
3. Analyze and summarize key issues and themes from existing literature
4. Evaluate and conduct research
5. Assess the ethical issues associated with the conduct of research

Prerequisite:

Basic knowledge of Statistics

Course Content

Unit No	Description	Hrs.
1.	Introduction to Business Research: Research in Business, The Research Process: An Overview types of research, Clarifying the Research Question through Secondary Data and Exploration, Literature review, Ethics in Business Research	06
2.	The Design of Business Research: Research Design: An Overview , Qualitative Research 'design ,Observation Studies , Experimental research design ,Surveys, Planning Real field study survey design	06
3.	The Sources and Collection of Data: Primary and secondary data , collection, Measurement Scales , Questionnaires and Instruments , Crafting Effective Measurement Questions, Preparing a Survey tool for the field study	06
4.	Census and Sampling: Census , Probability and non- probability sampling ,Determining Sample Size , Data Preparation and Description, Describing Data Statistically ,Normality of data	06





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5.	Hypothesis Testing: Hypothesis, meaning and types, type I and Type II error, Level of significance, Testing procedure, parametric and non, parametric tests, an introduction, problems on t-test, ANOVA. Chi-square and measures of association. Analyzing and interpreting data on the basis of test results	06
6.	Report Writing: Presenting Insights and Findings, Important aspects of Written Reports, Oral Presentations, synopsis preparation and Final report compilation.	06

References

Text Books:

- Saunders, Lewis and Thornbill, Research Methods for business students, Pearson Publications, Fifth edition.

Reference Books:

- Cooper and Schindler, Business Research Methods, McGraw Hill Publications
- Andy Field, Discovering Statistics using IBM SPSS Statistics 4e + SPSS Version 22.0, SAGE Publications
- Alan Bryman, Emma Bell, Business Research Methods, Oxford University Press,
- William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Business Research Methods, 9th Edition, Cengage Learning,
- Rajendra Nargundkar, Marketing Research: Text and Cases, McGraw Hill Education India Private Limited
- Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1103	Course Name : Managing for Sustainability

L	T	P	Credits
3	-	-	3

Course Description:

This course will investigate the productive processes transformations in the era of the 4.0 industrial revolution. This course covers the different perspectives of CSR: the historical evolution of the CSR theory, the relation between the impact theory and practice and the return for the society in terms of economic, social and environmental sustainability, the role of the stakeholders and the new configurations of the peer value, the corporations and the social enterprises and the challenge of the measurement, analysis of the sustainability of the new forms of value creation: sharing, collaborative and circular economy, the shift towards the Corporate Social Desirability. It also covers the major aspects of corporate governance: Codes and practices, major corporate governance failures etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Demonstrate a multi –stakeholder perspective in viewing CSR issues.
2. Analyse the impact of CSR implementation on corporate culture.
3. Evaluate the concept of corporate governance.
4. Discuss open issues concerning the future evolution of corporate governance in the context of globalization.

Prerequisite:

No prior knowledge is required, though interest in the topic of corporate social responsibility will be helpful

Course Content

Unit No	Description	Hrs.
1.	Introduction to Corporate Social Responsibility: Evolution of CSR, CSR and the law of economics, CSR and social legitimacy, The evolving role of stockholders, The iron law of social responsibility, Moral and economic arguments for CSR, Corporate response to citizen demands via CSR, The five stages of organizational growth in CSR	06
2.	CSR and Triple bottom line: CSR through triple bottom line and Sustainable Business; triple green rating, international efforts towards environmental protection, Vienna convention, Montreal protocol, Kyoto protocol, sustainable finance.	06
3.	Conceptual Foundations of CSR: Three main theories of the firm, implications on CSR, Drivers of CSR in India, review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR initiatives	06





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4.	Conceptual Framework of Corporate Governance: Economics of Organization and Information, Theories of the Corporation that have a shaping influence upon Corporate Governance Practices, Evolution of Corporate Governance, Ancient and Modern Concept, Principles of Corporate Governance, Beneficiaries of Corporate Governance, Shareholder Activism and changing role of Institutional Investors	06
5.	Corporate Governance, Codes and Practices: Major Expert Committees' Reports-India (including Naresh Chandra Report) and Abroad, Study of Codes of Corporate Governance, Joint Ventures, National and International, Case Studies on Corporate business ownership structure, Public Vs Private Sector, National and International	06
6.	Major Corporate Governance Success & Failures: Cases of Corporate Success- Ola cabs, Oyo Rooms, Swiggy, PayTm Cases of Corporate failures- Punjab National Bank (India), Satyam computer services ltd (India); Sahara (India); Kingfisher ltd (India); common governance problems noticed in various corporate failures.	06

References

Text Books:

- Corporate Social Responsibility in India, Sanjay K Agarwal
- Mallin, Christine A. Corporate Governance (Indian Edition), Oxford University Press, New Delhi.

Reference Books:

- Corporate Social Responsibility: An Ethical Approach -Mark S. Schwartz Handbook on Corporate Social Responsibility in India, CII.
- Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi
- Mastering Business In Asia: Corporate Governance peter Wallace, John Zinkin, John Wiley & Sons





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Class:- First Year M.B.A.	Semester-II	L	T	P	Credits
Course Code : MGC1123	Course Name : Management Information System	2	-	2	3

Course Description:

Students acquire the basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategy. Topics include an introduction to information systems in organizations, Decision Support Systems, Group decision support systems (GDSS), Strategic Role of Information Systems and Building Information Systems, Information System Success and Failure, MIS Working and Practical Exposure.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the role and significance of management information systems in business.
2. Apply the decision support tools of information system to solve business problems.
3. Identify the causes of information system success and failure.
4. Implement the information system in various functional areas of management.
5. Demonstrate the better usage of e-business, e-governance, AI etc.

Prerequisite:

The basic knowledge of computer is required. Should know the use of information in decision-making.

Course Content		
Unit No	Description	Hrs.
1.	Management Information Systems: Management Information Systems, Need, Purpose and Objectives, Goals of MIS; Information and Data; Limitations of MIS; Characteristics of MIS. Difference between computer literacy and information system literacy.	04
2.	Decision Support Systems: Major types of information system in organization, enhancing management decision making, decision support systems (DSS), understanding DSS, Characteristics, components, major DSS applications. Model of Decision Making - Herbert Simon's Models	04
3.	Group decision support systems (GDSS): Concept, characteristics, how GDSS can enhance group decision-making? Executive support systems (ESS), Role of ESS in the organization, developing ESS, benefits of ESS.	04
4.	Strategic Role of Information Systems and Building Information Systems: Information as a strategic resources and concept of strategic information system. Contribution of information systems to pursue competitive strategies.	04





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5.	Information System Success and Failure: Major problem areas in information system, causes of information system success and failure, Principle causes of information system failure.	04
6.	New IT initiatives: e-business, e-governance, Data Mining, Cloud Computing, Artificial Intelligence	04

Practical:		
Sr. No	Description	Hrs.
1.	Major types of information system in organization	04
2.	GDSS- GDSS can enhance group decision-making & ESS- benefits of ESS	04
3.	Models of Decision Making - Herbert Simon's Models	04
4.	Major problem areas in information system	04
5.	Business intelligence, process management, systems development and security	04
6.	Success story of information systems- Prepare report on three companies success story	04

References

Text Books:

- Management Information Systems: Managing the Digital Firm, Kenneth C. Laudon, Jane P. Laudon, Pearson Education, Limited
- James O'Brien, Management Information System, Galgotia Publications Pvt. Ltd.

Reference Books:

- Management Information Systems, Jawadekar. W.S., Tata McGraw Hill.
- Management Information Systems, Laudon and Laudon.





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1143	Course Name : Strategic Management

L	T	P	Credits
3	-	-	3

Course Description:

Strategic management focuses on the concept of strategy formulation and implementation by exploring the functions and nature of general management. The course serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students learn about corporate and business planning and the implementation of organizational change through structures, systems and people. The approach adopted includes lectures, case analyses and action learning through group efforts.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Comprehend the basic concepts and principles of strategic management
2. Analyze the competitive situation and strategic dilemma in dealing with dynamic business environment
3. Demonstrate the knowledge and abilities in formulating strategies and strategic plans
4. Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

Prerequisite:

Basic understanding of management concept, management function, organization structure, external and internal environment of organization.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Strategy, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies; Strategic Management, Need, scope, key features and importance of strategic management, strategic management process, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management; vision, mission, objectives and goals.	06
2.	Levels and Types of Strategy: Corporate level strategies- Stability, Expansion, retrenchment, and Combination strategies; Business level strategies, Cost leadership, Differentiation and focus business Strategy. Growth strategy- Diversification Strategies, Vertical Integration Strategies.	06
3.	Environmental analysis: External environmental analysis- Environmental appraisal Scenario planning - Preparing an Environmental Threat and Opportunity Profile (ETOP); Internal environmental analysis- Resource based view of a firm, types & sources	06





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	of competitive advantage, analyzing Company's Resources and Competitive Position, competitive advantage, competitive parity & Competitive disadvantage, Core Competence.	
4.	Strategy Formulation: Tools for strategic formulation- SWOT analysis, GAP analysis, Porter's five forces model, Value-chain analysis, Benchmarking, BCG Matrix, GE-9 Cell Matrix.	06
5.	Strategy Implementation: Components of a strategic plan, barriers to implementation of strategy, Organization structure- entrepreneurial, functional, divisional, SBU, Strategic leadership, Corporate culture, Mintzberg's 5 Ps, Deliberate & Emergent Strategies, Mc Kinsey's 7s Framework.	06
6.	Strategic Evaluation and Control: Overview, Strategic Control, Techniques of strategic evaluation and control, Strategies for the Bottom of the Pyramid, Digitalization strategies.	06

References

Text Books:

- Thomas L. Wheelen and J. David Hunger, Concepts in Strategic Management and Business Policy", Pearson Education.

Reference Books:

- F.R. David, "Strategic Management", Pearson Education
- Kazmi, Business Policy & Strategic Management 2nd Tata McGraw Hill
- Budhiraja S D, Athreya M B, Cases In Strategic management, Tata McGraw Hill





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1163	Course Name : Aptitude Skills

L	T	P	Credits
-	-	2	1

Course Description:

This course enhance holistic development of students and improve their employability skills. It also improves aptitude, problem solving skills and reasoning ability of the students. It develop skills that enable students to identify quickly the critical issues and logically derived conclusions from written facts or data.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate critically key issues concerns with real life situation.
2. Apply innovative thinking skill to solve the problems.
3. Demonstrate various principle involved in solving mathematical problems.
4. Evaluate assumptions used in analyzing quantitative data

Prerequisite:

Basic knowledge of mathematics

Course Content

Unit No	Description	Hrs.
1.	Numbers: Classification, Divisibility Rules, Number Series	04
2.	Factorials, Number of Factors, Remainder, LCM & HCF, Percentage	04
3.	Partnerships, Averages, Ratios & Proportions	04
4.	Profit & Loss, Simple Interest & Compound Interest	04
5.	Time & Work, Profit & Loss, Progression	04
6.	Coding and Decoding, Letter Series, Blood Relations, Puzzles.	04

References

Text Books:

- Arun Sharma, "How to Prepare for Quantitative Aptitude for the CAT Common Aptitude Test"

Reference Books:

- Tolley, Harry; Thomas, Ken, "How to Pass Numeracy Tests: Test Your Knowledge of Number Problems, Data Interpretation Tests and Number Sequences", Kogan
- R S Agrawal, Quantitative Aptitude, S Chand and Company,





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1183	Course Name: Data Analysis

L	T	P	Credits
-	-	2	1

Course Description:

Handling statistical data is an essential part of psychological research. In this course Basic concepts and use of software will be introduced. This software data analysis course will help students to analyze data in software, choose the right descriptive statistics technique and write up the result of the findings with confidence. The course covers everything from entering data into software to interpreting the result and offers easy step-by-step guide to mastering statistics in software.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Develop proficiency in handling the software.
2. Analyze data sets using various analytical methods.
3. Interpret and draw pattern from the data.
4. Develop decision making abilities

Prerequisite:

Basic Understanding Computer Statistics and research methods

Course Content

Unit No	Description	Hrs.
1	Getting Familiar With SPSS , Entering Data By Hand , Using Variable View	2
2	Creating A Data Sheet And Code Sheet	2
3	Creating A Frequency Table ,Creating A Histogram , Creating A Box Plot	2
4	Calculating Mean, Mode And Median	2
5	Calculating Measures Of Spread	2
6	Correlation , Simple Linear Regression	2
7	Chi Square Test & T-test	2
8	ANOVA	2
9	Multivariate Analysis – Principal Component Analysis	2
10	Introduction to MATLAB: MATLAB Commands, MATLAB Desktop and Editor, Array Indexing, Modification and Calculations.	2
11	Visualizing Data: Plot Vectors, Annotate Plots	2
12	Data Visualization Functions, Histograms, Box Plots, Scatter Plots	2

References - Lab Manual





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Class:- First Year M.B.A.	Semester-II
Course Code : MGC1203	Course Name : Capstone Project Phase I

L	T	P	Credits
-	-	4	2

Course Description:

This course aims at giving students hands on experience to the world of work, which imbibes in them the skills and competencies required to make them competent graduates for employment as per the expectation of the industry. It is a semester long course where the students are expected to identify the areas of their interest and prepare a report / Synopsis.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify a Social / Business problem.
2. Prepare a Synopsis for developing or solution for the identified problem.
3. Design the survey tool.

Prerequisite:

A good knowledge of Core management fundamentals

Course Content

Students must work a minimum of 14 hours during the time. Each student will work with his or her department supervisor to jointly develop a project plan, synopsis of which will be accomplished during the semester. The projects/activities should be unique and must be related to the knowledge and/or skills attained during their degree program. The lead faculty member must approve the projects.

The approved projects will be selected and documented. The form will be signed the student, supervisor, and HOD signifying the agreed upon projects.





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Program Elective (Any One)

Sr. No.	Course Code	Course Name
1	MGP 1020	International Business
2	MGP 1040	Total Quality Management for Business Excellence
3	MGP 1060	Global Quality System
4	MGP 1080	Cross Cultural Study





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Department of Management Studies (MBA)

Class:- First Year M.B.A.	Semester-II
Course Code : MGP1020	Course Name International Business

L	T	P	Credits
3	-	-	3

Course Description:

This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Describe the foundation of international business.
2. Discuss the business operations of international organizations and multinational corporations.
3. Analyze forms of foreign involvement.
4. Discuss and apply international trade theory.

Prerequisite

Basic knowledge of business environment.

Course Content

Unit No	Description	Hrs.
1.	Globalization and International Business: International Trade: Basic Concepts, Globalization and its Drivers, State of World Economy, International Business	06
2.	National Differences in Political Economy, Culture and Economic Development: Political System and International Business, Legal Systems and International Business, Culture and International Business.	06
3.	International Trade Theories: Trade Theories of Absolute and Comparative Advantage, Heckscher-Ohlin's Theory of Factor Endowment, Modern Theories of International Trade.	06
4.	Foreign Direct Investment: Portfolio investment by Foreign Institutional Investors, Theories of FDI, FDI Flows in India, Historical Context, FDI Policy: Historical Phases, FDI Policy: Different Routes, Factors that attract FDI, Advantages and Disadvantages of FDI	06
5.	International Business Strategy: The Role of Strategy in International Business, Operation of a Firm: Primary v/s Secondary activities, Global Expansion and Profitability of a firm, Alternative Organizational Arrangements for International Operations, Issues of Control, Global Corporate Social Responsibility	06





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6.	Multinational Companies (MNCs) And Entry Strategies: Types of MNCs, Taxonomy of Entry Modes of MNCs, Determinants of Entry Mode Choice in Emerging Nations.	06
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References

Text Books:

- Francis Cherulinam, International Business, Himalaya Publishing House, Mumbai.

Reference Books:

- K. Aswathappa, International Business, Tata McGraw hill Publication.
- P Subba Rao International Business, Himalaya Publishing House, Mumbai.





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Class:- First Year M.B.A.	Semester-II
Course Code : MGP1040	Course Name Total Quality Management for Business Excellence

L	T	P	Credits
3	-	-	3

Course Description:

The overall purpose of the course is to provide an understanding of the process of managing quality and managing services. The principles of Quality, Quality Assurance, and Total Quality Management will provide an insight into the concepts of Excellence and Best Value and the contribution of quality to strategic management. This course aims to show how all the fundamental disciplines of business intrinsically linked with the concepts of service excellence and quality that are important to the success of any organization. There are many tools and doctrines that can be used for assessing product/service quality and selection of these tools can help in the pursuit of excellence. This course is to provide a valuable perspective for future business managers.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the nature, need and scope of total quality management and its relationship with operational and then business excellence
2. Explain the quality of design, off-line control, losses and costs of quality
3. Analyze statistical process control through process capability studies
4. Develop total quality relationship with environment and safety systems

Prerequisite

Fundamentals of Operations Management

Course Content

Unit No	Description	Hrs.
1.	Introduction to TQM: Definition of Quality, Dimensions of Quality, Quality Planning, Quality Costs, Basic Concepts of Total Quality Management, Principles of TQM, Quality Council, Quality Statements, Deming Philosophy, Barriers to TQM Implementation	06
2.	TQM Principles: Customer Satisfaction, Customer Perception of Quality, Service Quality, Benefits of Total Quality Management, Continuous Improvement, 5S Technique, Kaizen Technique, The Deming Management Philosophy, The Juran Philosophy	06
3.	Statistical Process Control (SPC): The Seven Tools of Quality, Statistical Fundamentals, Measures of Central Tendency, Population And Sample, Normal Curve, Control Charts For Variables and Attributes, Process Capability, Concept of Six Sigma, New Seven Management Tools	06





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4.	TQM Tools: Benchmarking, Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD), QFD Process, Benefits, Total Productive Maintenance (TPM), Concept, Improvement, Needs, FMEA, Stages of FMEA	06
5.	Managing and Organization for Quality: Quality Policy, Quality Objectives, Leadership for Quality, Quality and Organization Culture, Change Management, Team Building, Partnerships, Cross, Functional Teams, Supplier / Customer Partnerships	06
6.	Quality Systems Need for ISO 9000 and Other Quality System, ISO 9000:2000 Quality System, Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14000, Concept, Requirements and Benefits.	06

References

Text Books:

- K. Shridhara Bhat, Total Quality Management, Text and Cases, Himalaya Publishing House
- Dale H. Besterfield, et al., "Total Quality Management", Pearson Education.

Reference Books:

- Bhote, K. R. The ultimate six sigma: Beyond quality excellence total business excellence. New Delhi: PHI Learning. Faculty of Management Studies, University of Delhi
- Dale, B. G., Van Der Wiele, T., & Van Iwaarden, J. Managing quality. John Wiley & Sons.
- De Feo, J. A., & Barnard, W. W. Juran's institute: six sigma breakthrough and beyond: Quality performance breakthrough methods. New Delhi: Tata McGraw Hill.
- Dale, B. G. Managing quality. UK: Blackwell Publishing.
- Oakland, J. S. Total quality management: Text with cases. Burlington: Butterworth-Heinemann.
- Raghavachari, M., & Ramani, K. V. (Eds.). Delivering service quality. New Delhi: Macmillan.
- Woodside, G., & Aurrichio, P. ISO 14001 auditing manual. New York: McGraw Hill.





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Class:- First Year M.B.A.	Semester-II
Course Code : MGP1060	Course Name Global Quality System

L	T	P	Credits
3	-	-	3

Course Description:

This course build the practical skills and knowledge needed to develop a Global Quality System (GQS). Discover the actions, tools and techniques required to implement a GQS including procedural and process information. Examine the common challenges to implementing a Global Quality System. Student will learn how to bring the necessary discipline and control to operations with strategies to identify problems, assign resources, evaluate, and improve the effectiveness of business system.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Comprehend fundamental concepts of customer focused Quality systems and application of strategy in business organizations
2. Analyze the role of cost of quality to detect internal and external failure cost
3. Explain fundamentals of defect preventing mechanisms and their guidelines
4. Apply quality certification system
5. Identify & correct deviations in quality and their successful implementation

Prerequisite

Awareness about various quality systems

Course Content

Unit No	Description	Hrs.
1.	Quality Systems: Define quality, Importance of quality, quality management, global scenario from quality perspective, Customer focused quality, Quality as strategy, Quality process, System and human component, Quality as a process philosophy, Quality Terms, Drivers of Quality, Quality Organization.	06
2.	Cost of Quality: Concept of Cost of quality, Importance of cost of quality, balance between cost of quality and value of quality, Analysis of Quality costs and losses, Appraisal cost, Detection cost, Internal Failure cost and External Failure cost, failure analysis, Importance of Failure analysis	06
3.	Poka Yoke: Meaning and importance of Poka Yoke, defects and its impact, Typical Errors, how to use mistake proofing, principles of poka yoke, defect detection and prevention strategies, approaches to mistake proofing, application of mistake proofing, The Seven Guidelines to Poka- Yoke Attainment	06





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4.	Total Quality management & Quality Certification Systems: Concept of TQM, Elements of TQM, Objectives, Importance, and evolution of TQM, TQM & organizational Cultural Change, PDCA Cycle, Quality Circle, Significance of Quality certification system, ISO 9000: 2000- QS 14000, QS9000 & other standards	06
5.	Kaizen: Concept of Kaizen, way of Thinking, procedure, Importance of kaizen, usefulness of Kaizen in global quality system, A tool to make improvements in all operations within a process, Kaizen's Ten-Step Process, Kaizen and Management Levels, Key Features of Kaizen, Benefits of Kaizen, Conditions for Successful Implementation of Kaizen Strategy	06
6.	Six Sigma: Concept of Six sigma, Significance of six sigma, Stages of six sigma implementation, DMAIC, Define, Measure, Analyze, Improve, Control, The Improvement Methodology, Process improvement, Product and service improvement, supplier improvement.	06

References

Text Books:

- R. P. Mohanty & R. R. Lakhe, Handbook of Total Quality Management, Jaico Publishing House

Reference Books:

- Dale H. Besterfield, Carol, Besterfield, Total Quality Management, Pearson Education
- Mikel Harry, Richard Schroeder, Doubleday, Six Sigma, Random House Inc. New York





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Class:- First Year M.B.A.	Semester-II
Course Code : MGP1080	Course Name: Cross Cultural Study

L	T	P	Credits
3	-	-	3

Course Description:

This course is about a study of the value systems, thinking patterns, and models of reality that are inherent in different cultures, and cultural differences within and among people and organizations. Included are: the dimensions of culture business and social cultures in organizations, national and ethnic cultures; value systems in different cultures; models of culture in different cultures and the alignment between environment, manager, and culture of environment serving organizations.

Course Learning Outcomes:

On successful completion of the course, students will be able to:

1. Increase their knowledge and sensitivity to other cultures
2. Become aware of their own cultural strengths and weaknesses when working with people from other cultures
3. To carry a basic analysis of cultural differences.
4. Learn fundamental principles and acquire basic information on ways to build bridges between people from diverse cultures working together in some form of business or project.
5. Identify and negotiate the obstacles to effective communication across cultures

Prerequisite

Awareness about various types of Cross Cultures

Course Content

Unit No	Description	Hrs.
1.	Cross Cultural Studies: Introduction & Overview, Issues and regional differences prevalent in Indian Society and Culture. Ethnography, Migration Studies, Marginal Studies, Tribal and Folklore Literature, Language Death and Preservation, Oral literature, Material culture, Social customs.	06
2.	Cultural Dimensions: Geert Hofstede's Cultural dimensions. Power Distance, Uncertainty avoidance, Individualism vs. Collectivism, Masculinity vs. Femininity, and Long term vs. Short term orientation (Focus on Past, Present or Future)	06
3.	Cultural Theory: Culture Theory (Comparative anthropology and semiotics) {Karl Marks, Max Weber, George Simmel, Emile Durkheim, Friedrich Nietzsche, W.E.B. DuBois, The Social System, General Theory of Action (AGIL Model), Labeling Theory, Phenomenology, Ethnomethodology Marxism & ideology, modernity & post-modernity, hegemony & resistance, theory & praxis, colonialism & post-colonialism Ethnography.	06





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4.	Policy & making of an egalitarian society: Public Policy, Impact of the developmental processes on the marginalized communities, Rural vs Urban Poverty, Bhagwati vs. Amritya Sen, Income distribution, Social Security, Public Distribution System (PDS), Gini-coefficient, Perils of Poverty, creating capacity to consume: Future at the Bottom of the Pyramid	06
5.	Social Dimensions: Power & Agency, Identity & Subjectivity, Artifacts, Values, Myth/symbol & semiotics, Assumptions, Gender Studies, Understanding Gender Theory (Conceptualized through art forms), Gender Differentiation, Balance between work & family	06
6.	Women in Leadership: Positions, Glass Ceiling, Patriarchy vs. Matriarchy, Feminism, LGBT in a masculine society, Slavery in Modern times, Child labor, Performative Gender, Orientalism, Popular Culture Studies, Post-structuralism, Social Structuralism, Language Studies, History and Anthropology, Universalism vs. Particularism, Neutral vs. Emotional, Achievement vs. Ascription, Cross-cultural Dialogue.	06

References

Text Books:

- Philip Smith, Alexander Riley, Cultural Theory: An Introduction, Wiley.

Reference Books:

- Barker, Chris. Cultural Studies: Theory and Practice. Los Angeles CA: Sage
- Bordas, Juana. Salsa, Soul and Spirit: Leadership for a Multicultural Age. Barrett-Koehler Publishers.
- Sandberg, Sheryl. Lean In: Women, Work, and the Will to Lead. Knopf Doubleday Publishers.
- Fried, Mindy. Taking Time: Parental Leave Policy and Corporate Culture. Temple University Press.
- Amott, Teresa, and Julie Matthei. "Whatever Your Fight, Don't Be Ladylike: European Women" and "We Specialize in the Wholly Impossible: African American Woman."
- Collins, Patricia Hill. "Toward a New Vision: Race, Class and Gender." In The Meaning of Difference: American Constructions of Race, Sex and Gender, Social Class, and Sexual Orientation. Edited by Karen Rosenblum and T. Travis. McGraw Hill College.
- Connell, R. W. "Sex Role Theory." In Gender and Power. Stanford University Press.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGC2013	Course Name : Entrepreneurship Development

L	T	P	Credits
3	-	-	3

Course Description:

Entrepreneurs are the innovators that stimulate job growth, economic growth and development that allows any country to compete with and in the global economy. The purpose of exposing the students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career. Entrepreneurs require a foundation in several key areas in order to be successful. This course will focus on multiple topics including opportunities and challenges for new ventures, benefits/drawbacks of entrepreneurship, strategic management and forms of business ownership, marketing strategies.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the values, attitudes and motivation for a plunge in entrepreneurship.
2. Explain basic entrepreneurial skills and understanding to run a business efficiently and effectively.
3. Develop and strengthen their entrepreneurial quality and motivation to start their own small-scale business/enterprise.
4. Analyze the entrepreneurial ecosystem and design strategies accordingly.

Prerequisite:

Inclination for taking up self-employment activities in the interested areas of setting up

Course Content

Unit No	Description	Hrs.
1.	Introduction to Entrepreneurship: Entrepreneurship – Concept, Process, Types; corporate Entrepreneurship and Intrapreneurship, Entrepreneur - Qualities, Characteristics & Competencies, Entrepreneurial Ecosystem in India	06
2.	Entrepreneurial Process: Idea vs. Opportunity Identifying Sources of opportunities; Entrepreneurial Opportunity Recognition and Exploitation, Feasibility Analysis: Product, Market, Financial, Organisational etc. Exercise/ Activity to conduct Feasibility Analysis, Business Model and Business Plan	06
3.	Entrepreneurial Trends and Prospects: Entrepreneurs Failures and learnings, Pitfalls in Entrepreneurship, Recent Trends and Future prospects in Entrepreneurship, Entrepreneurship in Family and Non-family firms	06





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4.	Micro, Small and Medium Enterprises: Concept, role and importance of MSME, Policies governing SMEs - Steps in setting up a small unit. SME funding - Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Sources of finance for SME'S	06
5.	Government Initiatives: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), NABARD, National Small Industries corporation and other relevant institutions / organizations.	06
6.	Legal Forms of Entrepreneurial Organizations: Identifying legal structures, Selection of an appropriate legal structure, Sole proprietorships, Partnerships, Companies, Franchising, Legal environment – patents, copyrights, trademarks.	06

References

Text Books:

- Donald F. Kuratko, Entrepreneurship: Theory, Process, and Practice, The Kelley School of Business, Indiana University – Bloomington

Reference Books:

- Peter Drucker Innovations and Entrepreneurship by Pub: UBS publishers and Distributors Ltd. New Delhi
- Dynamics of Entrepreneurship Development by Vasant Desai, Himalaya Publication House.
- Entrepreneurial Development by S.S. Khanaka. Published by S. Chand and Company Ltd. New Delhi





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Generic Elective

Sr. No.	Course Code	Course Name
1	MGE2013	Taxation Planning and Management
2	MGE2023	Healthcare and Hospital Management
3	MGE2033	Mentoring and Coaching
4	MGE2043	Warehouse Management
5	MGE2053	Mall Management
6	MGE2063	Change Management
7	MGE2073	Commodity Markets
8	MGE2083	Food Retail Management
9	MGE2093	Human Resource Audit
10	MGE2103	Small scales industries management
11	MGE2113	Total Quality Management
12	MGE2123	Search Engine Optimization
13	MGE2133	E- Retailing
14	MGE2143	Tourism Management
15	MGE2153	Export – Import Procedure & Documentation
16	MGE2160	Social Media Marketing
17	MGE2163	Supply Chain Management





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2013	Course Name : Taxation Planning and Management

L	T	P	Credits
3	-	-	3

Course Description:

Tax planning holds an important role for all types of assesses in respect of their income. The course is designed in such a way that after successful completion of the course the students would be able to work in corporate sector relating to procedure and management of corporate sector in the field of taxation. Various process and methods of tax planning as per Income Tax Act 1961 will be discussed in the said course.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify the relevance of tax planning with reference to setting up a new business and various management decisions.
2. Identify the areas for tax planning and different types of taxes levied
3. Explain different types of incomes and their taxability and expenses and their deductibility.
4. Take financial decisions based on the taxes and their impact

Prerequisite:

Basic understanding of Tax System in India.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Concept, Nature, Scope, Importance, Techniques, Advantages and limitations of Tax Planning; Nature, Objectives, process of Tax Management; Tax Planning vs Tax Management, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assesse types, Residential status, Non-resident Indians.	06
2.	Areas of Tax Planning: Tax planning with reference to setting up of a new business: Locational aspect, nature of business, form of organization. Tax planning with reference to financial management Decision -Capital structure, dividend including deemed dividend and bonus shares; Purchase of Assets out of own Funds or out of Borrowed Funds	06
3.	Tax on Individual Income: Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source (numerical).	06





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4.	Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations: merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review.	06
5.	Goods and Service Tax (GST): Introduction to Goods and Service Tax (GST) - Key Concepts, Phases of GST, GST Council, Taxes under GST, Cess, Registration under GST, Supply under GST and Valuation of Supply, RCM-Reverse Charge Mechanism	06
6.	Custom Duty & Indirect Taxation : Input Tax Credit under GST & Returns, Custom Duty and Indirect Taxation levied by either Central or State Government.	06

References

Text Book:

- A.K.Dhagat & Gargav (Ramesh Book Depot Jaipur), Income tax law & Practice
- K.P. Gour & B. Narang Income tax law & Practice

Reference Books:

- James Sagner, Working Capital Management: Applications and Case Studies, Wiley
- Masson, Dubos J, Clarke, Karen Sue, Short Term Finance & Working Capital Management Ecommerce, Great River Learning
- Prasanna Chandra, Financial Management, Tata Mcgraw-Hill Publishing Co. Ltd,





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGE2023	Course Name : Healthcare and Hospital Management	3	-	-	3

Course Description:

The course elaborates about the hospital management effectively, starting from planning to requirements, policy framing and service policies of the hospital along with the legal provisions and laws governing the hospitals. This is another area for management students to explore.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Build competencies and provide expertise for hospital & healthcare management, operations and administration through learning of Hospital core and Support Services.
2. Provide the students an intensive, stimulating and challenging learning experience in the management and administration of Hospitals.
3. Acquaint the Students about Health Policy and Health Care Systems.
4. Acquaint the Students about different important services needed in a Hospital.

Prerequisite:

Basic knowledge of Management Practices.

Course Content

Unit No	Description	Hrs.
1.	Hospital Planning: Concept of Hospital; Meaning and Definition of Hospital; Departments in Hospital; Functions of a Hospital; Aspects of the Hospital Services, Line Services, Supportive Services, Auxiliary Services; Planning for a New Hospital; Guiding Principles in Planning Hospital Facilities and Services, High Quality Patient Care, Effective Community Orientation, Economic Viability, Sound Architectural Plans; Preliminary Survey; Study of Existing Hospital Facilities; Study of Required Staff and Services; Financial Planning, Constructing. Meaning of Records Management; Importance of Records Management	06
2.	Health Policies: Health Policy – Meaning and Need; National Health Policy – Features; Current Scenario; National Health Programmes in India.	06
3.	Health Care Systems: Health Care: Concept of Healthcare; Health Care System, Goals of Health Care System, Brief History of Health Care System; Few Facts and Figures of Health System, Challenges; Building Blocks of a Health Care System; Levels: Primary, Secondary and Tertiary; Present Status of Primary Health Care in India.	06





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4.	Hospital Services: Introduction, Functional Areas- Front Office Services: Objectives of the Front Office Department, Inpatient Services: Divisions of Inpatient Services, Wards and Rooms, Accident and Emergency Services: Concept of Emergency Department; Billing Services, Radiology and Imaging Services, Operation Theatre: Definition of Operating Department; Objectives of the Operating Department; Location.	06
5.	Hospital Supportive Services: Need and Significance of Supportive Services; Nutrition and Dietary Services: Meaning, Pharmacy, Hospital Engineering and Maintenance, Electrical Supply, Water Supply, Medical Gas Pipelines, Plumbing, Sanitation, Air-conditioning System, Hot Water and Steam Supply, Communication System, Biomedical Engineering Department, Laundry Services, Housekeeping Services.	06
6.	Hospital Management and Law: Law Pertaining to Health- Registration of Births and Deaths Act, 1969, Laws Pertaining to Establishment, Registration and Regulation of Health Care Organisation, The Indian Medical Council Act, 1956 – Definitions related to Rules and Regulations for Hospitals, Registration and Regulation of Health Care Organisation, PNDT Act, 1994 and MTP Act, 2003: PNDT Act, Commencement, Definitions, Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Amendment Act, 2002,	06

References

Text Books:

- Kunders G.D. Hospitals Facilities, Planning and Management, Tata McGraw Hill, Publishing Company Ltd. New Delhi.

Reference Books:

- Francis C.M. and Mario C de Souza, Hospital Administration, Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi.
- Dr. S.M. Jha, Hospital Management, Himalaya Publishing Company.
- Sakharkar, Principles of Hospital Administration and Planning, Jaypee Publication.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2033	Course Name : Mentoring and Coaching

L	T	P	Credits
3	-	-	3

Course Description:

Course gives the basic understanding of the concepts that are becoming important for organizations today like mentoring and coaching, its principles and significance, its relevance in organizational context to change the organizations to work towards efficiency. This entails management students to understand the relevance in corporate sector.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate the benefits of coaching and mentoring to an organization
2. Assess support of coaching and mentoring programmes in achieving business objective.
3. Develop guidelines and protocols for programmes based on accepted coaching and mentoring theory and practice.
4. Conduct formal and informal coaching conversations and begin to understand formal coaching relationships.
5. Evaluate the impact to an organization of establishing coaching and mentoring culture

Prerequisite:

Basic understanding of learning, value and belief systems in organizational context.

Course Content

Unit No	Description	Hrs.
1.	Overview of coaching: Introduction, Concept, A History of Life and Business Coaching vs Therapy, Counseling, Training, and Mentoring, Coaching process	06
2.	Coaching Principles: Characteristics of a Successful Coach, Essential Coaching Skills, coaching relationship, coaching models, core coaching competencies Cognitive Behavioral Coaching, Focused Coaching	06
3.	Coaching and Change: The nature of change, Transitions, Resistance to coaching and change, Coaching and Learning, Coaching and adult learning principles, Learning styles, Emotions and learning, Goal setting, Develop Strategies to achieve the goals, Action steps.	06
4.	Values and Belief Systems: The significance of values, Approaches to values elicitation, importance of beliefs Business Coaching, Team coaching	06





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5.	Mentoring: Introduction, concept, Mentoring skills, Management of mentoring, Mentoring practices, Mentor- Mentee relationship.	06
6.	Learning: Logic and Process of Learning, Principles of Learning, Individual differences in learning, Learning management system, Skills of an Effective mentor	06

References

Text Books:

- Carol Wilson, Performance Coaching, Kogan Publication

Reference Books:

- Raymond A Noe, Employee Training & Development, Tata McGraw Hill Education
- Dr. B. Janakiram, Training & Development, biztantra
- Elaiene Biech, Training & Development, A Wiley Brand
- Trvelove, Steve, Handbook of Training and Development, Blackwell Business.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2043	Course Name Warehouse Management

L	T	P	Credits
3	-	-	3

Course Description:

Course explains concepts of warehouse management, warehouse layout principles, processes for managing warehouse system along with material handling and ergonomics of warehouse management, explanation of inventory and transportation in warehouse management. This provides better understanding in context of supply chain management.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the fundamental concepts of warehouse management.
2. Design warehouse layout.
3. Analyze different processes performed for managing warehouses.
4. Apply warehouse management system.
5. Discuss the role & importance of inventory & transportation in warehouse Management.

Prerequisite:

Basic understanding of management principles, functions and inventory management.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Warehouse Management: Warehousing & Its characteristics, Evolution from store to warehouse, Purpose & Role of Warehouses, Types of Warehouses, Storage Policies, Terminologies used in warehousing.	06
2.	Warehouse Layout & Design: Introduction to warehousing process, Warehouse Receiving, Warehousing functions, Warehouse Design, Elements & Principles of Warehouse Design, Dynamics of Warehouse Design, Warehouse Layout Scenario.	06
3.	Warehouse Processes: Receipt/ Inward Process, Roles & Responsibilities of Inward Operator, Performance Measurement standards, Performed in the put away area, Storage Techniques, Roles & Responsibilities of put-away operator, Dispatch Process, Activities Performed in Dispatch Operations, Roles & Responsibilities of Dispatch Operator.	06
4.	Material Handling, Ergonomics and Interpretation of Labels: Material Handling, Ergonomics, Labeling Process, Importance of Labeling, Label Interpretation Marking on Packages	06





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5.	Warehouse Management System (WMS): Introduction to WMS, WMS Applications in the warehouse facility, WMS Applications in the warehouse System, Physical Audit Procedures.	06
6.	Inventory Management & Transportation: Inventory Counting, Inventory Classification, Reconciliation of Stock, Transportation System, Modes of Transportation, Freight Carriages in Transportation, Types of freight, Multimodal Transportation.	06

References

Text Books:

- J.P. Saxena, Warehouse Management and Inventory Control, Vikas Publishing House.

Reference Books:

- Stuart Emmett, Excellence in Warehouse Management: how to minimize costs and maximize value, Wiley Publications.
- J. R. Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Introduction to Materials Management, Prentice Hall India Publications.
- Sunil Chopra & Peter Meindl, Supply Chain Management, Strategy, Planning & Operation, Pearson Education, New Delhi.
- P. Narayan, Jaya Subramanian, Inventory Management: Principles and Practices, Excel Books
- F. Robert Jacobs & Richard Chase, Operations and Supply Chain Management, McGraw Hill Education.
- Gwynne Richards, Warehouse Management: a complete guide to improving efficiency and minimizing costs in the modern warehouse, Kogan Publications





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGE2053	Course Name : Mall Management	3	-	-	3

Course Description:

This course provides knowledge about Mall management concept, which has evolved with growth of the population and emerging markets. It provides details of mall management skills required along with regulatory framework for the same.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the concepts and aspects needed for mall management.
2. Apply the operational and tenant management principles for malls.
3. Evaluate the marketing and promotional principals for the malls.
4. Illustrate the statutory requirements for the mall operations.

Prerequisite:

Basic understanding of Principles of Management.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.	06
2.	Aspect in Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.	06
3.	Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.	06
4.	Tenant Management: Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship	06
5.	Marketing and promotional activities for malls: Classification of marketing activities, marketing and promotion during planning and construction phase, launch and operations phase, targeting tenants and customers	06





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6.	Regulatory framework for malls: Shops and establishment act, environmental regulations for malls, mall insurance, labour laws concerning malls.	06
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References

Text Books:

- SINGH, Mall Management, Tata McGraw-Hill Education

Reference Books:

- John Robert White, Kevin D. Gray, Shopping Centers and Other Retail Properties: Investment, Development, Financing, and Management





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2063	Course Name : Change Management

L	T	P	Credits
3	-	-	3

Course Description:

This course provides details about change management concepts in organizational context, which has become essential for organizations to change in changing business environment. It provides conceptual understanding of change management essentials and need for the same in organizational context, which provides the framework for change from managerial point of view.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Describe in general terms a number of change management theories and how they might apply in practice.
2. Articulate what change management is and why it is important in the contemporary business environment.
3. Discriminate between different types of change process for different purposes and outcomes.
4. Identify the steps in putting together an effective change management plan.
5. Apply critical thinking and problem solving skills to the analysis and resolution of change problems

Prerequisite:

Basic understanding of the concepts of Organizational behavior, and principles of management.

Course Content

Unit No	Description	Hrs.
1.	Introduction & levels of change: Importance, imperatives of change, forces of change. Causes- social, economic, technological and organizational. Organizational culture & change. Types & Models of change Action research, Expanded Process Model., A.J. Leavitt's model,	06
2.	Understanding the Change Challenge: Change Management for Sustainability, Change within the Individual, individual capacities and confidence, the emergence of new internal belief systems, the adoption of new habits, a shift in mood, Ego defenses and creating change	06
3.	Change & its implementation: Individual change: concept, need, importance & risk of not having individual perspective. Team Change – concept, need, importance & limitation Change &	06





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	its impact, Resistance to change & sources- sources of individual resistance, sources of organizational resistance	
4.	Overcoming Resistance to change: Manifestations of resistance, Six box model Minimizing RTC. OD Interventions to overcome change- meaning and importance, Team intervention, Role analysis Technique, T-group, Job expectations technique, Behaviour modification, managing role stress.	06
5.	Effective implementation of change: Change agents and effective change programs. Systematic approach to change, client & consultant relationship, Classic skills for leader's case study on smart change leaders, case lets on Action research.	06
6.	Managing personal transitions: The Social Readjustment Ratings Scale, Change Transition Model Stages of psychological reaction to change, facilitating employee change transitions, change intervene	06

References

Text Books:

- French, W.L. and Bell, C.H., Organization development, Prentice-Hall, New Delhi.

Reference Books:

- Cummings, T. G., organization development and change, South Western.
- Fred Luthans, Organisational Behaviour an Evidence based Approach McGraw Hill
- Dipak kumar Bhattacharya, Organizational change & development OUP India publisher
- K. Ashwathapa, Management & OB, HRM Mc Graw hill





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2073	Course Name : Commodity Markets

L	T	P	Credits
3	-	-	3

Course Description:

This course provides conceptual knowledge about the commodity and derivative market. This has gained importance in changing business scenario. This provides the opportunity to apply what is learned in organizational context to apply and working opportunities in this evolving sector.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explore the fundamental concepts of commodity market & derivative market.
2. Apply their knowledge of financial markets.
3. Analyze the dynamics of commodity exchange.
4. Explain various types of commodities.
5. Comprehend the workings of commodity market & derivative market.

Prerequisite:

Conceptual understanding of Markets and its operation.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Commodity Market: Meaning, History & Origin, Types of Commodities Traded, Structure of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India (Cash & Derivative Segment), Commodity Exchanges in India & Abroad, Reasons for Investing in Commodities.	06
2.	Strengthening commodity markets in India: Role of Government, Role of Commodity Exchanges, Other Institutions, Training & development of Dealers	06
3.	Commodity Exchanges: Function & Role, Trading & Clearing methods, Commodity futures, Commodity Specific Exchanges Vs Multi Commodity Exchanges	06
4.	Commodity Market in India: Commodity Exchanges in India, Role of Information in Commodity Markets, Linkages between equity markets and commodity markets, Commodity markets – Logistics and Warehousing	06
5.	Introduction to Derivatives Market: Meaning, History & Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Types of Underlying Assets, Participants in Derivatives Market, Advantages & Disadvantages of	06





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	Trading in Derivatives Market, Current Volumes of Derivative Trade in India, Difference between Forwards & Futures	
6.	Futures and Hedging: Futures Contract Specification, Terminologies, Concept of Convergence, Relationship between Futures Price & Expected Spot Price Hedging: Speculation & Arbitrage using Futures, Long Hedge – Short Hedge, Cash & Carry Arbitrage, Reverse Cash & Carry Arbitrage, Payoff Charts & Diagrams for Futures Contract, Perfect & Imperfect Hedge	06

References

Text Books:

- Rangarajan K, Derivatives: Principles Practice, McGraw Hill

Reference Books:

- Robert L. McDonald, Fundamental of Derivative Market, Pearson.
- John C. Hull & Basu, Futures, options & other derivatives
- John Hull, Fundamentals of futures & options
- Ankit Gala & Jitendra Gala, Guide to Indian Commodity market, Buzzing stock publishing house
- K. Sasidharan & Alex K. Mathews, Option trading, bull market strategies, McGraw Hill publication
- Niti Chatnani, Commodity markets, McGraw Hill Publication





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Class:- Second Year M.B.A.	Semester- III	L	T	P	Credits
Course Code : MGE2083	Course Name : Food Retail Management	3	-	-	3

Course Description:

This course entails about the opportunities that exists in food retail markets, how as a management student this means the business opportunity that welcomes them, with proper application of management principles in global scenario along with threats associated with the markets, along with marketing and management principles.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify variables for vast International Food Markets.
2. Analyses trends in Food Retailing and the challenges present in Food Retail operation and develop CRM strategy for food retail companies.
3. Measure the brand value of Food Retail organizations and their products.
4. Apply appropriate law of conducting food business.
5. Analyze the opportunities and threat associated with GMO Foods.

Prerequisite:

Basic understanding of retail management principles, and food retail markets along with standards and food safety issues in changing global context.

Course Content

Unit No	Description	Hrs.
1.	Global Food Market: Introduction to Global Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Supply/demand balance, free trade and nation's self-sufficiency. International Food Safety and Environmental Sustainability. Understanding food preference of global Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern.	06
2.	Trends in Food Retailing: Food Retailing, Value Chain in Food Retailing, Principles trends in food wholesaling and retailing, competition and pricing in food retailing, market implications of new retail developments	06
3.	4 Ps in Food Retail Management: 4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and non- conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.	06





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4.	Managing Retail Operation: Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, and procurement of Food products and Handling Transportation of Food Products	06
5.	Issues in Retailing: Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing. Non Store Retailing	06
6.	Food Safety and Standard: Food Safety and environmental sustainability: GMO Food, Food Poisoning; FSSAI, ISO 22000, Fruit Product Order (FPO), Law of essential commodity act 1955 and its amendments	06

References

Text Books:

- Berman & Evans, Retail Management: A Strategic Approach, Prentice Hall of India.

Reference Books:

- Cox. Retailing, An Introduction, Pearson Education
- Levy M & Weitz BW, Retailing Management, McGraw Hill





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2093	Course Name :: Human Resource Audit

L	T	P	Credits
3	-	-	3

Course Description:

This course provides the knowledge about human resource audit in organizational context. Its relevance in changing business circumstances and application based decision making based on it.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss systematic methodology for evaluating HRD.
2. Examine the adequacy and appropriateness of the HRD systems, structures, styles, culture, and competencies.
3. Design Human Resource Audit Report
4. Identify the gaps between the current state and the standard.
5. Conduct the Human Resource Audit for the organization

Prerequisite:

Basic understanding of the concept of audit, audit process and reporting issues.

Course Content

Unit No	Description	Hrs.
1.	Human Resource Audit: Good HR Practices, Elements of Good HRD, Role of Human resource audit in business environment, HR Audit Objectives, Concepts, Components, Need, Benefits, Importance, Methods, Audit process and Issues in HR, HRD Strategies, HRD Styles and culture, HRD Structures & Systems.	06
2.	Human Resource Costs / Investments: Human Resource Costs, the Monetary Value Approach, Non-Monetary value Based Approaches Investment in employees HR Accounting	06
3.	HRD Audit Methodology and Issues: Methodology and instruments of HR Audit, Interviews, Observation, Questionnaires, HRD Scorecard, Writing the HRD Audit report, Designing and Using HRD Audit for Business Improvement	06
4.	Human Resource Audit Report: Essentials of HR Audit Report, Purpose, Report Design, Preparation of report, Use of HR Audit report for business improvement, HRD audit instruments, HR Scorecard, effectiveness of HRD Audit as an intervention.	06
5.	Comprehensive HR Audit: Audit of business strategy, business goals & assumptions, Audit of employee turnover, labour laws compliances. HR Audit checklist	06





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6.	Audit of HR Competencies: Definition of competency, Communication competency, Strategic action competency, Global awareness, Self-management competency, Techniques of audit of competency, Recent advancements in Human Resource Audit and Accounting.	06
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References

Text Books:

- Rao T.V., HRD Audit, Sage Publication.

Reference Books:

- Rao T.V., HRD, New Delhi, Response Books.
- Udai Pareek and Rao T V, Designing and Managing Human Resource Systems, Oxford & IBH Publishing Co.
- Eric G. Flamholtz, Human Resource Accounting advances in concepts, Methods, and Applications, Kluwer Academic Publishers
- Arun Sekhri, Human Resource Planning & Audit, Himalaya Publication.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2103	Course Name : Small Scale Industries Management

L	T	P	Credits
3	-	-	3

Course Description:

This course provides the essentials for setting of small scale industry, supporting agencies in doing the same, steps in formation, finance and marketing requirements along with legal provisions needed to be known in setting up of the industry. This helps management students to be job providers and not job seekers.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand small businesses and supporting organizations for its setup.
2. Identify Business Opportunities and plan according to survey.
3. Prepare project and develop the report according to planned idea and market.
4. Analyze the basic aspects of business and understand better to prepare for the same.
5. Explain the Legal laws governing the business and environment.

Prerequisite:

Understanding of principles of marketing and finance along with management principles.

Course Content

Unit No	Description	Hrs.
1.	Small Industry: Meaning and importance: Definition of small industrial unit, role of small scale industry in India, Economy Small industry less than five years plans, Products reserved for small scale industrial units, Startups	06
2.	Steps for Starting Small Industry: Decisions to become entrepreneur, Steps to be taken - Search for a business idea, source of ideas, idea processing, selection idea, input requirements, Preparation of project report feasibility study, Location, Selection of type of organization, Size of the unit Preparation of project port guidelines Factory design and layout , Legal formalities for registration and licensing	06
3.	Incentives and subsidies: Policy initiatives for entrepreneurial growth, Meaning of incentives and subsidies, Need for incentives under the licensing problems, Schemes of incentives in operation, Incentives under the licensing regulations, Incentives for development of backward areas, Subsidies consultancy service, marketing studies, and indigenous technology; Machinery on hire purchase or on lease, Transport subsidies, Seed capital assistance, Taxation benefits to small scale units, New pastures for industrial development, Exploring export possibilities , Institutional set up for export assistance, Export incentives	06





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4.	Finance and Production Planning: Financial requirements - Structure and management of fixed and working capital, Sources of capital, Financial institutions problems in financing a small scale Production Planning: Size of plant, Production mix, Costs of production, Production facilities and their optimum utilization procurement of raw material, Problems involved Role of Government in supplying Machinery and raw materials.	06
5.	Marketing and Manpower planning: Methods for pricing, Distribution, competition, Sales Management Role of Government, Export Assistance: Manpower Planning: Source of manpower, Requirement and turnover absenteeism, Compensation and welfare measures, Grievances disputes, settlement machinery; Sacking's in Small Industry: Diagnosis and measurements, causes and consequences, Remedial measures.	06
6.	Legal and Environmental Aspects: Elementary knowledge of Income Tax, Sales Tax, Patent Rules, Excise Rules, Factory Act and Payment of Wages Act, Environmental considerations, Concept of ecology and environment, Factors contributing to Air, Water, Noise pollution, Air, water and noise pollution standards and control, Personal Protection Equipment (PPEs) for safety at work places	06

References

Text Books:

- R.K. Khan, Management of small scale industries, Sultan Chand publication

Reference Books:

- CB Gupta and P Srinivasan, Sultan Chand and Sons, Entrepreneurship Development
- Reddy & Reddy, Sickness in small scale industries Himalaya Publication
- Thakur Kailash, Environmental Protection Law and policy in India, Deep and Deep Publications, New Delhi.
- PM Bhandari, Handbook of Small Scale Industry, Vikas Publication





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2113	Course Name : Total Quality Management

L	T	P	Credits
3	-	-	3

Course Description:

This course provides the conceptual understanding of the terms of Quality, certifications, tools and Japanese quality concepts, which are accepted worldwide over for quality improvement. This enables students to improve quality aspects in organizational context in changing global scenario; along with ISO standards and managerial principles it has gained importance.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the fundamental principles of Total Quality Management.
2. Develop an understanding on various ISO standards and quality systems.
3. Apply the tools and techniques of quality management to manufacturing and services processes.
4. Develop analytical skills for investigating and analyzing quality management issues in the industry and suggest implementable solutions to those.

Prerequisite:

Understanding of the term quality, and need for quality improvements in organizational context.

Course Content

Unit No	Description	Hrs.
1.	Quality Concepts: An overview of Quality, global scenario from quality perspective- Customer focused quality, Quality as strategy, Quality process, Quality as a process philosophy, Quality Terms, Drivers of Quality, Quality Organization. Costs of quality, balance between cost of quality and value of quality	06
2.	Total Quality Management & Quality Certifications: An overview of TQM, Elements of TQM, Importance and evolution of TQM, TQM & organizational Cultural Change, PDCA Cycle, Quality Circle, Quality certifications ISO 9000: 2000, QS 14000, QS 9000 & other standards	06
3.	Quality Improvement Tools: The Pareto Chart, Cause Effect Diagram, Check Sheet, Histogram, Scatter Diagram, Control Charts, Application of seven quality control tool in Six Sigma	06
4.	Poka Yoke & Kaizen: Poka Yoke philosophy, defects and its impact, principles of Poka Yoke, defect detection and prevention strategies, approaches to mistake proofing, Kaizen Philosophy, Kaizen's Ten-Step Process, Benefits of Kaizen, Conditions for successful implementation of Kaizen Strategy	06





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5.	Breakthrough Improvement & Benchmarking: Introduction, Invention & Innovation, Creativity, Brainstorming, Theory of Inventive Problem Solving, Value Analysis, Benchmarking, Types of Benchmarking, Designing Benchmarking Process, Prerequisites of Benchmarking	06
6.	Quality Assurance & Control: Quality Assurance, Designing Quality Assurance System, Quality Policy, Quality Manual, Inspection & Testing, Economic models for Quality Assurance, Process Capability, Quality Auditing, Stages in Quality Audit Program	06

References

Text Books:

- Poornima M. Charantimath, Total Quality Management, Pearson Education, New Delhi.

Reference Books:

- Dale H. Besterfield, Carol Besterfield, Mich. Besterfield, Mary Besterfield, Total Quality Management, Pearson Education Publications
- Barrie Date and W. John, Managing Quality, Wileyindia Publications
- Mikel Harry, Richard Schroede, Doubleday, Six Sigma, Random House Inc. New York
- R. P. Mohanty & R. R. Lakhe, Handbook of Total Quality Management, Jaico Publishing House





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2123	Course Name : Search Engine Optimization

L	T	P	Credits
3	-	-	3

Course Description:

This course provides the conceptual understanding of the Search engine optimization from business prospective, as social marketing is gaining ground world over, it provides the tools and procedures of optimization through website of an organization, which makes it possible for businesses to expand in low investment, from managerial point of view this provides opportunity to expand business and improve footprint across the globe.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the search engine ranking of site by implementing the best practices.
2. Apply SEO strategies through inbound marketing.
3. Analyze new SEO innovations and changing search engine trends.
4. Apply Google Analytics and other metrics and tools to monitor progress in achieving search engine marketing goals.

Prerequisite:

Understanding of the internet as a tool of marketing and connecting to the customers.

Course Content

Unit No	Description	Hrs.
1.	SEO Analysis of Website: What is Domain, Basic Knowledge of World Wide Web, Difference between Portal and Search Engines, what is SEO, Types of SEO Techniques, Black hat techniques, White Hat techniques How Search Engine works, Website Analysis, SEO Competition Analysis, Keyword Research, Keyword Finalize, Search Engine Optimization Strategy Analysis, Initial Ranking analysis	06
2.	On page SEO Optimization: Website Structure Optimization, Content Optimization, Image Optimization, HTML code optimization, Meta tag creation & optimization, HTML Sitemap creation, Web master tools, Analytics Setup & Monitoring, Robots.txt Optimization, RSS Feed Generation, Off Page SEO Optimization: Google Base Optimization (Google My Business), Reputation building, Book marking, SEO Content writing, Quality link building, Article submission, Press Release Creation, Blog commenting, Forum posting	06
3.	Social Media Optimization & Marketing: Social bookmarking, Social Networking Profiles creations, Social Networking Profile Optimizations, Content Sharing Optimization, Video Optimizations, Social media advertising (PPC), Blogging, Blog Optimization	06





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4.	Search Engine Marketing: Slide submission, pay per click (PPC) campaigns, Search Engine Marketing Research, Video Marketing, Image marketing	06
5.	Reputation Building: Authority building, Trust building, Relationship building, Mentions, Tagging, Profile optimization, Profile building	06
6.	Conversion Optimization: Conversion analysis, Conversion Tracking, Conversion Creation, Conversion building, CTR Improvements tactics, ROI conversion optimization	06

References

Text Books:

- Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Publication.

Reference Books:

- Alan Charles worth Digital Marketing: A Practical Approach, Routledge
- Eric Enge, Stephan Spencer and Jessie Stricchiola, The Art of SEO: Mastering Search Engine Optimization, O Reilly Publications
- Adam Clarke, Search engine optimization: Learn SEO with smart internet marketing strategies, Simple Effective Publishing





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2133	Course Name : E-retailing

L	T	P	Credits
3	-	-	3

Course Description:

This course focuses on electronic retailing applications, technologies, and tools, which are used to conduct business on the World Wide Web. It reviews foundations of e-retailing, its infrastructure, current business models in business-to-customers (B2C) and business-to-business (B2B) transactions, security and quality assurance, payment systems, and various issues-- Challenges in successful implementation of ERP, e-customer relationship management and Inventory management in e-retail. A major part of the course will be devoted to hands-on practices covering E-retailing case studies used to demonstrate the advantages and the challenges related to integrating e retail applications. The student gains an overview of all aspects of E-retailing.

Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Identify and explain fundamental e-Retailing Online Merchandising Techniques.
2. Recognize and discuss the major E-Payment Security Challenges and Solutions.
3. Assess and discuss issues including Impact of E-retailing on traditional transportation system and opportunities.
4. Demonstrate an understanding of Concept of online pricing and dynamics pricing for E-retailing.
5. Analyze the impact of E-retailing on inventory security and Quality management

Prerequisite:

The basic understanding of Digital Marketing.

Course Content

Unit No	Description	Hrs.
1.	Foundation of e-Retailing: Meaning, Definition, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing. The Current Trends: Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics	06
2.	E-Retailing: The Application Domain: e-Retailing Practices, e-Retailing Application Perspective, e-Retailing Online Merchandising Techniques, Online Store Front, Creating Look & Feel, Online Brand Management, Online Purchasing.	06
3.	E-Commerce: Procedures and Methods: Meaning and Usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e-Commerce Payment Systems,	06





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	E-Payment Security Challenges, E-Payment Business Risks, E- Commerce Security Solutions.	
4.	Marketing mix in the age of E-retailing: The roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on-line pricing; price discrimination in E- retailing; pricing strategies for information goods; dynamics pricing for E- retailing. Promotional strategies of E-retail business.	06
5.	Customer loyalty in the age of E-retailing: Role of E-CRM ; Third party assurance in retailing; Element of trust in E- retailing; ERP and E-retailing; Challenges in successful implementation of ERP in E-retailing; E-fulfillment-meaning, scope of process of E-fulfillment; Impact of E-retailing on traditional transportation system-issues and opportunities.	06
6.	Inventory management in E-retail: Relevance of inventory management to retail operations, Important terminologies used in retail inventory management, How much inventory should you keep? Various types of inventory checks, Taking care of quality inside a store, inventory Control Systems – Keeping track using computer software, Using RFID for Inventory control, inventory security and Quality management, inventory security, Control the quality of your inventory.	06

References

Textbook:

- Turban, Rainer, and Potter, Introduction to E- Retailing.

Reference Books:

- H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall.
- Laudon, K. C., & Traver, C. G. E-retailing: Business, technology, society. Pearson.
- Chaffey, D. Digital business and e- Retailing management: Strategy, implementation and practice Pearson.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2143	Course Name : Tourism Management

L	T	P	Credits
3	-	-	3

Course Description:

This course provides for the conceptual understanding and management of the tourism and hospitality industry, which is expanding in India and gaining popularity. This provides for opportunity to students in form of new sector development with managerial principle application for professional development of the sector.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively.
2. Explain range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict
3. Analyze supervisory skills and competencies necessary to meet the needs of the ever demanding Travel and Tourism Industry.
4. Discuss importance of outstanding guest service quality, server-guest relationships, and ethics

Prerequisite:

Basic Understanding of Management

Course Content

Unit No	Description	Hrs.
1.	Tourism Concepts & Principles: Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, Types of Tourists, Visitor, Traveler, Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Elements, Types and Forms of Tourism Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism, Tourist Transportation.	06
2.	Travel Agency Management: Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector, Functions of a Travel Agent and Tour Operator	06





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3.	Tourism Policy and Planning: Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies. Tourism Policy, Understanding Tourism Planning	06
4.	Tourism Marketing: Marketing, Analysis and selection of market (STP), Marketing Strategies, Planning marketing programmes, Tourism Marketing: Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related Services- Challenges and strategies.	06
5.	Tour Operation Management: Preparing for Work in Travel Operation: Appearance of Staff, working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Effective communication in Travel Agency: Use of Telephone, Use of Telelx & Fax, special Handling of business correspondence, Method of Taking Care of Customers. Domestic Counter International, Travel Counter, Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.	06
6.	Introduction to Hospitality industry & its distinctive characteristics: inflexibility, perishability, fixed location, relatively large financial investment. Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in Hospitality management- Functions and operations.	06

References

Text Books:

- Philip Kotler, Marketing for hospitality and Tourism, Pearson Education Asia
- Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Publications
- Kahiri Keka, Tourism and hospitality services an introduction, The Icfai University Press

Reference Books:

- Choudhari J.S., A study of commercial economic aspects of tourism and hotel industry at hill station, Abhay Prakashan Kanpur
- Negi, Hotels for Tourism Development, S.Chand, New Delhi.
- Suresh K, Travel and Tourism Challenges and Opportunities, The Icfai University Press





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGE2153	Course Name : Export – Import Procedure & Documentation	3	-	-	3

Course Description:

This course provides for the framework of export-import management, procedural documentation needed to be done in this regard, risk associated with such businesses. This provides for new avenue from the managerial point of view to apply management principles for professional growth of this sector as import and export has become vital aspect for economic growth for every organization and country.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain an overall perspective on import & export management.
2. Discuss an understanding towards export and import procedure and documentation.
3. Analyze processing of export order.
4. Apply knowledge of managing risk involves in the import & export transactions.

Prerequisite:

Understanding of the terms import and export, need of such businesses from professional point of view.

Course Content

Unit No	Description	Hrs.
1.	Import-Export Management Overview: Import Export Management, Foreign Trade - Institutional Framework; India's foreign trade policy Simplification of Document; Reduction in Document to Five for Custom Purpose; Exporting; Importing Counter Trade; the Promise and Pitfall of Exporting; Improving Export Performance; Counter Trade , Concept of EPZ/FTZ and 100% EOUs	06
2.	Export and Import Procedure and Documentation: Export and Import Financing Procedures; 14 Steps for Conducting Export Transaction; Export Assistance; Export-Import Primary Consideration, Freight Forwarder's Powers of Attorney, Bill of Lading, Certificates of Origin, Letter of Credit.	06
3.	Processing of Export Order: Processing of Export Order; Examination and Confirmation of Export Order; Central Excise Clearance; Pre Shipment Inspection, Appointment of Clearing and Forwarding Agents, Transportation of Goods to Port of Shipment; Port Formalities and Customs Clearance; Dispatch of Documents by Forwarding Agent to the Exporter; Certificate of Origin and Shipment Advice; Presentation of Documents to Bank; Claiming Export Incentives; Excise Rebate; Duty Drawback.	06





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4.	Risk Management in Import & Export: Meaning of Risk Management; Identification, Assessment, Potential Risk Treatment, Risk Avoidance & Reduction, Risk Retention, Risk Transfer, Creating a Risk Management Plan, Implementation; Review and Evaluation of the Plan; Area of Risk Management; Enterprise Risk Management	06
5.	Categories of Export: Physical – Direct & Indirect, Deemed Exports, Merchant & Manufacturer exports.	06
6.	Benefits of Export: Excise clearance benefit/ rebate, Income tax benefit	06

References

Text Books:

- Ajay Pathak , Export Import Management, Educreation Publishing

Reference Books:

- Justin Paul & Rajiv Aserkar, Export Import Management, Oxford Publications
- C. Rama Gopal, Export Import Procedures, Documentation and Logistics, New Age International Publications, New Delhi
- Aseem Kumar, Export and Import Management, Excel Books Publications,
- Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
- N. Janardhan, Electronic Commerce, Publisher: Indian Institute of Foreign Trade, New Delhi.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2160	Course Name : Social Media Marketing

L	T	P	Credits
3	-	-	3

Course Description:

This course is a powerful way for businesses of all sizes to reach prospects and customers. Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. Students will learn what social media marketing entails, including the history and the different social media channels that exist. Also they will learn how to select a social media channel that fits business needs, set goals and success metrics, and determine the target audience.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses.
2. Create S.M.A.R.T. social media goals to achieve successful online campaigns.
3. Design effective social media marketing strategies for various types of industries and businesses.
4. Identify the major social media marketing portals that can be used to promote a company, brand, product, service or person.
5. Evaluate a company's current situation, and provide solutions by identifying appropriate social media marketing portals.

Prerequisite:

Basic understanding of English

Course Content

Unit No	Description	Hrs.
1.	Social Media Marketing – Introduction: What is Social Media? History of Social Media Marketing, Importance of Social Media, SMO Strategy for Business, SMO – Key Concepts, Business Profile Creation, Brand Awareness, Social Engagement, Viral Marketing, Examples.	06
2.	Social Media Marketing – Facebook: History, Facebook Marketing, Create a Fan Page, Profiles, Places, Groups, Community, Grow Business, Latest Facebook Trends, Adverts, Create Campaign, Facebook – Do's and Don'ts, Increase Facebook Likes, Apps, Advantages Social Media Marketing – Twitter:	06





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	History, Twitter Marketing, Create Account, Increase Followers, Hash Tag, Sponsored Tweets and Hash Tags, Sponsored Tweets, Sponsored Hash Tags, Account Promotion, Tools to Integrate Twitter on your Blog or Website, API, Automation Tools	
3.	Social Media Marketing – LinkedIn: History, LinkedIn Marketing, Premium Account, Connect with Customers, Promote Business on LinkedIn, Create an Ad Campaign, Grow Business through LinkedIn Marketing. Social Media Marketing - Google+: Advantages of Google+, Creating a Business Page on Google+, Page Customization, +1 & Sharing, Integrate Google+ Business Page on Your Blog / Website, Increase Followers, Promote Business on Google+, Tips and Tricks, Tools.	06
4.	SMM - Pinterest Marketing: History, Pinterest as a Marketing Tool, Pinterest as a Perfect Media Strategy, Promoting Business, Strategies for Digital marketing, Ease of Marketing, Setting up Business Account, Pinterest vs. Other Social Platforms	06
5.	Social Media Marketing – Video: History, YouTube, Create an Account, Upload Video, Vimeo, Create an Account, Upload Video, Dailymotion, Create an Account, Upload Video, Ranking Factors of a Video, Increase Subscribers and Views, Increase Video Views, Advantages, Promote Your Video Ads	06
6.	SMM - Social Bookmarking: Benefits of Being a Registered User, Advantages, SMM - Image Optimization, Social Media Marketing – Blog, SMM - Social Media Analysis, SMM - Monitoring Social Media Accounts	06

References

Text Books:

- Tracy L. Tuten, Social Media Marketing, SAGE Publications Ltd.

Reference Books:

- Michael R. Solomon, Bikramjit Rishi, Tracy L. Tuten, Social Media Marketing
- Karen E. Sutherland, Strategic Social Media Management: Theory and Practice, Springer publication
- Amy Van Looy, Social Media Marketing, Springer International Publishing





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGE2163	Course Name : Supply Chain Management

L	T	P	Credits
3	-	-	3

Course Description:

Supply chain management integrate suppliers, manufacturers, warehouses, and stores, so that company is produced and distributed at the right quantities, to the right locations, and at the right time, in order to minimize costs while satisfying service level requirements. This course focus on building a strategic framework, designing supply chain network, supply chain planning & implementation, managing inventory in supply chain, designing and managing transportation networks etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the fundamental concepts and importance of Supply Chain Management.
2. Apply methods for managing demand & supply position in supply chain network.
3. Manage inventory in Supply chain network.
4. Plan and design transportation networks relating to supply chain management.
5. Demonstrate the role & importance of logistics management

Prerequisite:

Basic understanding of operations management, marketing management

Course Content

Unit No	Description	Hrs.
1.	Building a Strategic Framework: Supply Chain Management, decision phases, process view of supply chain, supply chain drives, Supply chain dynamics, Focus areas in supply chain, Distribution network designs	06
2.	Designing Supply Chain Network: Supply Chain Network, strategic importance of supply chain network design, Network design process, factors influencing network design decision, Design of channel distribution, Types of channel distribution, Physical Distribution management	06
3.	Supply Chain Planning & Implementation: Planning of supply and demand in a supply chain, Planning for optimum level of product availability, Sourcing Management, Strategic Sourcing Management, Customer order cycle, Order and replenishment cycle	06
4.	Managing Inventory in Supply Chain: Inventory Management basics, impact of demand on inventory management, Inventory models, Selective inventory control, Safety inventory, Risk Pooling- Centralized versus Decentralized Systems.	06





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5.	Designing and Managing Transportation Networks: Modes of transportation and their performance, Transportation infrastructure and policies, Design options, Tradeoffs in Transportation design, Logistics Management, Activities of Logistics Management	06
6.	Current Issues in Supply Chain Management: Benchmarking the supply chain, Reengineering Supply chain, Virtual Supply Chain, Lean Supply Chains, Agile Supply Chain, Green Supply Chain, Global Supply Chain, Flexible Supply Chain	06

References

Text Books:

- Tracy L. Tuten, Social Media Marketing, SAGE Publications Ltd.

Reference Books:

- Michael R. Solomon, Bikramjit Rishi, Tracy L. Tuten, Social Media Marketing
- Karen E. Sutherland, Strategic Social Media Management: Theory and Practice, Springer publication
- Amy Van Looy, Social Media Marketing, Springer International Publishing





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Major / Minor Subject
Specialization Electives Paper
(SE) I, II & III

Marketing Management

Sr. No.	Course Code	Course Name
1	MGM2013	Sales and Distribution Management
2	MGM2033	Services Marketing
3	MGM2053	Retail Marketing
4	MGM2073	Consumer Behavior
5	MGM2093	Customer Relationship Management
6	MGM2113	Digital Marketing
7	MGM2133	Management of Marketing Communications
8	MGM2153	Strategic Marketing Management

Human Resource Management

Sr. No.	Course Code	Course Name
1	MGH2013	Compensation Management
2	MGH2033	Performance and Rewards Management
3	MGH2053	Organization Development & Change
4	MGH2073	Industrial Relations and Labour Law's
5	MGH2093	Human Resource Planning
6	MGH2113	Strategic and International Human Resource Management
7	MGH2133	Training and Development
8	MGH2153	Cross Cultural Management
9	MGH2173	Conflict and Negotiation Management

Finance Management

Sr. No.	Course Code	Course Name
1	MGF2013	Indian Financial System
2	MGF2033	Financial Markets & Institutions
3	MGF2053	International Finance
4	MGF2073	Working Capital Management
5	MGF2093	Mergers, Acquisition and Corporate Restructuring
6	MGF2110	Behavioral Finance
7	MGF2133	Cost Analysis and Control
8	MGF2153	Security Analysis & Portfolio Management





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Business Analytics

Sr. No.	Course Code	Course Name
1	MGB2013	Marketing Analytics
2	MGB2033	HR Analytics
3	MGB2053	Core Python Programming
4	MGB2073	R Programming
5	MGB2093	Financial Analytics
6	MGB2113	Data Mining
7	MGB2133	Business Intelligence

Operations Management

Sr. No.	Course Code	Course Name
1	MGO2013	Materials Management & Inventory Control
2	MGO2033	Operations Planning and Control
3	MGO2053	Global Operations Strategy
4	MGO2073	Managing Six Sigma
5	MGO2093	Purchase Management
6	MGO2113	Lean Manufacturing System
7	MGO2133	Maintenance Management
8	MGO2153	Manufacturing Systems Management

Information Technology Management

Sr. No.	Course Code	Course Name
1	MGS2013	Enterprise Resource Planning
2	MGS2033	Software Project Management
3	MGS2053	Data Warehousing & Data Mining
4	MGS2073	Database Management Systems
5	MGS2093	Information System Audit and Security
6	MGS2113	E-Business
7	MGS2133	Cyber Laws and Cyber Security
8	MGS2153	System Analysis & Design

Rural Management

Sr. No.	Course Code	Course Name
1	MGR2013	Rural Banking and Microfinance
2	MGR2033	Rural Society and Polity
3	MGR2053	Society Up liftment Policies
4	MGR2073	ICT in Development
5	MGR2093	Agribusiness
6	MGR2113	Managing Cooperatives
7	MGR2133	Social Marketing and Social entrepreneurship





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8	MGR2153	Governance and Development
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Technology Management

Sr. No.	Course Code	Course Name
1	MGT2013	Engineering Management
2	MGT2033	Enterprise Productivity
3	MGT2053	Technology Management
4	MGT2073	R & D Management
5	MGT2093	Value Engineering
6	MGT2113	Engineering Systems Simulation
7	MGT2133	Big Data Analytics
8	MGT2153	Manufacturing Systems

International Business Specialization

Sr. No.	Course Code	Course Name
1	MGI2010	India's Foreign Trade And Policy
2	MGI2030	Export Import Procedures, Documentation And Logistics
3	MGI2050	International Economics
4	MGI2070	Global Competitiveness Analysis
5	MGI2090	Global Marketing Strategies
6	MGI2110	Management of International Logistics
7	MGI2130	Globalization and Indian Business Scenario
8	MGI2150	Management of Trans-National Corporations

Banking and Insurance Management

Sr. No.	Course Code	Course Name
1	MGB2010	Insurance Planning & Management
2	MGB2030	Risk Management For Banks And Insurance Companies
3	MGB2050	Retail Banking
4	MGB2070	General Insurance
5	MGB2090	Banking Services Operations
6	MGB2110	Treasury Management
7	MGB2130	Law's Governing Banking and Insurance
8	MGB2150	Funds Management in Banking and Insurance





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Marketing Management

Sr. No.	Course Code	Course Name
1	MGM2013	Sales and Distribution Management
2	MGM2033	Services Marketing
3	MGM2053	Retail Marketing
4	MGM2073	Consumer Behavior
5	MGM2093	Customer Relationship Management
6	MGM2113	Digital Marketing
7	MGM2133	Management of Marketing Communications
8	MGM2153	Strategic Marketing Management





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGM2013	Course Name : Sales and Distribution Management	3	-	-	3

Course Description:

The aim of the course is that the student understands the importance of Sales and Distribution, and is capable of putting up a sales team and to manage it. Furthermore, the student manages the multitude of distribution channels and is capable of creating an optimal distribution channel solution for a Business. Sale Management starts with helping develop the right products, setting the right prices and distributing in the right places, and continues with marketing messaging, customer service and other selling efforts.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Develop the knowledge of Selling and Distribution process in an organization.
2. Develop proficiency in industry in actual selling process and the management of selling personnel.
3. Demonstrate the knowledge needed to generate a leads and increase the sales in terms of volume and in monetary terms.
4. Analyze critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making in sales and Distribution.
5. Identify the management challenges to construct & design Distribution Channel to find appropriate way to reach to the customers.

Prerequisite:

Understanding of sales related marketing policies are essential to acquire the knowledge about various selling policies and strategies.

Course Content

Unit No	Description	Hrs.
1.	Personal Selling and Marketing Strategy: Sales Management and Business Enterprise, Sales Management, Personal Selling & Salesmanship, Setting Personal - Selling Objectives, Theories of Selling, Determining Sales-Related Marketing Policies, Formulating Personal - Selling Strategy.	06
2.	Organizing the Sales Effort: The Effective Sales Executive, the Sales Organization, Sales Department Relations, Distributive - Network Relations.	06
3.	Sales Force Management: Personnel Management in Selling field, Recruiting Sales Personnel, Selecting Sales Personnel, Planning, Executing and Evaluating Sales Training Program,	06





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	Motivating Sales Personnel, Compensating Sales Personnel, Managing Expenses of Sales Personnel, Sales Meetings and Sales Contests, Controlling Sales Personnel.	
4.	Controlling the Sales Efforts: Forecasting Sales & Developing the Sales Budget, Quotas, Sales Territories, Sales Control and Cost Analysis, Key Accounts Management.	06
5.	Marketing Channel Systems: Marketing Channel Concepts, Five Flows in Marketing Channel, Channel Participants, Environment of Marketing Channels, and Behavioral Process of Marketing Channels, Bull-Whip Effect, and Negotiations in Value Chain.	06
6.	Developing Marketing Channel: Strategy in Marketing Channels, Designing the Marketing Channel, Electronic Marketing Channel, Selecting the Channel Members, Target Markets and Channel Design Strategy.	06

References

Text Books:

- Still, R.R. & Cundiff et al., Sales Management, Decision Strategies & Cases, Pearson

Reference Books:

- Bert Rosenbloom, Marketing Channels, Thomson Publications
- Pingali Venugopal, Sales and Distribution Management, An Indian Perspective, Sage Publishing
- Robert Cavin, Sales Management, McGraw Hill education.
- Tapan Panda, Sunil Sahadev, Sales and Distribution Management, Oxford University Press





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2033	Course Name : Services Marketing

L	T	P	Credits
3	-	-	3

Course Description:

Theoretical foundations and practical application of marketing of services are examined. Topics include the nature of services, marketing framework and the marketing mix for services, service encounter, human factor and service quality. This course focuses on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and sustain service excellence and provide customer value. While the course examines broad issues in managing service businesses and the service component of manufacturing firms, a core theme is how customer value is created.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify the special management issues and unique challenges involved in marketing and managing services
2. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers
3. Interpret service behavior and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management
4. Appreciate, modify, and/or extend new theories and concepts pertaining to explaining the characteristics of customers' purchasing and consumption behavior of services and service firms' marketing behavior
5. Apply new approaches to managing customer satisfaction and loyalty

Prerequisite:

Basics of Marketing Management.

Course Content

Unit No	Description	Hrs.
1.	Foundations of Services Marketing: Introduction, Growth of the Service Sector, The Concept of Service, Characteristics of Services, Classification of Services, Services Marketing Mix.	06
2.	Delivering Quality Services: Causes of Service, Quality Gaps: The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gap, Gaps in Service, Quality Standards, Factors and Solutions, The Service Performance Gap - Key Factors and Strategies for Closing the Gap, External Communication to the Customer: The Promise versus Delivery Gap, Developing Appropriate and	06





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	Effective Communication about Service Quality: definition, evaluation and models SERVQUAL and Gap analysis.	
3.	Customer Expectations of Service: Basic consumer behavior in service , Meaning and type, factors influencing customer service expectations , customer perceptions, customer satisfaction, service encounters.	06
4.	Understanding Customer Requirements: Using market research to understand customer expectations, Elements of effective research program, analyzing findings and upward communication. Relationship marketing, strategies and challenges.	06
5.	Service recovery: Impact of service failure and recovery, service recovery strategies, service innovation and design, types of innovations, service blue printing.	06
6.	Managing Demand and Capacity: Capacity constraints, Demand patterns ,strategies for balancing, yield management - balancing capacity utilization ,pricing , market segmentation ,waiting line strategies , service and the bottom line	06

References

Text Books:

- Valerie A Zeithmal & Mary Jo Bitner, Services Marketing, Tata McGraw Hill.

Reference Books:

- Harsh V. Verma, Service Marketing, Text and Cases
- Lovelock, Service Marketing, (People, Technology, Strategy), Pearson
- Francis Frei, A. Morris, Uncommon Service: How to win by putting Customers at the core of Your Business, HBR Press
- Venkat Ramaswamy, Francis Gouillart, the Power of Co-creation, Free Press Business.
- Young me Moon, Different: Escaping the Competitive Herd, Crown Business.





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Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2053	Course Name : Retail Marketing

L	T	P	Credits
3	-	-	3

Course Description:

The main objective of this course is to introduce students to the basic concepts of a Retail Marketing. This course targets the needs of rapidly growing Retail sector, providing an industry relevant and exciting education in the latest techniques and strategies employed and developed. Retailers today must make complex decisions about selecting the appropriate target market and locations, determining what merchandise and service to offer, training and motivating retail employees, and deciding how to price products and present merchandise. The objective of this course is to enrich learners understanding of retailing. To survive and prosper in the retail jungle, retailers must build a path based on well-developed strategic plans and use state-of-art information and distribution systems to implement them. Thus, learners are exposed to well-established retail strategic framework and relevant research encompassing various areas of retailing. An applied perspective is adopted whereby learners are encouraged to apply concepts and perspectives learned in the course.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Acquire and apply relevant knowledge and skills to manage retail management issues
2. Formulate creative yet feasible solutions for customer care, store care, merchandise care and retail strategies.
3. Discuss and analyze the latest strategies required for the development of retail marketing.
4. Identify and evaluate challenges and opportunities concerning the applications of the latest retail strategies.
5. Explain the factors relating to visual merchandising, such as store layouts and presentation.

Prerequisite:

Basic understanding of the fundamental concepts of Retail Marketing and Retail Marketing trends.

Course Content		
Unit No	Description	Hrs.
1.	Introduction and Perspectives on Retailing: An Introduction to the World of Retailing, Retail Management, Introduction, meaning, characteristics, emergence of Organizations of retailing - Types of Retailers (Retail Formats) - Multichannel Retailing Customer Buying Behaviour, Historical Perspective, role of retailing, trends in retailing, FDI in Retail - Problems of Indian Retailing - Current Scenario in retail Management.	06





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2.	Theories of Retailing: Wheel of retailing, The Retail Accordion, Melting Pot Theory, Polarization theory Retailing strategy for Setting up Retail organization and planning: Retail Market Strategy - Financial Strategy - Site & Locations (Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.) – Human Resource Management, Information Systems and supply chain management & Logistics.	06
3.	Store Management and Visual Merchandising: Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Management of Modern retails -Store Layout, design: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors Customer Service, Planning Merchandise Assortments - Buying systems Buying merchandise and Retail Communication Mix	06
4.	Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion Strategies Relationship Marketing & International Retailing: Management & Evaluation of Relationships in Retailing, Retail Research in Retailing: Importance of Research in Retailing, Trends in Retail Research, Areas of Retail Research. Customer Audits, Brand Management in retailing, Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological and issues in international retailing.	06
5.	Retail Marketing Strategy: Retail Market Strategy, Financial Strategy & Competitive Advantage, Relationships. Growth Strategies & Opportunities. The Strategic Retail Planning Process, Retail Finance Process.	06
6.	Retail Audit and ethics in Retailing: Undertaking an audit, responding to a retail Audit, problems in conducting a retail audit. Ethics in retailing, social responsibility and consumerism.	06

References

Text Books:

- Levy & Weitz, Retailing Management, TMH.

Reference Books:

- Roger Cox, Paul Brittain , Retailing: An Introduction, Pearson Publication Approach, Pearson
- A Sivakumar, Retail Marketing Excel Books New Delhi.
- David Frederick Ross, Distribution, Planning and Control, Springer Science & Business Media.
- Michel Chevalier, Michel Gutsatz, Luxury Retail Management, Wiley Publication.
- Narendra Agrawal, Stephen A. Smith Retail, Supply Chain Management: Quantitative Models and Empirical Studies, Springer.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2073	Course Name : Consumer Behavior

L	T	P	Credits
3	-	-	3

Course Description:

An understanding of the needs and behaviors of consumers is an intrinsic component of the development and implementation of successful marketing actions. Specific topics address the consumer decision process; situational and perceptual influences in consumer evaluation of marketing messages, products and services; motivation, learning and memory, personality, attitude and attitude change in marketing contexts; the influence of consumer demographics; and contextual influences on consumer behavior, including that of the online consumer. The course deals with the behavioral aspects of marketing management. It explains how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior. The course should enable students to develop marketing strategies that are consumer based, create, and enhance customer value.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Assess the relevance of consumer behavior to the entire marketing process.
2. Analyze the causes giving rise to consumer behavior with the theories.
3. Identify the learning process of consumer at from marketing respective.
4. Design communication strategies for attracting consumers.
5. Assess the impact of socio-cultural factors on consumer behavior.

Prerequisite:

Basic understanding of Consumer Behavior

Course Content

Unit No	Description	Hrs.
1.	Introduction to the Study of Consumer Behavior: Consumer Behavior: its Origin and Strategic Applications, Customer Value, Satisfaction and Retention, Market Research and Consumer Behavior, Market Segmentation, Criteria for Effective Targeting of Market Segmentation, Implementing Segmentation Strategies. The Consumer Decision Making Process. Psychological Influences, Sociological Influences on Consumer Decision Making, Neuroscience and Consumer Behavior. Post Purchase Behavior	06
2.	Consumer as an Individual: Consumer Needs & Motivation, Emotions and Mood, Consumer Involvement, Motivational Theories, Application and their implication for Marketers, Consumer Involvement, Consumer Involvement Models and Implications for Marketers, Consumer Attitude Formation and Change.	06





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3.	Consumers Learning: Elements of Consumer Learning – Motivation, Cues, Response, Reinforcement. Consumer Behavioral Learning Theories and their Implication for Marketers, Personality, Self-Concept and Self Image - Consumer Personality, Traits and Types, Theories of Personality - Freudian theory, Neo-Freudian Personality Theory, Trait Theory, Implications of Consumer Personality.	06
4.	Consumer Perception, Risk and Imagery: Consumer Perceptual Mechanism, Elements & Dynamics of Perception, Memory, Perception, Consumer Imagery and Perceived Risk.	06
5.	Consumer Communication: Consumer and Marketing Communication, Components of Communication, Persuasion, Designing Persuasive Communication - Communication Strategy- Target Audience, Media Strategy, Message Strategies, Message Structure & Presentation.	06
6.	Social Class and Mobility: Lifestyle Analysis, Culture, Sub-Culture and Cross Culture, consumer analysis, relevance for Marketers Influence of Culture on Consumer Behaviour - Sub Culture & Cross Culture. Consumer Advocacy Studies in India. SEC Classification - Indian Rural Urban Social Class Classification	06

References

Text Books:

- Levy & Weitz: Retailing Management, TMH.

Reference Books:

- Roger Cox, Paul Brittain , Retailing: An Introduction, Pearson Publication Approach, Pearson
- A Sivakumar, Retail Marketing Excel Books New Delhi.
- David Frederick Ross, Distribution Planning and Control, Springer Science & Business Media.
- Michel Chevalier, Michel Gutsatz, Luxury Retail Management, Wiley Publication





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2093	Course Name : Customer Relationship Management

L	T	P	Credits
3	-	-	3

Course Description:

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. CRM is a business strategy for maximizing shareholder value through acquiring, enhancing, and retaining desired customers. Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. This course will examine the concepts, processes, and technologies an organization uses to achieve superior performance through customer knowledge.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain and characterize the major concepts and framework of customer relationship management
2. Discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business
3. Apply CRM practices and technologies to enhance the achievement of marketing, sales and service objectives throughout the customer life cycle.
4. Develop critical skills necessary for building and managing partnering relationships with customers and suppliers.
5. Analyze the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented

Prerequisite:

The basic understanding of Customer Relationship Management.

Course Content

Unit No	Description	Hrs.
1.	Emerging Concepts and Context of CRM: CRM: fundamentals, evolution and Scope, The evolution and transformation of Customers, The nine truths of relationship Marketing, CRM, Marketing, & Relationship Marketing, Types of CRM, Operational, analytical & Collaborative, Relationship spectrum, Reasons for CRM failure.	06
2.	Types of Customers and customer Value: C C D Value: Customer segmentation reexamined, Types of customer and the relationship styles, Loyalty as a basis of segmentation, Customer Value: Concept and Characteristics, Customer value co-creation, Customer value Management,	06





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	Customer Lifetime Value (CLV).	
3.	Technology for Customer Relationship: Contact Center Technology, Interactive Voice Response (IVR), Speech recognition for Customer service, Computer Telephony Integration (CTI), Automatic Call Distribution (ACD), Customer Complaint Management Technology, Front desk Management Technology, electronic Queue Management System, payment Technology, Customer Self-service Portals, CRM Technology.	06
4.	Managing Customer Relationship: Introduction, Pre industrial age, Industrial age, Service Economy Age, Knowledge Economy Age. Key principles of Relationship Management, Techniques and applications to manage Relationships, Acquisition stage, Post Acquisition stage, Acquisition cost Versus relationship cost, Experiential relationship framework.	06
5.	Developing and Deploying CRM Strategy: Planning CRM implementation, Framework for building CRM Strategy - Value Discipline Model, CRM Program Life cycle, Strategy Planning and development process, Eight Building Blocks of CRM. Preparing for CRM Rollout, New Role Elaboration, Creating an organization governance structure for CRM rollout.	06
6.	CRM Measurement: What to measure and How to Measure: What needs to be measured: Attitudinal and Behavioral Loyalty, CRM Metrics, Loyalty programs: An Assessment, Types of customer metrics, Approaches in KPI development, Measures to align balanced score card, Measures to motivate and measures to improve, Customer Scorecard	06

References

Text Books:

- Francis Buttle, Stan Maklan Customer Relationship Management, Concepts and Technologies, Publisher Routledge

Reference Books:

- G Jason Goddard, Gerhard Raab Riad A Ajami, Customer Relationship Management: A Global Perspective, CRC Press Publishing Ltd.
- Jagdish N Sheth, Atul Parvatiyar, G Shainesh. Customer Relationship Management, Emerging Concepts, Tools and Applications, Tata McGraw-Hill private Limited.
- Alok Kumar, Chhabi Sinha, Rakesh Sharma, Customer Relationship Management, Concepts and Application, Biztantra.
- Mukerjee Kaushik, Customer Relationship Management, A Strategic Approach to Marketing, PHI Learning Pvt. Ltd.
- Kristin Anderson, Carol Kerr: Customer Relationship Management, McGraw Hill Professional.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2113	Course Name : Digital Marketing

L	T	P	Credits
3	-	-	3

Course Description:

Digital marketing has become one of the most important elements of any business to grow and flourish in today's world. Many companies are starting to recognize and realize the untapped potential of digital marketing, which can do wonders for their business. The constant evolution of digital marketing and active embracement of companies are creating new jobs and career opportunities for students. As the world is moving towards digitalization, students need to adopt and apply the concepts and techniques of digital marketing.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Develop a deeper understanding of the changing digital marketing landscape.
2. Apply the latest digital marketing trends and skill sets needed for today's marketer.
3. Distinguish between the functions of various digital communication channels and select solutions appropriate to the needs of the organization and the end users.
4. Analyze the impact digital technologies have on consumer behavior; consumer research and customer relationships
5. Apply to web based marketing tools with the view of incorporating new media into traditional media and marketing planning.

Prerequisite:

Basic understanding of digital marketing media available.

Course Content

Unit No	Description	Hrs.
1.	Digital Marketing Overview: About Digital Marketing, Internet Marketing, Hierarchy in Digital Marketing, Competition Analysis Scope & Career Opportunities, Benefits of Digital Marketing, components of Digital Marketing, Digital Mining & Digital CRM Strategy, The digital advertising ecosystem and attribution and pricing models for Digital Advertising	06
2.	Search Engine Optimization (SEO): Off-Page Optimization, Competitor analysis, Search engine submission, Directory submission, Social Bookmarking, Article submission, Press release submission, Forum posting commenting, Blog creation, Google mapping / listing RSS feeds, Video optimization, Local optimization Some Important SEO Tools Google Keyword Planner, Keyword Spy, Google Analytics, Stat counter, The	06





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	fundamentals of web and app analytics and KPIs for web traffic and commerce.	
3.	Social Media Optimization (SMO): Social Media tools for Marketing: Twitter: Twitter marketing strategies, Advertising on twitter, Tools for twitter marketing LinkedIn: LinkedIn marketing strategy, LinkedIn profile setup, LinkedIn company profile setup, LinkedIn network building, getting leads from LinkedIn, Pinterest: Setting up Pinterest for business, Pinterest marketing strategies Generating traffic from Pinterest.	06
4.	Pay per Click (PPC): PPC Basic: importance and benefits, PPC campaigns, Difference between PPC and SEM, Google Ad Words Introduction to AdWords, importance of Google Ad Words Working of Ad words, Setting up Ad words account, Types of networks, Ad words structure, Use of display planner, Ad campaigns, ad groups Types of ad campaign, ad rank Quality score of and.	06
5.	Email Marketing: Concepts of Email Marketing, Email marketing policies and guidance, making an email campaign, making email database, Campaign Strategies - Designing an Email, Minimize Spam, Ratio Bounce rate, Analytics & reporting.	06
6.	Cybercrime and Security: Modus operandi of cybercrime and their remedial measures, online frauds and investigation, Safe surfing, Snooping, Email Crimes and investigation, Face-book / Twitter / LinkedIn crimes and investigation	06

References

Text Books:

- Alan Charles worth Digital Marketing, A Practical Approach, Routledge.

Reference Books:

- Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Publication.
- Vandan Ahuja Digital Marketing Oxford University Press India.
- B2B Digital Marketing: Using the Web to Market Directly to Businesses Que Biz-Tech Michael R. Miller Publisher Que Publishing





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Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2133	Course Name: Management of Marketing Communications

L	T	P	Credits
3	-	-	3

Course Description:

This course is an applied course with a complete immersion into the study and practice of advertising and promotion management within the context of the integrated marketing communications paradigm, where students develop and write a promotion plan. The aim of this course is to provide students with an understanding and awareness of marketing communication issues and how advertising theory differs, adapts and changes with reference to modern issues, the unique challenges faced by advertisers and the application of relevant theory in practice. The course focuses on developing an enhanced understanding of the nature, scope and dimensions of the advertising discipline within the contexts of business and society.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the basic concepts and terminology in advertising, with an emphasis on IMC
2. Analyze factors and importance of reaching the target audience through the development of effective media coverage planning, including preparation and justification of an advertising budget.
3. Refine critical thinking and decision-making in advertising campaign development through class activities and assignments.
4. Perform advertising monitoring, evaluating, & feedback systems in order to ascertain campaign effectiveness.
5. Participate in the development of creative solutions to address advertising and marketing communications challenges.

Prerequisite:

The basic understanding of Marketing Communications is required.

Course Content

Unit No	Description	Hrs.
1.	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. Advertising: Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC.	06
2.	Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation. Advertising objectives and Budgeting: Goal setting – DAGMAR approach, various budgeting methods used.	06





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3.	Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising. Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.	06
4.	Direct Marketing: Features, Functions, Growth, Advantages Disadvantages, And Direct Marketing Strategies. Promotion: Meaning, Importance, tools used, Conventional unconventional, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity. Public relation/ Publicity:- Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising, Role, Types, Limitations, PR Vs Publicity.	06
5.	Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.	06
6.	International Advertising: Global environment in advertising, Decision areas in international advertising Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising. Industrial advertising: B 2 B Communication, Special issues in Industrial selling.	06

References

Text Books:

- William F Arens, Michael F. Weigold, Christian Arens, Contemporary Advertising & Integrated Marketing Communications.

Reference Books:

- William D. Wells, John Burnett, Sandra Moriarty, Advertising - Principles and Practice, Pearson Education, Inc.
- George Belch, Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, Tata McGraw Hill Education Private Ltd.
- Larry Kelly & Donald W. Juganheimer & Kim Sheehan, Advertising Media Planning; A Brand Management Approach.
- Rajiv Batra, John. G. Myers, David A. Aaker, Advertising Management, Published by Dorling Kindersley India Pvt. Ltd.
- Manendra Mohan, Advertising Management Concepts & cases, Tata McGraw Hill
- Kruti Shah & Alan D'Souza, Advertising and Promotions, Tata McGraw-Hill





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Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester-III
Course Code : MGM2153	Course Name : Strategic Marketing Management

L	T	P	Credits
3	-	-	3

Course Description:

The aim of Strategic Marketing is to provide students with the necessary skills to adopt a strategic approach to the planning and control of the marketing function within an organization, with the aim of developing a sustainable competitive advantage. The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. This course 'pulls together' what has been learned in earlier marketing courses and introduces marketing decision making and planning frameworks in the global environment: exploring strategy options; opportunity analysis; strategy setting and implementation. It also provides an opportunity to engage in a business simulation and to apply previous knowledge through case studies and projects. This approach helps students to develop diagnostic, critical and communication skills.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply strategic concepts and theories and their application in marketing environments.
2. Compare and contrast the key principles of marketing strategy
3. Research and analyze marketing strategies in different contexts
4. Identify and resolve well-defined problems reaching substantiated conclusions employing methods of analysis specific to marketing.
5. Employ strategies and processes, which assist independent learning.

Prerequisite:

The basic understanding of business level marketing strategy is required.

Course Content

Unit No	Description	Hrs.
1.	Strategic Marketing Management: Objectives & concept of Strategic Marketing Management, Strategy Definition, Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution.	06
2.	Strategic Marketing Analysis: SWOT Analysis, GAP Analysis, Competitive Analysis, Porter's 5 forces Model of competition as basic foundation of Strategic Marketing and for analyzing and improving organizational effectiveness.	06
3.	Marketing Strategy Implementation: Integration of Marketing Strategies and their application to different business sectors FMCG, Industrial, & Services. Constraints in marketing strategy	06





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	implementation.	
4.	Specific Strategy Initiatives: New Product Development and Introduction Strategies, Planned or Unplanned Strategy Withdrawals / Obsolescence, Contingency / alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing strategies for IT and ITES industries.	06
5.	Marketing Strategy Evaluation: Marketing Audits & their scope, Measurement of Marketing Performance and its feedback to next year's marketing strategy formulation	06
6.	Marketing Strategy Case Studies: (One contemporary case study to be incorporated in the question paper) One case study on each of the strategy initiatives (Product, Price, Promotion and Distribution as well as People, Process & Physical Evidence) for different business sectors.	06

References

Text Books:

- David A. Aaker, Damien McLoughlin, Strategic Marketing, Wiley Publication.

Reference Books:

- Donald J. Bowersox, M. Bixby Cooper Strategic Marketing Management, Tata McGraw Hill.
- Subhash C Jain, Marketing Planning & Strategy, Cengage Publication.
- Chernev, Alexander, Strategic Marketing Management, Publisher Cerebellum Press
- Richard M.S. Wilson, Colin Gilligan, Strategic Marketing Management, Routledge Publication.





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Human Resource Management

Sr. No.	Course Code	Course Name
1	MGH2013	Compensation Management
2	MGH2033	Performance and Rewards Management
3	MGH2053	Organization Development & Change
4	MGH2073	Industrial Relations and Labour Law's
5	MGH2093	Human Resource Planning
6	MGH2113	Strategic and International Human Resource Management
7	MGH2133	Training and Development
8	MGH2153	Cross Cultural Management
9	MGH2173	Conflict and Negotiation Management





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2013	Course Name : Compensation Management

L	T	P	Credits
3	-	-	3

Course Description:

Compensation management is key to the whole HRM system. It plays an important role to obtain, retain and motivate people. A good compensation management system adds value to the competitiveness of the company by helping companies to attract good talent and motivate them to work towards the goals of the company. It's necessary for managers and HR professional to understand what compensation is about and how to design an effective compensation system.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply the knowledge to solve compensation related problems in organizations
2. Design rational and contemporary compensation systems in modern organizations
3. Design and maintain a pay system within the organization
4. Analyze and develop incentive programs
5. Explain the legally required employee benefits.

Prerequisite:

Basic understanding of Human Resource Management

Course Content

Unit No	Description	Hrs.
1.	Compensation Management: Economic concepts and theories for compensating human resources, Minimum wages, Fair Wages, just wages and efficiency wages, Human capital and its implications for compensating human resources, Determinants of intra and inter-industry differentials in compensation	06
2.	Compensation design – The Pay Mix: Internal and external equity in compensation systems, understanding of tools used in designing and implementing compensation management systems. Designing compensation for Chief Executives, senior managers, knowledge workers job evaluation systems, etc.	06
3.	Wages & Salary Administration: Wage & salary surveys, pay grade functioning of Wage Boards and Pay Commissions. (1-7 th), Wage fixation & Wage Policy, Salary Structure, Fixed cash Benefits, Retirees & Social Security, Variable Pay, Incentives, Stock Options.	06
4.	Incentives & Fringe benefits: Strategic reason for incentive plans, administering incentive plans, Individual incentive plans, Group incentive plans, Enterprise incentive plans, Incentives for	06





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	professional employees & executives, Pay for performance, Health care benefits.	
5.	Creating a benefits Package: Strategic benefits planning, Employee benefits required by law, social security insurance, unemployment insurance, Workers compensation insurance, Benefits provided by the patient protection & affordable care act (PPACA), Family & medical leave act, Creating the Strategic Reward System	06
6.	Provident Fund & Income Tax: Employee's State Insurance Corporation (ESIC), Gratuity, Superannuation, Bonus under Payment of Bonus Act, Tax Planning, Tax implications of Compensation Package to Employee, Provisions to minimize Tax liability.	06

References

Text Books:

- George T. Milkovich, Terry M. Newman, C.S. Venkata Ratnam, compensation Management, McGraw Hill Education

Reference Books:

- David Kelly Incentive Compensation Management Cengage Learning
- Michael Armstrong & Ann Cummins the Reward Management Toolkit Kogan page.
- George W. Bohlander, Scott A. Snell Principles of Human Resource Management Cengage Learning.
- B. D. Singh, Compensation & Reward Management.





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Class:- Second Year M.B.A.	Semester- III
Course Code : MGH2033	Course Name : Performance and Rewards Management

L	T	P	Credits
3	-	-	3

Course Description:

This course examines the importance of an effective performance management system in helping organizations define and achieve short and long-term goals. It explains and reinforces the concept that performance management is not a one-time supervisory event, but an ongoing process of planning, facilitating, assessing, and improving individual and organizational performance. In addition, the course emphasizes the importance of measuring the effectiveness of human resource activities that are designed to enhance individual and organizational performance. Also examines total rewards in an organizational and international context and provides students with the knowledge and understanding of environments in which professionals plan, implement and evaluate employee reward policies to support strategic organizational goals.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify and retain talent in an organization to deliver high performance.
2. Design an organization's performance management process.
3. Compare and contrast various organizational performance management programs and best practices
4. Plan effective performance management policies, practices to improve organizational, and employee performance.
5. Evaluate the relationship amongst the components of total rewards.

Prerequisite:

Basic Understanding of Human Resource Management.

Course Content

Unit No	Description	Hrs.
1.	Identifying Performance Indices: KPA's and KRA's for various jobholders, Scaling and Measuring Performance levels of Individuals and Teams, Tools and Formats, Strategies to neutralize Cognitive Stereotypes and Subjectivity.	06
2.	Applications of Performance Management: Performance Management & development, Performance Management & Reward, Performance Management for teams, Approaches to contingency pay, Performance related rewards Performance Review Methods, 360 Degree System, BARS, and Balanced Score Card System.	06
3.	Conducting Performance Feedback Sessions: Conducting performance & developing reviews, Feedback Interview and Counseling, Competence Mapping and Potential Assessment, Competency	06





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	analysis, Performance Planning and Setting Performance Targets and Standards, Measuring Performance Standards in Service Sector, Performance problem solving, Performance coaching & coaching in leadership.	
4.	Designing Performance Evaluation Forms and Rating Scales: Integrating Performance Evaluation with HR systems including Training, Rewards and Recognition, Career Progression, Performance metrics, Developing & maintaining PM, Setting performance standards	06
5.	Performance Management Systems: Importance of Performance Management System, Evaluating Efficacy of Performance Management System, Dimensions of PMS & organizational strategy, Performance consulting, Role of performance consultant, Four Pillars of PMS, e- PMS	06
6.	Talent Management Practices and Rewards Management: Building the talent pipeline, Managing employee engagement, Key factors and different aspects of Talent Management, Best practices of Talent engagement, Using talent management processes to drive culture of excellence, Talent Management in India, Future directions in Talent Management Practice and Research. Talent acquisition, A new Model of Talent management, Rewards Management.	06

References

Text books:

- Armstrong, M. & Baron, A., Performance management and development, Jaico Publishing House, Mumbai.
- Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page, London.

Reference Books:

- Bagchi, S. N, Performance management, Cengage Learning India.
- Bhattacharyya, D.K., Performance management systems and strategies, Pearson Education.
- Linda Ashdown Performance management, Cengage Learning India. Carol Wilson, Performance Coaching Kogan Page
- Marshall Goldsmith, Louis Carter, Best Practices in Talent Management, The New York Times
- James R Evans, William M. Lindsay Managing for Quality & Performance Excellence. Cengage Learning India.
- Peter Cappelli, Talent on Demand: Managing Talent in an age of uncertainty Harvard Business press.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2053	Course Name : Organizational Development and Change

L	T	P	Credits
3	-	-	3

Course Description:

The course explores the history, major trends, and ethical and professional issues in the organizational development field, while illustrating the OD practitioner's analysis, data gathering, intervention processes and techniques, diagnosis and final recommended changes through readings, discussion postings, applied exercises, case studies and student research. Explores problems in introducing change in organizations, theory, and methods of intervention in organization development.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply theories and current research concerning individuals, groups, and organizations to the process of change
2. Identify organizational situations that would benefit from OD interventions.
3. Discuss the process of change as applied to organizational culture and human behavior
4. Explain the differences between insider and outsider approaches to consulting and OD interventions
5. Analyze ongoing activities within an organization and design the selected OD interventions.

Prerequisite:

Basic understanding of organizational behavior & Principle & practices of management.

Course Content

Unit No	Description	Hrs.
1.	Process of Organizational Development: Solving problems of a business firm, Process of OD, Entering & contracting, Diagnosing organizations, Groups & jobs, Various Stems- Laboratory training, survey action research, Socio-technical, Socio-clinical, Values, assumptions & beliefs in OD.	06
2.	Special Applications of Organization Development: Extents of applications, Value study (Indian Perspective) Organization development for Economic, Ecological, and Social Outcomes, Organization Development in Nonindustrial Settings, Health Care, School Systems, Public Sector, and Family-Owned, Future directions in Organization Development.	06
3.	Teams: A foundation of OD: Theories of planned change, System theory, Teams & Teamwork, Parallel learning structure, A normative reductive strategy of changing diagnostic models, Techniques of Organizational Diagnosis	06





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4.	Organizational Change: Leading & Managing change, Organizational growth and its implication for change, Kurt Lewin's model of change, John P. Kotter model, Force field analysis, Change cycles, Power and participative types, Organizational renewal and re-energizing, Institution building, Creativity and innovation.	06
5.	OD Intervention: Designing interventions, Human process interventions, Techno structural interventions, restructuring organizations, Strategic change interventions, Team Intervention, Employee involvement, Work design, Developing & assisting members	06
6.	Trends in Organization Development: OD-HRD interface, OD in global settings, OD research and practice in perspective, Challenges and future directions in OD.	06

References

Text Books:

- Cummings And Christopher Worley, Organizational Development And Change.

Reference Books:

- French, W.L. and Bell, C.H., Organization development, Prentice, Hall, New Delhi.
- Cummings, T. G., organization development and change, South Western.
- Fred Luthans, Organisational Behaviour An Evidence based Approach McGraw Hill
- Dipak kumar Bhattacharya Organizational change & development OUP India publisher.
- John P. Kotter Accelerate: Building Strategic Agility for a faster moving world, Harvard Business Review Press.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGH2073	Course Name : Industrial Relations and Labour Law's	3	-	-	3

Course Description:

This course focuses on institutional structures, policies and procedures in industrial relations conflict resolution under arbitration and bargaining. The course covers topics and issues of importance in the employment and industrial law field. Others include the nature and purposes of the legal system and industrial law, the law concerning the contract of employment, Trade union law and industrial law powers of governments.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Acquire a theoretical, practical and ethical perspective on many aspects of industrial relations.
2. Apply IR competencies to contribute to organizational capability & employee wellbeing.
3. Explain the various forms and causes of Industrial disputes.
4. Assess the collective bargaining process, including preparation, negotiation, and settlement.
5. Understand the statutory provisions concerning the grievance procedure in India.

Prerequisite:

Basic understanding of Human Resource Management.

Course Content

Unit No	Description	Hrs.
1.	Structure and Evolution of Industrial Relations: Industrial Relations Perspectives, Conflict model Vs. Collaboration model, Globalization and the emerging socio-economic scenario and their impact on Industrial Relations, I.R and the State, Role of state, Legal Framework of Industrial Relations, Models of IR- Dunlop's and Marxist perspectives of IR	06
2.	Trade Unions: Philosophy and perspectives, History and structure of Trade Unions, Impact of Globalization, Technology and economic reforms on Trade Unions, Emerging changes in Trade Unions.	06
3.	Discipline and Disputes: Negotiation, Mediation, Arbitration, Works Committee, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal; Role of Judiciary & its impact on industrial relation. Disciplinary procedures and Grievance management machineries, Industrial Disputes Act, Negotiation and Collective Settlements, Productivity Bargaining and Gain Sharing, Employee empowerment, Worker participation in Management and their impact on Quality of Work Life and Industrial Relations.	06





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4.	The Payment of Wages Act: Objectives, Application, Responsibility for payment of wages; Fixation of wage periods; time-limits; Sections# 1 to 26, Minimum wages act 1948 section# 2,4, to 18, 26	06
5.	The Payment of Bonus Act: Scope and Application; Calculation of amount payable as Bonus; Application of Act in Establishment in Public Sector; Bonus linked with Production or Productivity Sections # 2,4	06
6.	Employee Provident fund & Miscellaneous Provisions Act: The payment of Gratuity act-1972, The Maternity Benefit Act, 1961, Industrial employment (Standing order act) 1946, The Bombay Industrial Relation act 1946	06

References

Text Books:

- N.D. Kapoor, Mercantile Law, Himalya Publications

Reference Books:

- Venkataratnam, C. S., Industrial Relations: Text and Cases. Delhi. Oxford University Press
- Michael Salamon, Industrial Relations, Theory & Practice. London. Prentice Hall.
- Garry Desslar, Human Resource Management, Pearson Education Asia
- Dwivedi, R.S., Managing Human Resources: Industrial Relations in Indian Enterprises, New Delhi, Galgotia Publishing Company
- M. Sarma Industrial Relations & Labour Laws Pearson Education
- Sen R., Industrial relations: text and cases. New Delhi: Macmillan Publishers





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2093	Course Name : Human Resource Planning

L	T	P	Credits
3	-	-	3

Course Description:

This course examines the impact of corporate and business strategy on human resources management. It stresses the importance of aligning human resources management policies and practices with organizational strategy. A strategic human resources planning model is introduced and includes the following elements: organizational strategy, HRM strategy, environmental influences on HRM, job analysis, HR management systems, forecasting supply and demand. Various corporate strategies in today's workplaces are examined in conjunction with their significant effect on human resources planning.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the theory and concepts of human resource planning.
2. Identify the evolution of HRP throughout the organization.
3. Apply models and methods used in forecasting.
4. Describe the applications of a succession analysis & planning.
5. Evaluate the organization's planning program.

Prerequisite:

Basic understanding of Principles & Practices of Management & Human Resource Management.

Course Content

Unit No	Description	Hrs.
1.	Man Power Planning: Human Resource Planning and Business Environment, Drawing Manpower Systems- Stocks and Flows, Human Resource Distribution, Mapping and Identifying Surplus, Impact of Environment on HRP, Barriers to HRP, Productivity Management.	06
2.	Developing the Strategic Staffing/ Workforce Planning Process: Placing strategic staffing, Designing strategic staffing/ workforce planning process. Staffing models, Effective strategic staffing, Working Conditions and the Working Environment, Work measurement,	06
3.	Implementing & Supporting HR Planning Process: Implementing process effectively, placing strategic planning within business context, , Developing HRP websites, supporting strategic HRP, HR structure & required skills.	06





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4.	Organizational Workforce & Demand Forecasting: Forecasting methods, Executive and Non, Executive Cadres, Behavioral Model of Human Resource Planning, Supply Analysis, Manpower wastage Qualitative & Quantitative techniques, Labour wastage analysis, Retention Strategies; Retirement Planning, HR Matrices	06
5.	Strategic HR Planning: Need for strategic HRM, Models of business strategy and their role in deciding HR practices, Strategic HR Planning model, Strategies and HR practices, 360 degree impact of merger & acquisition, HR planning for mergers & acquisitions, Changes brought in various HR issues.	06
6.	Succession Management: Evolution & Process of Succession management, Role of employee in Succession management, HRP & Retention management, Succession analysis and planning and managing HR shortages and surplus, Downsizing & Restructuring, controlling attrition	06

References

Text Books:

- Gary Dessler, Human Resource Management, Prentice Hall of India

Reference Books:

- Kenneth McBey, Ying Hong, Margaret Yap Strategic Human Resources Planning Cengage
- Monica Belcourt, Kenneth J. McBey; Thomson: Strategic Human Resources Planning Nelson Canada publisher
- Paul Turner HR Forecasting & Planning, PHL Jaico publishing house
- Snell/ Bohlander Human Resource management Cengage Learning
- William j Rothwell, H C Kazanas Planning & Managing Human Resources Jaico publishing house
- Lawrence S. Kleiman Human Resource Management Biztantra
- Arun Sekhri Human Resource Planning & Audit Himalay Publishing House





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGH2113	Course Name Strategic and International Human Resource Management	3	-	-	3

Course Description:

The course emphasizes practical activities, ranging from assessment of the global economic environment and organizational culture to the analysis of competencies and the implementation of human resource decisions. Students carry out a detailed strategic analysis of a human resource management issue in their organizations and in doing so learn how to effectively manage human resources in a way that contributes to improved performance, productivity, and morale. Also provides a comprehensive overview of international human resource management (IHRM) as it is practiced in the multinational enterprise. The course recognizes the complexities and critical challenges encountered.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management & training.
2. Identify opportunities and challenges pertaining to international HRM;
3. Develop competency in dealing with cross cultural situations;
4. Analyze external forces (e.g. globalization, socio cultural changes, political and economic changes) that have the potential to shape international HRM.
5. Develop generic and transferable skills-especially in diagnosing international HRM issues
6. Conduct research for solving cases related to international HRM.

Prerequisite:

Basic Understanding of Human Resource Management & organizational behaviour

Course Content

Unit No	Description	Hrs.
1.	Strategic Human Resource Management: Importance of strategic HRM, Objectives of SHRM, Difference between traditional HRM & strategic HRM, Challenges of SHRM, 5- P model of strategic HRM, Outcome of strategic HRM	06
2.	Strategic Human Resource Management Process: Environment Scanning, Strategy formulation, Strategy implementation, Evaluation and control, Role of HR- translating strategy into HR policy, Types of strategic HRP, Strategic issues in recruitment, selection, training & Performance Appraisal, Competency Mapping- Meaning, Process & Competency model, Employee separation - Reasons & Consequences.	06





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3.	Strategies for Improving Organizational Effectiveness: Strategies of Organizational Transformations, Mergers & Acquisitions, Strategies for improving Organizational Culture, Learning Organization and employee engagement, Challenges for the HR Manager, managing in the global environment, managing work force diversity.	06
4.	International HRM: Difference between Global & Domestic HRM, Strategic Global HR- Purpose, Selection, Orientation, Ethnocentric, Polycentric, Geocentric approaches, Repatriation & Expatriation- Meaning, Processes, Problems	06
5.	International Strategic Human Resource Management: Introduction, Value Creation, Global Strategic Management Process, MNC's Business Strategy & HRM Strategies, Formulation of alternative business unit level strategies, Collaborative Strategies.	06
6.	Social & Cultural Context of IHRM: What is Culture, why does culture differ, Cultural sensitivity, Social Environment, Hofstede's model of four cultural dimensions.	06

References

Text Books:

- Jeffrey A. Mello, Strategic Human Resource Management, South Western College publication

Reference Books:

- Charles.R.Greer. Strategic Human Resource Management. Pearson Education
- Fred.K.Faulkes Strategic Human Resource Management. Prentice Hall
- Rajib Lochan Dhar Strategic Human Resource Management, Excel Books
- Mendenhall M. & Oddou G, Readings and Cases in International Human Resource Management. South-Western College Publishing
- Dennis R. Briscoe., International Human Resource Management. Prentice Hall
- Nancy Adler., International Dimensions of Organizational Behavior. South-Western College Publishing





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2133	Course Name : Training and Development

L	T	P	Credits
3	-	-	3

Course Description:

This course provides students with an overview of the role of Training and Development in Human Resource Management. The key elements covered include: needs analysis, program design, development, administration, delivery and program evaluation. Other topics include adult learning theory, transfer of training, career planning, counselling, training techniques, budgeting and trends in training.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the role and functions of training and development in organizations.
2. Identify principles and their implications for the effectiveness of training programs.
3. Assess training needs & evaluate employee training programmes.
4. Outline the issues and steps involved in designing and implementing a training program.
5. Design, training and development programs that can be delivered in the form of individual and group.

Prerequisite: Basic understanding of Human Resource Management.

Course Content

Unit No	Description	Hrs.
1.	Training Process: Investments in training, System approach to training, Training process, Role of Training and Development in HRD, Organizational Effectiveness; Stakeholders in Training, Roles and Expectations.	06
2.	Training Needs Assessment (TNA): Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, Output of TNA, Methods used in TNA.	06
3.	Training and Development Methodologies: Overview of Training Methodologies- Logic and Process of Learning, Principles of Learning, Individual differences in learning, Learning process, Learning curve, Learning management system, Skills of an Effective Trainer, Use of Audio-Visual Aids in training, Computer Aided Instructions, Distance Learning, Open Learning, E- Learning & Use of technology in training.	06
4.	Designing Training Modules: Models of organizing the training department, Organization of Training and Development programs, Training design, kinds of training and development	06





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	programs, Competence based and role based training, Orientation and socialization, Diversity training, Choice of training and development methods, Preparation of trainers, Developing training materials, Self- development, Training process outsourcing.	
5.	Training Evaluation: Reasons for evaluating Training and development programs, Problems in evaluation, Evaluation process, Different evaluation frameworks, Problems of Measurement and Evaluation, ROI approach, Costing of training, Measuring costs and benefits of training program, Kirkpatrick Model of Training Effectiveness.	06
6.	Special issues in Training and Development: Team training and six sigma training; Electronic Enabled Training Systems (EETS) Training and development initiatives of some selected companies from private and public sectors and MNCs. Training issues related to internal need of companies.	06

References

Text Books:

- Raymond A Non-Employee Training & Development Tata McGraw Hill Education

Reference Books:

- Dr. B. Janakiram Training & Development biztantra
- Elaiene Biech Training & Development A Wiley Brand
- Trvelove, Steve, Handbook of Training and Development, Blackwell Business
- Craig, Robert L., Training and Development Handbook, McGraw Hill
- Dick handshaw, Training That Delivers Results: Instructional Design That Aligns with Business Goals American Management Association





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2153	Course Name : Cross Cultural Management

L	T	P	Credits
3	-	-	3

Course Description:

The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions, which discriminate national cultures, and on cross- cultural interactions. The trend of globalization in business requires organizational members, especially managers, to effectively accomplish international assignments, to collaborate with and lead cross- cultural teams, and to manage the increasingly diverse workforce. Therefore, managers need to acquire cultural competencies that go beyond traditional managerial competencies. Course will focus on organizational behavior and human resource management issues in multinational organizations

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the impact of culture on business practices.
2. Analyze the impact of national culture on organizational cultures.
3. Apply strategies for managing international teams and projects
4. Develop strategies for working in virtual and co-located multicultural teams.
5. Assess and leverage the impact of culture in management and other business functions.

Prerequisite:

Basic understanding of organizational behavior & Principles of Management

Course Content

Unit No	Description	Hrs.
1.	International Cultural Environment: Nationality and stereotypes, Social and Cultural concepts and their influence in international business organizations, Theoretical Approaches to cross-cultural analysis, Human Resource Management in Cross Cultural Context. challenging role of Global Manager/Leader, need for cross-cultural management-	06
2.	Global Business- Growth and Evolution: Environmental Variables in Global Business, Human and Cultural Variables in Global Organizations, Cross Cultural Differences and Managerial Implications, Structural Evolution of Global Organizations, Theories & Layers of culture.	06
3.	Cross Cultural Leadership and Decision Making: Cross Cultural Communication and Negotiation, Process and International Negotiation Hurdle, Human Resource Management in Global Organizations, Western and Eastern Management thoughts.	06





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4.	Diversity at Work: Managing diversity, Causes of diversity, diversity with special reference to handicapped, women and aging people, Intra company cultural difference in Employee motivation. Decision making within diverse cultures -ethical dilemmas and social responsibility facing firms in different cultures, Building cultural intelligence and cultural competence	06
5.	Managing Cross cultural Teams: International Business & Global Market spaces, Time differences, Managing language differences, Outsourcing, Cultural Strategy as an asset for innovation. The challenge of managing multicultural/cross-cultural workgroups and international teams, virtual and multi cultural teams	06
6.	International Business Intelligence: Information Requirements, Sources of Information, Types of Research, Phases of a Research Project, Sampling, Research Agencies, Problems in International Research. cross-cultural communications and negotiation	06

References

Text Books:

- J. R. Schermerhorn, James G, Hunt, R. N. Osborn, Organizational Behavior Willey Publication

Reference Books:

- Fred Luthan, Organizational Behavior Mc Graw Hill Publication
- Leaptrott, Nan, Rules of the Games: Global Business Protocol, Thomson Executive Press.
- Mary O Hara-Deveraux and Robert Johnson, Global Work: Bridging Distance, Culture and Time, Jossey
- Stephen Robbins, Organizational Behavior, Mc Graw Hill Publication
- David C Thomas, Mark F Peterson, Cross Cultural Management Sage Publication





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGH2173	Course Name : Conflict and Negotiation Management

L	T	P	Credits
3	-	-	3

Course Description:

Negotiation and Conflict Management presents negotiation theory – strategies and styles – within an employment context. In addition to the theory and exercises, presented in class, students practice negotiating with role-playing simulations that cover a range of topics, including difficult situations such as conflict resolution mentoring and an emergency. Third- party skills include helping others deal directly with their conflicts, mediation, investigation, arbitration, and helping the system change as a result of a dispute.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the key practical and theoretical concepts of managing and resolving conflicts.
2. Describe the nature of small and large scale conflicts.
3. Articulate the theoretical and practical components of negotiation and mediation and explain the link between effective negotiation skills and effective leadership.
4. Analyse the types of conflict management styles.
5. Explain the link between effective negotiation skills and effective leadership

Prerequisite:

Basic understanding of organization behavior & Principle & practices of Management.

Course Content

Unit No	Description	Hrs.
1.	Conflict Management: Introduction: Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict, Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict intrapersonal, interpersonal, group & organizational sources.	06
2.	Conflict Management Design: Nature of conflict Management, Types of Conflict, models of conflict, contingency approach, conflict management process, the conflict domain, Conflict trends, conflict distribution, conflict mapping and tracking.	06
3.	Managing Conflict: Managing interpersonal conflict: Thomas conflict resolution approach, behavioral style and conflict handling, the Cosier Schank model of conflict resolution, collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution. Managing team &	06





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	organization conflict: techniques to resolve team conflict, strategies to resolve organizational conflict, effective listening and dialogue skills, humor and conflict resolution, negotiation as a tool for conflict resolution	
4.	Conflict resolution and Cost: Conflict resolution models, framework model, classical ideas, and new developments in conflict resolution. Environmental conflict resolution, gender and conflict resolution. Assessing the cost of workplace conflict.	06
5.	Negotiations: Types of Negotiations, negotiation process, factors for successful negotiations, essential skills for negotiation, tricks used in negotiation process, psychological advantage of negotiations, Techniques of negotiation, issues in negotiations	06
6.	Negotiation strategies: Strategy and tactics for distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power, Ethics in negotiation. Third Party Intervention	06

References

Text Books:

- B D Singh, Managing Conflict & Negotiation Excel book Publication

Reference Books:

- Roy J. Lewicki, Essentials of Negotiation Mc Graw Hill Publication
- Deepak Malhotra, negotiating the impossible: how to break deadlocks and resolve ugly conflicts Harvard business school
- L and Thomas d., Cavanagh alternative dispute resolution in business west publishing
- Bargaining for advantage: negotiation strategies for reasonable people





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Finance Management

Sr. No.	Course Code	Course Name
1	MGF2013	Indian Financial System
2	MGF2033	Financial Markets & Institutions
3	MGF2053	International Finance
4	MGF2073	Working Capital Management
5	MGF2093	Mergers, Acquisition and Corporate Restructuring
6	MGF2110	Behavioral Finance
7	MGF2133	Cost Analysis and Control
8	MGF2153	Security Analysis & Portfolio Management





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2013	Course Name : Indian Financial System

L	T	P	Credits
3	-	-	3

Course Description:

The program is introductory on the wide spectrum of financial system in India and will provide bird eye view of the prospective understanding of the role of the components of the financial systems in India. This opening chapter provides an overview of the role of the financial system and briefly describes the main categories of markets, instruments and institutions. This program will cover concepts involving Role of Financial Institutions including Banks, financial Markets (money market and capital market), and financial instruments being used to control the Monetary System of our country. The course also aims at exposing the students to various financial services and the concept of Mutual fund with its objectives & benefits.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the key roles played in modern society by the financial products, markets and institutions, and various functions of market regulators.
2. Exhibit the understanding of the fundamentals of financial markets & define and illustrate some key financial terms, such as primary market and over-the-counter.
3. Apply the knowledge of the relative standing of the major financial services in India for various business organizations.
4. Describe the functions of banking & NBFC in the Current Scenario and discuss the various important aspects concerned with banking and non-banking organizations.
5. Analyze the need for mutual fund investment and also focus on another relative aspect of the mutual fund industry.

Prerequisite:

The prerequisite for this course is awareness about financial market & various financial services.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Indian Financial System: Definition and significance, Financial System Functions and Structure/ Organization Organizational structure of the Indian Financial System- & its Major Components. Objectives and functions of Regulatory Promotional Institutions: RBI, SEBI, IRDA.	06
2.	Financial Markets: Introduction to Primary Market: Public Issue, Right Issue and Private Placement. Steps in public issue. Primary Market Intermediaries, Secondary Market: Stock Exchanges, Functions of financial markets, Money Market – Meaning,	06





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	Instruments, features of the instruments. Commodities Market: Concept, Working of Commodities Market, Regulation, Advantages	
3.	Financial Services: Venture Capital - Concept, Objectives, Venture Capital Investment process, Dis-investment Mechanism, Insurance – Concept, Principles of Insurance, Types, Credit Rating, - Concept, Credit Rating Agencies in India, Leasing: Concept, Types of leases, Rationale for leasing, Mechanics of leasing, Leasing as financing decision.	06
4.	Banking & NBFC: Nature & functions of Commercial Banking, Management of NPA, Nature and functions of Development Banks, Development of Finance Institutions: IDBI, ICICI, IFCI. Role of development banks in the development of the economy. Nature and functions of Merchant banks. Non-Banking Financial Corporation- Major functions of NBFC, RBI Guidelines.	06
5.	Mutual Funds: Concept of Mutual Funds, Objectives and benefits of Mutual Funds, Types of Mutual Funds, Evaluation of performance of Mutual Funds.	06
6.	Behavioral Finance: Psychology and market people. Investors, portfolio managers, analysts. Bounded rationality in real market conditions. Decision-making process and behavioural biases.	06

References

Text Books:

- M.Y.Khan , Indian Financial System, Tata McGraw Hill

Reference Books:

- S.P.Singh, Indian Financial System, Wisdom Publication
- Vasant Desai, Financial Markets & Financial Services, Himalaya Publishing House
- S.B. Verma, Indian Financial System, Vayu Education of India





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2033	Course Name : Financial Markets & Institutions

L	T	P	Credits
3	-	-	3

Course Description:

The program is introductory study of financial market and institutions is to provide insight of various aspects of any financial system. This opening chapter provides an overview of the financial environment and then remaining chapters briefly describes the various types of financial markets and institutions and their role in development of the economy. There are many facets that one must understand of financial market and various institutions working in the system that comprises of financial markets, financial services, financial instruments etc. The program is set to equip students with the various concepts of the broad field.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Interpret the role and determinants of interest rates and interaction of interest rates with money supply.
2. Assess the various theoretical concepts underlying money and capital markets.
3. Analyze the working of various markets for securities (including debt markets, equity markets, derivative markets) and its role in financial markets.
4. Comprehend significant aspects of banking business.
5. Compare and contrast the various non-bank operations.

Prerequisite:

The prerequisite for this course is awareness about various financial services.

Course Content

Unit No	Description	Hrs.
1.	Overview of the Financial Environment: Role of Financial Markets and Institutions, Interest Rates, Interest Rates Change, effect of Interest Rates on Risk and Term structure, Functions of the Central bank, Monetary Policy.	06
2.	Debt Security Markets: Money Markets, Bond Markets, Mortgage Markets, Primary market: Process Issue of Capital, Regulations, Legalities, Pricing of Issue, Methods of Issue, Book-building, Road-show, Intermediaries: Commercial Banks, Development Banks, Custodians, Merchant Bankers, Issue Managers, Rating Agencies, etc. Rating Agencies, etc.	06





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3.	Equity Market: Stock Offerings and Investor Monitoring, Market Microstructure and Strategies, Basics of Pricing Mechanism, Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags, Stock Exchange Regulations, Stock Exchange Board, Stock Indices, Role of FIIs, MFs and Investment Bankers, Regulations for Primary Markets & Secondary Markets	06
4.	Derivative Security Markets: Financial Futures Markets, Options Markets, Swap Markets, Foreign Exchange Derivative Markets, Strike price, Interest rate, Time to expiration, Basic Option strategies	06
5.	Commercial Banking: Commercial Bank Operations, Bank Regulation, Bank Management, Financial Statement Analysis and Bank Performance Measurement	06
6.	Non-Bank Operations: Thrift Operations, Finance Company Operations, Mutual Fund Operations, Securities Operations, Insurance and Pension Fund Operations, their status, types, working and strategies for commercial viability..	06

References

Text Books:

- Madura Jeff, Financial Markets and Institutions, Cengage Learning

Reference Books:

- Frederic Mishkin, Stanley Eakins, Financial Markets and Institutions, Pearson
- Peter Howells, Keith Bain, Financial Markets and Institutions, Prentice Hall
- L. M. Bhole & Jitendra Mahakud, Financial Institutions & Markets, Tata McGraw Hill Education Pvt. Ltd.
- B. V. Pathak, The Indian Financial System, Pearson Education





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2053	Course Name : International Finance

L	T	P	Credits
3	-	-	3

Course Description:

An increase in international trade and the related flow of finance has contributed significantly to the importance of financial management beyond the domestic borders. In this course, student will learn that by understanding the financial decision-making framework from an international perspective, comprehending the global environment of business finance and being aware of the cultural variables of international business, are therefore paramount for today's financial manager as it provides skills that ensure the competent evaluation of alternatives and the making of objective decisions. This course provides students with knowledge of and competence in identifying the nature of foreign exchange risk and main types of foreign exchange exposure that company face, as well as in using main techniques of hedging foreign exchange risk.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the fundamental of international business, finance as well as international financial markets.
2. Apply the knowledge of exchange rate mechanism for decision-making.
3. Apply the risk management strategies in foreign exchange operations.
4. Discuss long term and short-term asset and liability management techniques used in international business.

Prerequisite:

The prerequisite for this course is awareness about fundamentals of financial management & its importance.

Course Content

Unit No	Description	Hrs.
1.	The International Financial Environment: Multinational Financial Management: An Overview, International Business Methods, International Monetary System, International Financial Institutions, Development Banks, Balance of Payments.	06
2.	The Foreign Exchange Markets: The Foreign Exchange Market, Types of Transactions, Exchange Rate Quotations, Determination of Exchange Rate in Spot Market and Forward Market. Different types of Arbitrage.	06
3.	Exchange Rate Mechanism: Derivative, Foreign Currency Futures, Foreign Currency Options, Conditions Theories of Foreign Exchange Rate Movement and International Parity.	06





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4.	Managing Foreign Exchange Exposure & Exchange Control Regulations: Management of Foreign Exchange Exposure, Techniques of covering risks, Internal and External. Export Credit Guarantee Corporation, EXIM Bank, Export Import Financing Mechanism, Buyers' Credit, Suppliers' Credit.	06
5.	Long Term Asset & Liability Management: Long Term Financing, Country Risk Analysis, Multinational Capital Budgeting.	06
6.	Short Term Asset & Liability Management: Payment Methods for International Trade, Trade Finance Methods And International Cash Management.	06

References

Text Books:

- Madhu Vij, International Financial Management, Excel Books

Reference Books:

- Jeff Madura & Roland Fox, International Financial Management, South-western Cengage publishing
- Cheol Eun & Burce Resnick, International Financial Management, Tata McGraw Hill Publication company ltd.
- P.G.Apte, International Financial Management, Tata McGraw Hill Publication company ltd.
- V.K.Bhalla, International Financial Management, Anmol Publications Pvt. Ltd.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2073	Course Name : Working Capital Management

L	T	P	Credits
3	-	-	3

Course Description:

This course examines the various components of working capital (cash, receivables, payables, inventory), how they interact with one another, and how they affect firm liquidity. It includes both theoretical and applied components. Practical applications are useful, but cannot be studied fruitfully without a sound knowledge of the underlying theory. Hence, there will be considerable emphasis on the theory. Numerical examples will be very important in illustrating the concepts and applications to be covered in this course.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate the importance of effective working capital Mgt.
2. Investigate funds flow cycles and their impact on working capital management objectives.
3. Formulate appropriate working capital management policies to achieve corporate objectives.
4. Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the shareholders' value.
5. Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.

Prerequisite:

Basic understanding of Financial Management.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Working Capital Management: Nature of Working Capital, Trade-Off between Profitability and Risk, Symptoms of Poor Working Capital Management, Working Capital Management Strategies	06
2.	Short Term Financing: Estimating Cost of Short Term Credit, Sources of Short Term Credit, Trade Credit, Credit Terms & Cash Discounts, Stretching on Trade Credit, Advantages of Trade Credit, Bank Credit, Line of Credit, Credit Terms, Transaction Loans Unsecured Sources: Commercial Paper, Credit Terms.	06
3.	Management of Cash: Cash Flow Process, Motives for Holding Cash, Cash Management Objectives & Decisions, Managing Collections & Disbursements, Determining the Appropriate Working Cash Balance, Planning Cash Management	06





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4.	Receivables Management: Concept, Credit & Collection Policies, Credit Terms, Benefits & Cost of Receivables Management, Control of Receivables - Collection Procedure, Monitoring of Receivables, Lines of Credit, Accounting Ratios, Credit Management through Credit Policy Variables.	06
5.	Inventory Management: Investing in Inventory, Deciding Optimum Level of Inventory, Inventory Carrying Cost, Objectives of Inventory Management, Benefits & Cost of Holding Inventories, Inventory Management Techniques & Process	06
6.	Management of Current Asset & Current Liabilities: Managing Current Assets, Risk Return Trade-Off from Investing in Current Assets, Managing the Firm's Current Liabilities, Risk Return Trade-Off from using Current Liabilities, Appropriate Level of Working Capital	06

References

Text Books:

- M. Y. Khan & P.K. Jain, Financial Management, Tata Mcgraw Hill Publishing Co. Ltd,

Reference Books:

- James Sagner, Working Capital Management: Applications and Case Studies, Wiley
- Masson, Dubos J, Clarke, Karen Sue, Short Term Finance & Working Capital Management -Ecommerce, Great River Learning.
- Prasanna Chandra, Financial Management, Tata McGraw-Hill Publishing Co. Ltd,





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGF2093	Course Name : Mergers, Acquisition and Corporate Restructuring	3	-	-	3

Course Description:

This course is designed to develop a solid understanding of commonly discussed and applied issues in merger and acquisitions (M&As). The topics covered in this course include the M&A process, methods of valuing a target firm, valuing synergies, the form of payment and financing, assessing the highly levered transaction, governance in M&A, and M&A negotiation. It also covers key theoretic and applied issues concerning revival of sick units and Corporate Restructuring deals. It will help to develop an in-depth understanding of how and when to apply the appropriate tools and skills to successfully complete a transaction.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify the key issues and concepts of mergers, acquisitions and Corporate Restructuring.
2. Analyze typical valuation strategies, pre and post-merger issues and challenges
3. Assess the funding alternatives available and the various aspects of financial restructuring in case of mergers, acquisitions.
4. Discuss the revival of sick units with special reference to the Law and its Procedure
5. Examine the impact of changing business scenario worldwide on Corporate Restructuring..

Prerequisite:

Basic understanding of Financial Management.

Course Content

Unit No	Description	Hrs.
1.	An Overview of Mergers, Acquisition and Corporate Restructuring: Various Forms of Business Alliances, Strategic Choice of Type of Business Alliance, Merger and Acquisition and Take-Over, Defining and Selecting Target, Pricing of Mergers Negotiation/Approach for Merger, Acquisition and Take-Over Contracting	06
2.	Valuation of Shares and Business: Implementation of Merger & Acquisition, Managing Post-Merger Issues, Legalities Involved in Merger, Acquisition & Take-Over, Introduction; Need and Purpose; Factors Influencing Valuation; Methods of Valuation of Shares; Corporate and Business Valuation.	06





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3.	Funding of Mergers and Takeovers: Financial Alternatives; Merits and Demerits; Funding through Various types of Financial Instruments including Equity and Preference Shares, Options, Funding through Financial Institutions and Banks; Rehabilitation Finance; Management Buyouts/Leveraged Buyouts	06
4.	Financial Restructuring: Reduction of Capital; Reorganization of Share Capital, Buy-Back of Shares – Concept and Necessity; Procedure for Buy-Back of Shares by Listed and Unlisted Companies	06
5.	Revival, Rehabilitation and Restructuring of Sick Companies: Sick Companies and Their Revival with special reference to the Law and Procedure relating to Sick Companies	06
6.	Changing World and Its Effect on Restructuring: Corporate Restructuring, Globalization; Dominance of Services Economy; Technological and Communication Advancement; Expansion of Financing Opportunities and Financial Innovations; Expanding Role of Professionals, Divestment and Abandonment.	06

References

Text Books:

- Chandrashekar Krishnamurti, S R Vishwanath, Mergers, Acquisitions and Corporate Restructuring, Sage

Reference Books:

- Patrick A. Gaughan, Mergers, Acquisitions, and Corporate Restructurings, Wiley
- D. Depamphilis, Mergers and Acquisitions Basics: All You Need To Know, Academic Press
- Michael E. S. Frankel, Mergers and Acquisitions Basics: The Key Steps of Acquisitions, Divestitures, and Investments, Wiley





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2110	Course Name : Behavioral Finance

L	T	P	Credits
3	-	-	3

Course Description:

This course is designed to provide an overview of an exciting new and fast growing area in finance, which takes as its premise that investment decision-making and investor behavior are not necessarily driven by 'rational' considerations but by aspects of personal and market psychology. Behavioral finance recognizes that our abilities to make complex financial decisions are limited due to the biases and errors of judgement to which all of us are prone. This course introduces cognitive biases, discusses the impact of such biases on the financial decision-making, and explores the behavior of individual investors, fund managers and corporate managers.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the basics of Conventional Finance.
2. Explain the cognitive biases and errors of judgment that affect financial decisions
3. Analyze behavioral influences involving individuals investment decisions
4. Evaluate behavioral influences involving corporate financial decisions
5. Discuss important developments in this new area and the associated practical insights.

Prerequisite:

The prerequisite for this course is awareness about the Personal Finance

Course Content

Unit No	Description	Hrs.
1.	Conventional Finance, Prospect Theory and Market Efficiency: Foundations of Conventional Finance: Expected Utility, Asset Pricing Theory and Market Efficiency, Prospect Theory, Framing and Mental Accounting, Limits to Arbitrage	06
2.	Behavioral Science: Heuristics and Biases, Overconfidence, Emotion, Anomalies and Investor Sentiment.	06
3.	Investor Behavior: Investor Behavior Stemming from Heuristics and Biases, Impact of Overconfidence on Investor Decision-Making, Emotion-Based Investor Behavior.	06
4.	Social Forces & Market Outcomes: Social Forces: Selfishness or Altruism, Social Forces and Behavior, Behavioral Explanations for Anomalies. Irrational Markets, Irrational Managers	06





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5.	Retirement, Pensions, Education, Debasing and Client Management: Understanding Retirement Saving and Investment Behavior and Improving De Pensions, Debiasing, Education and Client Management.	06
6.	Money Management: Money Management and Behavioral Investing, Neuro Finance and Trading	06

References

Text Books:

- Lucy Ackert, Richard Deaves, Behavioral Finance: Psychology, Decision-Making, and Markets

Reference Books:

- Michael M. Pompian, Behavioral Finance and Investor Types: Managing Behavior to Make Better Investment Decisions, Wiley
- Edwin Burton, Sunit N. Shah, Behavioral Finance: Understanding the Social, Cognitive, and Economic Debates, Wiley
- William Forbes, Behavioural Finance, Wiley
- James Montier, Behavioural Investing: A Practitioners Guide to Applying Behavioural Finance, Wiley





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2133	Course Name : Cost Analysis and Control

L	T	P	Credits
3	-	-	3

Course Description:

Cost analysis and control is an important part of accounting and finance. Its effects stretch to all departments and impact the organization's financial position. It covers a lot of cost concepts like job and batch order and absorption costing. The pinnacle of any cost management is activity-based costing which helps in making better decisions. Among these decisions are ones such as whether to drop or keep a product, make or buy, replace or keep a piece of equipment. Moreover, it also includes allocating costs of service departments internally. Also covered in this course are cost estimations and transfer pricing. The course will close with evaluating performance and a brief discussion on the balanced scorecard and managing scarce resources.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discover the importance of analyzing and managing costs
2. Explain Activity-Based Costing (ABC) and Activity-Based Management (ABM)
3. Justify the importance of process costing and cost allocation
4. Develop important tools for planning and decision making
5. Evaluate and manage performance through strategic cost management

Prerequisite:

Awareness about the fundamentals of cost accounting, methods of cost data determination and analysis.

Course Content

Unit No	Description	Hrs.
1.	Cost Terms & Concepts: Cost Objects, Direct & Indirect Costs, Period & Product Costs, Cost Estimation & Cost Behavior, Relevant & Irrelevant Costs and revenues, Avoidable & Unavoidable Costs, Sunk Costs, Opportunity Costs, Incremental & Marginal Costs	06
2.	Cost Accumulation for Inventory Valuation and Profit Measurement: Cost assignment for direct and indirect costs, Job Costing System, Process Costing System, Normal Loss & Abnormal Loss in Process Costing System, Joint and By-Product Costing, Income effects of alternative cost accumulation systems.	06
3.	Cost Analysis for Decision-Making: Cost-Volume-Profit Analyses, Fixed Cost Function, Break Even Analysis, Margin of Safety, Cost Estimation and Cost Behavior, Cost estimation methods	06





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4.	Activity Based Costing: Activity Based Costing, Types of cost systems, Comparison of traditional and ABC System, Volume based & non, volume based cost drivers, Activity hierarchies, Activity Based Costing Profitability Analysis	06
5.	Pricing Decisions & Profitability Analysis: Role of cost information in pricing decisions, Price setting under short run pricing decisions, long run pricing decisions, short run product mix decisions, long run product mix decisions, Cost Plus Pricing	06
6.	Relevant Cost Analysis Decisions: Relevant Cost, Irrelevant Costs, Committed Cost, Absorbed Cost, Situations where fixed costs become relevant for decision making and its related implications, Target Costing, Life Cycle Costing, Kaizen Costing.	06

References

Text Books:

- Colin Drury, Cost & Management Accounting, Cengage Learning Publication

Reference Books:

- Charles T. Horngren, Shrikant M. Datar, George Foster, Madhav V. Rajan, Christopher Ittner, Cost Accounting, Pearson Publication
- M. Y. Khan & P. K. Jain, Cost Accounting & Financial Management, The Mc Grawhill Publication
- Ravi Kishore, Cost Management, Taxmann's Publications
- Edward Blocher, Cost Management: A Strategic Emphasis, McGraw-Hill Medical Publishing





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGF2153	Course Name : Security Analysis & Portfolio Management

L	T	P	Credits
3	-	-	3

Course Description:

The objective of this course is to provide the foundation for the analysis of securities and successful management of investment portfolios.

This course focuses on risk and return relationship, securities market and various fundamental & Technical analysis for analyzing securities, bond analysis. It also covers the basics of portfolio management such as portfolio selection and CAPM, APT theory for taking investment decision. Class will focus on both the academic theories underlying the management of portfolios and the practical aspects of investment management.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Comprehend fundamental concepts of security analysis and portfolio management.
2. Analyze the role of stock exchange and financial intermediaries in investment management.
3. Evaluate risk and return in different investment avenues
4. Apply fundamental and technical analysis in portfolio management.
5. Prepare and evaluate performance of different investment portfolios.

Prerequisite:

Awareness about various types of financial instruments.

Course Content

Unit No	Description	Hrs.
1.	Market for Securities: Investment versus Speculation, Investment Process, Investment Categories, Market & Their Functions, Institutional Investors & Changing Markets	06
2.	Risk and Return: Security Returns, Risk in Traditional Sense, Systematic & Unsystematic Risk, Risk in Contemporary Mode, Using Beta to Estimate Return, Calculation of Expected Risk & Return	06
3.	Unit-III: Security Analysis: Economic Analysis, Industry Analysis, Company Analysis: Measuring Earnings, Forecasting Earnings, Applied Valuation, Fundamental Analysis: Random Walk, the Efficient Market Hypothesis, Technical Analysis	06
4.	Bond Analysis:	06





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	Strategic Role of Bonds, The Markets for Debt Securities, Government Bonds, Corporate Bond Market, Specialized Bonds, Bond Returns & Prices, Preferred Stock Valuation, Unsystematic Risk, Bond Management Strategies	
5.	Portfolio Selection: Portfolio Analysis, Markowitz Risk-Return Optimization, Portfolio Selection and Diversification, Simple Sharpe Portfolio Optimization, Significance of Beta in the Portfolio	06
6.	Portfolio Management: Capital Market Theory, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory, Classification of Managed Portfolios, Management Performance Evaluation, Mutual Fund as an Investment.	06

References

Text Books:

- Donald E. Fischer, Security Analysis and Portfolio Management, Pearson Education,

Reference Books:

- S. Kevin, Security Analysis & Portfolio Management, PHI Learning
- Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann, Modern Portfolio Theory and Investment Analysis, Wiley
- Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt, Portfolio Management for New Products
- Suyash N Bhatt, Security Analysis and Portfolio Management, Wiley
- Prasanna Chandra, Investment Analysis and Portfolio management, Tata Mcgraw Hill Education Private Limited





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Business Analytics

Sr. No.	Course Code	Course Name
1	MGB2013	Marketing Analytics
2	MGB2033	HR Analytics
3	MGB2053	Core Python Programming
4	MGB2073	R Programming
5	MGB2093	Financial Analytics
6	MGB2113	Data Mining
7	MGB2133	Business Intelligence





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2013	Course Name : Marketing Analytics

L	T	P	Credits
3	-	-	3

Course Description:

Marketers want to understand and forecast how customers purchase products and services and how they respond to marketing initiatives. This course will make students learn how analytics help businesses drive marketing to maximize its effectiveness and optimize return on investment (ROI). The course will focus on developing marketing strategies and resource allocation decisions driven by quantitative analysis. The course will use a combination of cases, lectures, and a hands-on project to develop these skills.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply marketing theories to given research problems and types of customer data.
2. Critically evaluate business problems and of determine the most appropriate analytical technique
3. Design an appropriate course of action based on empirical evidence.
4. Formulate and communicate marketing research findings for decision-making.

Prerequisite:

Basic understanding of marketing, advance excel and quantitative analysis.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Marketing Analytics: Marketing Analytics- Basics, importance and application areas, Marketing planning process, types of analytics in marketing, Data driven decision-making.	06
2.	Measuring customer expectation: Customer Life time value and its applications, Conjoint Analysis- product, Attributes, levels, full profile conjoint analysis, Logistic Regression- logistic regression model, maximum likelihood estimate of logistic regression model, multivariate regressions	06
3.	Designing Marketing Experiments: Understanding Experimental Designs, Designing basic experiments, before after experiments, designing full factorial web experiments, and analyzing.	06
4.	Forecasting New Product Sales: 'S' Curves to forecast sales of a new product- examining 'S' curve, fitting the Pearl or logistic Curve, Fitting an S curve with seasonality, Bass Diffusion Model	06





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5.	Branding and Retailing: Brand and Brand Architecture, Brand Value, Market Basket Analysis and lift, calculating break even and projecting lift.	06
6.	Advertising: Measuring the effectiveness of advertising, Media Selection models. Marketing research tools- Multidimensional scaling and ANOVA	06

References

Text Books:

- Winston Wayne L. Marketing Analytics, John Wiley & Sons Inc,

Reference Books:

- Grigsby Mike, Marketing Analytics, Kogan Page Ltd.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2033	Course Name: HR Analytics	3	-	-	3

Course Description:

This course will serve as an introduction to Human Resource Analytics. This course explores the use of analytics within the Human Resource discipline, through guest speakers and class case studies, HR Analytics will specifically focus on the applied methods and techniques with an output orientation for improving the human resource functions in large-scale organizations. The frameworks, models, and hands-on analytical approaches will equip the participants with developing the SMART (specific, measurable, attainable, reliable, and time bound) targets and identifying business contributions of the HR function.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain basic concepts of HR Analytics
2. Apply Data Analytic techniques using software packages
3. Identify and use key HR Metrics.
4. Forecast budget numbers for HR costs
5. Measure workforce productivity and performance
6. Explore and visualize data

Prerequisite:

Basic understanding of Human Resources and Excel.

Course Content

Unit No	Description	Hrs.
1.	Introduction to HR Analytics: Basics of HR Analytics: Concept and Evolution of HR Analytics & data sources, HCM :21Model. Use of workforce analytics to improve decision making. Analytics and Prediction.	06
2.	HR Metrics and predictive analytics: Importance of HR Analytics. Data Analytic techniques using software packages. Future of Human Resource Analytics.HR Metrics and HR Analytics; Intuition VS analytical thinking.	06
3.	Creating business understanding for HR initiatives: Workforce segmentation and search for critical job roles; Statistical driver analysis, association and causation; Linking HR measures to business results; choosing the right measures for scorecards; Identifying and using key HR Metrics.	06
4.	Forecasting budget numbers for HR costs: Workforce planning including internal mobility and career pathing; training and	06





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	development requirement forecasting and measuring the value and results of improvement initiatives; optimizing selection and promotion decisions	
5.	Predictive modelling in HR: Employee retention and turnover; workforce productivity and performance; scenario planning.	06
6.	Communicating with data and visuals: Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency; Using historical data; Data exploration; Data visualization; Association between variables; Insights from reports; Root cause analysis of HR issues	06

References

Text Book:

- Jac Fitz-Enz , The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, Amacom.
- Gene Pease, Boyce Byerly and Jac Fitz-enz, Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset, John Wiley & Sons

Reference Book:

- The New HR Analytics: Predicting the Economic Value of Your Companys Human Capital Investments: Predicting the Economic Value of Your Company's Human Capital Investments Hardcover, Jacfitz-Enz





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2053	Course Name: Core Python Programming

L	T	P	Credits
3	-	-	3

Course Description:

This course is an introduction to the Python programming language for students without prior programming experience. We cover data types, control flow, object-oriented programming. Python is a language with a simple syntax, and a powerful set of libraries. It is an interpreted language, with a rich programming environment, including a robust debugger and profiler beneficial for students. While it is easy for beginners to learn, it is widely used in many scientific areas for data exploration.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Create and execute Python programs
2. Express different Decision-Making and Control statements and Functions
3. Describe the Numbers, Math functions, Strings, List, Tuples and Dictionaries in Python
4. Interpret Object oriented programming in Python
5. Summarize different File handling operations

Prerequisite:

Basic understanding of Computer Programming Terminologies

Course Content

Unit No	Description	Hrs.
1.	Introduction, Data Types, and Operators: History, Features, setting up path, Working with Python, Basic Syntax, Variable and Data, Types, Operators.	06
2.	Looping and Control Statements: If, If- else, Nested if-else, For, While, Nested loops, Break, Continue, Pass	06
3.	String Manipulation and Lists: Accessing Strings, Basic Operations, String slices, Function and Methods, accessing list, Operations, Working with lists, Function and Methods, Python Classes and Objects, Inheritance.	06
4.	Tuple and Dictionaries: Accessing tuples, Operations, Working, Functions and Methods, accessing values in dictionaries, Working with dictionaries, Properties, Functions	06
5.	Functions and Modules: Calling a function, Types of functions, Function Arguments, Anonymous	06





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	functions, Global and local variables, Importing module, Math module, Random module, Packages, Composition	
6.	Input-Output and Exception Handling: Printing on screen, Reading data from keyboard, Opening and closing file, Reading and writing files, Functions, Exception, Exception Handling, Except clause, Try, finally clause, User Defined Exceptions	06

References

Text Books:

- R. Nageswara Rao, Core Python Programming, second edition, Dreamtech Press.

Reference Books:

- Ashok Namdev Kamthane, Amit Ashok Kamthane, Programming and Problem Solving with Python, Edition: 1, 2017, Mcgraw Hill.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2073	Course Name: R Programming

L	T	P	Credits
3	-	-	3

Course Description:

This course will teach students how to develop workflows going from raw data to graphics and statistical analysis, using the programming language and statistical environment 'R'. Over the period of course of the semester, students will learn the skills to write scripts to automate data formatting and analysis, making their studies replicable.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Access online resources for R and import new function packages into the R workspace
2. Import, review, manipulate and summarize data--sets in R
3. Explore data--sets to create testable hypotheses and identify appropriate statistical tests
4. Apply appropriate statistical tests using R
5. Create and edit visualizations with R

Prerequisite:

Basic understanding of Computer Programming Terminologies

Course Content

Unit No	Description	Hrs.
1.	Introduction to the R language: SAS versus R - R, S, and S-plus, Obtaining and managing R, Objects, types of objects, classes, creating and accessing objects - Arithmetic and matrix operations, Introduction to function	06
2.	Working with R: Reading and writing data, R libraries, Functions and R programming, the if statement, looping: for, repeat, while, writing functions, function arguments and options	06
3.	Graphics: Basic plotting, Manipulating the plotting window, Advanced plotting using lattice library, Saving plots	06
4.	Standard statistical models in R: Model formulae and model options, Output and extraction from fitted models, Models considered: Linear regression: lm() , Logistic regression: glm() , Linear mixed models: lme()	06
5.	Advanced R: Data management (importing, sub setting, merging, new variables, missing data etc.) Plotting, Loops and functions, Migration SAS to R- Plotting and Graphics in R - Writing R functions,	06





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6.	Optimizing R code: Bioconductor, analysis of gene expression and genomics data. More on linear models, Multivariate analysis, Cluster analysis, dimension reduction methods (PCA).	06
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References

Text Books:

- Peter Dalgaard. Introductory Statistics with R (Paperback) New York.
- W. N. Venables and B. D. Ripley. Modern Applied Statistics with S. Springer.

Reference Books:

- Andreas Krause, Melvin Olson. The Basics of S-PLUS. 4th edition. Springer-Verlag, New York.
- Jose Pinheiro, Douglas Bates. Mixed-effects models in S and S-PLUS SpringerVerlag, Berlin.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2093	Course Name: Financial Analytics	3	-	-	3

Course Description:

Financial analytics course blends easy-to-use statistical tools with complex machine learning tools and algorithms to equip the participants with the requisite skill set in analyzing data. This course is full of hands-on exercises to get an in-depth understanding of advanced techniques that can help the participant to solve complex financial problems in an easy and structured way. Financial analytics helps in combining internal and external financial information by using social media and big data to provide predictive insights. Whether it is with respect to stock market prediction or customer profitability, finance analytics enables to provide a direction in predicting all.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand different entities and products in the financial markets.
2. Apply techniques for selecting investment avenues from different securities or asset classes.
3. Demonstrate Analytical Skills to calculate Bond yields to make an investment decision.
4. Analyse real-life proposals for financial investment in a meaningful manner.
5. Compare the currency exchange rates among different currency pairs.

Prerequisite:

Working knowledge of MS Excel and any statistical package is desirable.

Course Content

Unit No	Description	Hrs.
1.	Entities in Stock Market & their roles: Stock Exchanges (For retail as well as Institutions CCIL), Participants & their roles, Retail, Institutions Regulators & their roles, Intermediaries, Brokers, Depositories, Clearing corporations of exchanges etc.	06
2.	Basics of Market and Product Structure: Primary market and Secondary market, IPO process, Private Placements for Stocks as well as Bonds, Primary market for Government Securities (G Secs as well as T Bills)- RBI auction process for Government Securities and Secondary market trading for Government Securities, Spot/Cash Market, Derivatives Market, Options payoff graphs	06
3.	Introduction to Securities/Asset classes: Basic concepts of all asset classes: Equities, Bonds, Currency, Commodities, Money Market Securities	06





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4.	Equity and Equity Derivatives: Meaning of Equity/ Stocks, Primary market and Secondary market i.e. Spot/ Cash market of Equity, Equity Derivatives- Concept, Terminologies, Trading parameters/ Specifications	06
5.	Bonds: Bonds- concept and classification, Government Securities market, Corporate Bonds market, Money market Securities, Primary market structure for both G- Sec as well as Corporate bonds, Secondary market structure for both G-Sec as well as Corporate Bonds, Terminologies-Coupon, Price, Yield and relationship between price and yield, Yield calculation methods- Current yield, Yield to maturity	06
6.	Currency/ Forex Market: Introduction to forex market, Currency pairs, Spot and derivative market	06

References

Text Book:

- M Y Khan and P H Jain, Management accounting, McGraw hill.

Reference Book:

- Palepu Healy and Bernard: Business analysis & valuation, South western college publication.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2113	Course Name: Data Mining	3	-	-	3

Course Description:

Data Mining is a dynamic and fast growing field at the interface of Statistics and Computer Science. The emergence of massive datasets containing millions or even billions of observations provides the primary impetus for the field. Such datasets arise, for instance, in large-scale retailing, Telecommunications, Astronomy, Computational Biology, and internet commerce. The analysis of data on this scale presents exciting new computational and statistical challenges. This course will provide an overview of current research in data mining

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss basic concept of Data Mining
2. Identify appropriate data mining algorithms to solve real world problems
3. Compare and evaluate different data mining techniques like classification, prediction, clustering and Association Rule Mining
4. Describe complex data types with respect to spatial and web mining.

Prerequisite:

Basic understanding of Data Analytic techniques.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Data Mining, Big Data, Data Science, Core Ideas in Data Mining- Classification, Prediction Association Rules and Recommendation Systems, Predictive Analytics, Data Reduction and Dimension Reduction, Data Exploration and Visualization, Supervised and Unsupervised Learning	06
2.	Data mining process: The Steps in Data Mining, Preliminary Steps, Organization of Datasets, Predicting Home Values in the West Roxbury Neighborhood, Loading and Looking at the Data in R Sampling from a Database, Oversampling Rare Events in Classification Tasks, Preprocessing and Cleaning the Data, Predictive Power and Overfitting, Creation and Use of Data Partitions.	06
3.	Data Visualization: Uses of Data Visualization, Basic Charts: Bar Charts, Line Graphs, and Scatter Plots, Distribution Plots: Boxplots and Histograms, Heat maps: Visualizing Correlations and Missing Values, Multidimensional Visualization, Adding	06





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	Variables: Color, Size, Shape, Multiple Panels, and Animation, Manipulations: Rescaling, Aggregation and Hierarchies, Zooming, Filtering, Reference: Trend Lines and Labels, Scaling up to Large Datasets, Multivariate Plot: Parallel Coordinates Plot, Interactive Visualization, Specialized Visualizations, Visualizing Networked Data, Visualizing Hierarchical Data: Tree maps, Visualizing Geographical Data: Map Charts.	
4.	Dimension Reduction: Practical Considerations, Data Summaries-Summary Statistics, Aggregation and Pivot Tables, Correlation Analysis, Reducing the Number of Categories in Categorical Variables Converting a Categorical Variable to a Numerical Variable, Principal Components Analysis, Normalizing the Data, Using Principal Components for Classification and Prediction, Dimension Reduction Using Regression Models, Dimension Reduction Using Classification and Regression Trees	06
5.	Prediction and classification methods: Multiple Linear Regression, k-Nearest Neighbors (kNN), The Naive Bayes Classifier, Classification and Regression Trees, Logistic Regression.	06
6.	Cluster Analysis: Introduction, Measuring Distance Between Two Records, Euclidean Distance, Normalizing Numerical Measurements, Other Distance Measures for Numerical Data, Distance Measures for Categorical Data, Distance Measures for Mixed Data, Measuring Distance Between Two Clusters Minimum Distance, Maximum Distance.	06

References

Text Book:

- Galit Shmueli Peter C. Bruce Inbal Yahav Nitin R. Patel Kenneth C. Lichtendahl, Jr., Data mining for business analytics Concepts, Techniques, and Applications in R, Wiley.

Reference Book:

- Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers.





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Class:- Second Year M.B.A.	Semester- III
Course Code : MGB2133	Course Name: Business Intelligence

L	T	P	Credits
3	-	-	3

Course Description:

This course provides an introduction to the concepts of business intelligence (BI) as components and functionality of information systems. It explores how business problems can be solved effectively by using operational data to create data warehouses, and then applying data mining tools and analytics to gain new insights into organizational operations. Detailed discussion on the analysis, design and implementation of systems for BI, that include: the differences between types of reporting and analytics, enterprise data warehousing, data management systems, decision support systems, knowledge management systems, big data and data/text mining is studied.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain role of mathematical models in business intelligence
2. Describe link between strategy and business analytics
3. Apply various statistical methods on available data
4. Design physical database
5. Apply Business Intelligence System in various areas of management.

Prerequisite:

Basic understanding basic business concepts.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Business Intelligence: definition, concept and need for Business Intelligence, Case studies BI Basics: Data, information and knowledge, Role of Mathematical models	06
2.	Analytics Strategy: Business Analytics at the strategic level: Strategy and BA, Link between strategy and Business Analytics, BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic resource.	06
3.	Data Mining: Business Analytics at Analytical level : Statistical data mining, descriptive Statistical methods, lists, reports, automated reports, hypothesis driven methods, data mining with target variables, cluster analysis, Discriminate analysis, logistic regression, principal component analysis.	06





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4.	Data Warehousing: Business Analytics at Data Warehouse Level, Designing physical database, Deploying and supporting DW/BI system	06
5.	Business Intelligence: Business Intelligence Architectures: Cycle of Business Intelligence Analysis, Development of Business Intelligence System, spread sheets, concept of dashboard, CLAP, SQA, decision engineering. BI Tools: Concept of dashboard.	06
6.	BI and Data Mining Applications: Applications in various sectors, Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical	06

References

Text Book:

- Turban, Sharda, Decision Support and Business Intelligence Systems, Delen, Pearson.

References:

- Olivia Parr Rud, Business Intelligence Success Factors Tools for aligning your business in the global economy, John Wiley and Sons.
- Steve Williams and Nancy Williams, The Profit impact of Business Intelligence, Morgan Kauffman Publishers! Elsevier.





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Operations Management

Sr. No.	Course Code	Course Name
1	MGO2013	Materials Management & Inventory Control
2	MGO2033	Operations Planning and Control
3	MGO2053	Global Operations Strategy
4	MGO2073	Managing Six Sigma
5	MGO2093	Purchase Management
6	MGO2113	Lean Manufacturing System
7	MGO2133	Maintenance Management
8	MGO2153	Manufacturing Systems Management





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGO2013	Course Name : Materials Management & Inventory Control	3	-	-	3

Course Description:

Material Management course make understand about organizing and coordinating all management functions that are responsible for every aspect of materials, storage and transformation. The course enable students to understand the concept of Material Management and various issues relating to Inventory Control, such as identification, classification, codification and standardization of materials, managing stores , inventory control decisions , make or buy decisions etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze need & importance of materials management in a firm.
2. Apply methods of classification, codification, specifications & standardization of materials.
3. Manage different issues relating to stores department.
4. Take decisions relating to inventory control by using different techniques.
5. Demonstrate the role and importance value analysis.
6. Take make or buy decisions relating to materials management.

Prerequisite:

Basic understanding of operations management, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Materials Management: An Overview: Management of Material Resource, Objectives of Materials Management, Activities of Materials Management, Need & Importance, Integrated systems approach to materials management, Desirable qualities of Materials Manager	06
2.	Classification, Codification, Specifications & Standardization of Materials: Need for Classification & Identification of Materials, Methods of Classification, Nature of Codification, Codification Systems, Objective of specification, Categories of Specification, Standardization, Levels of Standards, Benefits of Standardization	06
3.	Managing Stores: Stores Management, centralized vs. Decentralized Storing, Function of Stores, Types of Stores, Storage Equipment's, Selection of equipment's, Materials Handling System, Principles of Materials Handling, Material Handling Equipment's	06





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4.	Inventory Control Decisions: Objectives of Inventory Management, Anticipation Inventory, Fluctuation Inventory, Lot Size Inventory, Transportation Inventory, Hedge Inventory, Inventory Costs, Inventory Control Models, Deterministic Models & Probabilistic Models, Selective Inventory Control	06
5.	Value Analysis: Value Analysis, Value Analysis applied to purchase, Value analysis techniques, Identification of Low Value Areas, Value Analysis Job Plan, Function Analysis System Technique (FAST), Role of creativity in Value Analysis	06
6.	Make or Buy Decisions and Managing Material Waste: Make or Buy decision, A strategic issue, Factors determining Make or Buy or Outsource Decision, Cost Considerations, Business Process Outsourcing. Waste as an Indicator of materials productivity, SOS Management: Concept of Dead Stock, Waste Recycling, Reverse Supply Chain	06

References

Text Books:

- J. R. Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Introduction to Materials Management, Pearson Prentice Hall India Publications

Reference Books:

- Prem Vrat, Materials Management-An Integrated Systems Approach, Springer Publications (India) New Delhi.
- Richard J. Tersine, Principles of Inventory and Materials Management, Prentice Hall India Publications.
- K. Datta, Materials Management- Procedures, Text & Case, PHI Learning Private Ltd., New Delhi
- K. Chitale & R. C. Gupta, Materials Management – Text & Cases, PHI Private Ltd., New Delhi





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGO2033	Course Name : Operations Planning and Control

L	T	P	Credits
3	-	-	3

Course Description:

Planning and control are the two important components of the management process. Operations planning and control is a tool, which coordinates all the manufacturing activities in a production system. Operations planning starts with the analysis of the given data (i.e. demand for products, delivery schedule etc.) and on the basis of the information available, a scheme of utilization of firm's resources like machines, men and materials are worked out to obtain the target in the economical way. Once the plan is prepared, then the operations are performed in line with the details given in the plan. Operations control comes into action if there is any deviation between the actual and planned. The corrective action is taken to achieve the targets as per the plan by using control techniques.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze need & importance of operations planning and control in a firm.
2. Forecast demand of the products by applying various methods of demand forecasting.
3. Apply aggregate planning and master production scheduling for taking managerial decision.
4. Analyze the need & importance of resource requirements planning.
5. Take decisions based on materials requirement planning & resource requirements planning.

Prerequisite:

Basic understanding of operations management, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Unit I Overview of Operations Planning and Control: Production Planning, Steps involved in Production Planning, Production Control, Main Functions of Production Planning & Control, Production Procedure, Production Systems & PPC	06
2.	Forecasting Fundamentals: Need & significance of Demand Analysis and Forecasting, selecting a forecasting technique, Purpose of forecast, Types of users, Desired accuracy, Qualitative Forecasting Techniques, Quantitative Forecasting Techniques, Time Series Analysis, Trend Analysis, Cyclical Variations, Seasonal effects, Random Fluctuations, Moving Average	06
3.	Aggregate Planning and Master Production Scheduling (MPS): Aggregate Planning, Inputs & Outputs for Aggregate Planning, Importance of Aggregate Planning, Master Production Scheduling, Functions of MPS, Procedure for Developing Master Production Scheduling	06





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4.	Materials Requirement Planning (MRP): Requirement Planning concepts, Bill of Materials (BOM), Product Structures, Inventory Planning Systems, Lot Size Decision Policies, Buffer Stock in Requirement Systems, Capacity Requirement Planning	06
5.	Resource Requirements Planning: Resource Requirements Planning, Material Requirement Planning (MRP), MRP System, Capacity Requirement Planning, Types of Capacity, Capacity Planning, Line Balancing, Planning Versus Execution	06
6.	Process Planning & Control: Process Planning, Factors affecting on Process Planning, Steps in Process Planning, Application of BEA in the choice of machines or process, Machines Requirements	06

References

Text Books:

- James L. Riggs, Production System: Planning, Analysis and Control, Wileyindia Publications.

Reference Books:

- Vollman, Berry, Whybark & Jacobs, Manufacturing Planning & Control for Supply Chain Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
- Spyras Makridakis, Steven Wheel Wright, Rob. Hyndman, Forecasting (Methods and Application), Wileyindia Publications.
- Elwood S. Buffa and Rakesh K. Sarin, Modern Production / Operations Management, Wileyindia Publication.
- J. R. Tony Arnold, Stephen N. Chapman, Lloyd M. Clive Introduction to Materials Management, Pearson Prentice Hall India Publications.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGO2053	Course Name : Global Operations Strategy	3	-	-	3

Course Description:

This course focus on role and importance of operations strategy, different models relating to operations strategic management, competency based operations strategy, resource based operations strategy, process based operations strategy etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Emphasize the key role of operations strategies in bringing about the growth and profitability of organizations.
2. Apply different models in relation with operations strategies.
3. Describe different key drivers used for global operations.
4. Apply competency based, resource based and process based operations strategies.

Prerequisite:

Basic understanding of operations management, strategic management.

Course Content

Unit No	Description	Hrs.
1.	Operations Strategy: Business Strategy, Role, Importance and Development of Operations strategy, Competitive Priorities, Translating Competitive Priorities into Production Requirements, performance objectives and its change over time, Tradeoffs, Targeting and operations focus	06
2.	Rationale behind Operational Globalization: Basic Theories, Dunning's OLI Framework, Porter's Five Forces Framework, Kogut's Comparative and Competitive Advantage Framework, Porter's Configuration - Coordination Framework, Bartlett and Ghoshal's Globalization - Localization Framework	06
3.	Drivers for Global Operations: Drivers for Global Manufacturing and Sustainable Global Operations, Benefits of Global Operation: Cost Reduction, Knowledge Generation and Acquisition, Competitive Leverage, Customer Satisfaction. Social and Environmental Value Creation, Risk Mitigation - Natural, Economic, Political, Social, Ethical, and Environmental	06
4.	Competency based Operations Strategy: Competencies: Operational, Cost, Flexibility, Quality, Time, Quality-Based Global Operations Strategy, Time-Based Global Operations Strategy,	06





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	Approaches to Achieve Value-Based Competency.	
5.	Resource based Operations Strategy: Resource and Competitive Advantage, Global Resource Size Management, Global Resource Type Management, Resource Flexibility in Production Input, Resource Flexibility in Production Capacity, Global Location Strategy, Global Dynamic Capacity Management, Dynamic Capacity and Capability Lifecycles, Dynamic Capacity Models.	06
6.	Process based Operations Strategy: Global Business Processes, Business Process Design, Global Supply Chain Strategy, Global Sourcing Strategies, Global Distribution Strategies, Global Revenue Management Strategy, Global Technology Strategy, Global Product Development (GPD) Strategies, Kleindorfer's Operational Risk Management	06

References

Text Books:

- Yeming Gong, Global Operation Strategy, Fundamentals and Practice, Springer.

Reference Books:

- Nigel Slack and Michael Lewis, Operations by Strategy, Pearson education.
- R. Panneerselvam, Production & Operation Management, PHI Publications.
- Karl T. Ulrich & Steven D. Eppinger, Product Design and Development, McGraw Hill Indian Edition.
- Elwood S. Buffa and Rakesh K. Sarin, Modern Production / Operations Management, Wileyindia Publication.





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Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester- III
Course Code : MGO2073	Course Name : Managing Six Sigma

L	T	P	Credits
3	-	-	3

Course Description:

Six Sigma is a highly disciplined process that helps us focus on developing and delivering near-perfect products and services. The word is a statistical term that measures how far a given process deviates from perfection. The central idea behind Six Sigma is that if you can measure how many “defects” you have in a process, you can systematically figure out how to eliminate them and get as close to “zero defects” as possible.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the concept & philosophy of Six Sigma.
2. Apply quality function deployment techniques for creating customer driven organization.
3. Manage six sigma teams for achieving better results.
4. Apply different tools & techniques for managing Six Sigma.
5. Manage risk involved in the six-sigma projects.

Prerequisite:

Basic understanding of operations management, production activity, production process, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Building Six Sigma Infrastructure: Six Sigma, An Introduction, Six Sigma philosophy, Change Imperative, Change agents and their effects on organizations, Infrastructure, Six Sigma deployment and management, Six Sigma organizational roles and responsibilities, Selecting the “Belts”	06
2.	Creating Customer-Driven Organizations: Elements of Customer and market driven enterprise, Importance of Surveys and Focus groups in attaining Six Sigma, Customer expectations through Kano model, Quality Function Deployment (QFD) & its use in linking Six Sigma projects to strategies	06
3.	Six Sigma Teams: Six Sigma teams, Process improvement teams, Team dynamics management, Facilitation techniques, Facilitating the group task process, Facilitating the group maintenance process, Team performance evaluation, Team Recognition and reward.	06





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4.	Six Sigma Tools and Techniques: DMAIC, DMADV and learning models, Problem Solving Tools, Process mapping, Cycle time reduction through cross-functional process mapping, Flow charts, check sheets, Process check sheets, Defect check sheets, Pareto analysis, Cause and effect diagrams.	06
5.	Managing Six Sigma Projects: Project planning, Feedback loops, Performance measures, Gantt charts, Typical DMAIC project tasks and responsibilities, Resource conflicts, Project management implementation, Short-term (tactical) plans, Cross- functional collaboration, Continuous review and enhancement of quality process.	06
6.	Risk Assessment: Reliability analysis, Risk assessment tools, Fault free analysis, Safety analysis, Failure mode and Effect Analysis (FMEA), FMEA process, Statistical tolerance.	06

References

Text Books:

- Thomas Pyzdek & Paul A. Keller, The Six Sigma Handbook (A Complete Guide for Green Belts.
- Black Belts and Managers at all levels), McGraw Hill Education, New Delhi.

Reference Books:

- Michael L. George, Lean Six Sigma: Combining Six Sigma Qualities with Lean Production, McGraw Hill Education.
- Jerry Kershen & Pourya Rahbar, Lean Six Sigma: Value Stream Mapping: Simplified Beginner's Guide to Eliminating Waste and Adding Value with Lean Audible – Unabridged, McGraw Hill Education.
- Kimberly Watson - Hemphill, Innovating Lean Six Sigma: A Strategic Guide to Deploying the World's Most Effective Business Improvement Process, McGraw-Hill Education.
- Joe Bronski , Francesco Iannello, Lean: Lean Bible - Six Sigma & 5S, Create Space Independent Publishing Platform.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGO2093	Course Name : Purchase Management	3	-	-	3

Course Description:

Purchasing is an important function of materials management. The success of any manufacturing activity is largely dependent on the procurement of raw materials of right quality, in the right quantities, from right source, at the right time and at right price. The basic objective of the purchasing function of management is to ensure continuity of supply of raw materials, sub-contracted items and spare parts and to reduce the ultimate cost of the finished goods. This course focuses on different aspects of purchase management.

Course Learning Outcomes:

- After successful completion of the course, students will be able to,
1. Analyze the Role & Importance of purchase management in a firm.
 2. Apply different criteria for vendor analysis & selection.
 3. Apply different purchase strategies for achieving better results.
 4. Describe the role & importance of buyer – seller relationship.
 5. Evaluate various modern purchase practices.

Prerequisite:

Basic understanding of operations management, materials management, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Purchase Management: Purchase Function, Purchasing Objectives, Trends within Purchasing Management, Purchasing Management and Corporate Strategies, Centralization vs. Decentralization, Purchasing Methods	06
2.	Purchasing Cycles & Vendor Analysis: Purchasing Cycle, Vendor Development & Evaluation of Sources, Purchase Requisition, Selection of Potential Sources, Product Specification, Tender Enquiries / Proposals- RFP, RFI & RFQ, Vendor Analysis, Factors used to analyze supplier performance, Evaluation Criteria	06
3.	Purchasing Strategies: Purchase strategic planning, Influencer of corporate conditions & environment factors, Re - engineering of purchase function, Early Supplier Analysis (Involvement), Reduction of Cycle Time, Role of purchasing in developing new/alternate materials and equipment's	06





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4.	Buyer- Seller Relationship: Introduction, Transactional Relationship, Collaborative Relationship, Alliance Relationship, Merits & Demerits of Buyer, Seller Relationship, Selection of type of relationship, Effective relationship with suppliers, benchmarking supplier feedback	06
5.	Negotiations for Purchasing: Negotiations for Purchasing, Phases of Negotiations, Pre - negotiation Problems, Potential areas for Negotiations, Strategies for conduct of Negotiations, Negotiation with International Vendors, Contract / Purchase Orders, Purchase Order Execution, Types of Purchase Orders	06
6.	Modern Purchase Practices: JIT Purchasing, Green Purchasing, Supplier Partnership, External Resource Management, TQM practices in purchasing, E-purchasing & its Process, Zero Defects Concept.	06

References

Text Books:

- Ehap H. Sabi, Arun Gupta, Michael Beitler, Purchase Order Management Best Practices: Process, Technology, and Change Management, J. Ross

Reference Books:

- Arjan J. Weele, Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice, Cengage Learning Publications
- J. R. Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Introduction to Materials Management, Prentice Hall India Publications
- Richard J. Tersine, Principles of Inventory and Materials Management, Prentice Hall India Publications.
- Prof. Jhamb L.C., Purchase Management, Everest Publishing House.
- Sharif, Materials and Purchase Management: Theory and Practice, Narosa Publishing House Pvt. Ltd., New Delhi.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGO2113	Course Name : Lean Manufacturing System

L	T	P	Credits
3	-	-	3

Course Description:

The fundamental philosophy behind Lean Manufacturing is to provide superior quality products for more Customers at a significantly lower price and to contribute to a more Prosperous society. It is important to build a company production system based on this philosophy. Lean Manufacturing has endeavored to rationalize production by completely eliminating waste in the production process, build quality into the process, reduce costs, productivity improvements, develop its own unique approach toward corporate management etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the concept & philosophy of lean manufacturing.
2. Analyze different control techniques used under lean manufacturing.
3. Describe different steps for applying lean in manufacturing and service sectors.
4. Describe the interrelationship of lean manufacturing with just in time system.
5. Analyze the role & importance of cellular manufacturing system in relation with lean manufacturing.

Prerequisite:

Basic understanding of operations management, production activity, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Lean Manufacturing: An Overview: Overview of Lean Manufacturing, Lean Philosophy, Nine Principles of Lean Manufacturing, Lean Production: An Enterprise Approach, Complexities and Challenges, Overview of Toyota Production System (TPS), TPS & Lean Manufacturing, Situations where lean does not work	06
2.	Lean Manufacturing System: Value Stream Mapping, Pull Manufacturing System, Waste Management, Classification and Elimination Concepts, Application of Lean in Manufacturing and Service Sectors	06
3.	Controlling under Lean Manufacturing: Production Activity Control (PAC), Performances of Production Operation, Accuracy of Inventory Records, Performance Reporting, Evaluating Cost of Operations, Audits and Reporting, Controlling Resources, Integrating Suppliers, Controlling Storage and Movement of Goods, Quality Control Initiatives, Quantity Control, Initiatives Management Process	06





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4.	Implementation of Lean Manufacturing System: Prerequisites of Lean, Implementation of Lean Manufacturing System & Strategy, Eight stage model of Implementation, Lean Goals, Hoshin – Kanri Planning Model, Goal Development & Deployment	06
5.	Lean Manufacturing and Just in Time System: Lean - Just in Time Production System, Improving the Production Environment, Employee Empowerment and Involvement, Impact of reducing variability, Techniques for Mistake Proofing Process, Economics of Set up time reduction, Improving Production flow, Assessment Tools for Lean Manufacturing	06
6.	Cellular Manufacturing System: An overview of Cellular Manufacturing System, Cell Requirements, Cell Description, Work Cell Design, Implementation of Cellular Manufacturing System, Group Technology, Implementing Group Technology, Benefits of Group Technology in Manufacturing, Gamma Line Redesign	06

References -

Text Books:

- Lonnie Wilson, How to Implement Lean Manufacturing, McGraw-Hill Education

Reference Books:

- Pascal Dennis, Lean Production Simplified, Productivity Press
- Akhilesh N. Singh, Lean Manufacturing: Principles to Practice, Bibliophile South Asia Publications
- Joe Bronski, Francesco Iannello, Lean: Lean Bible - Six Sigma & 5S, Create Space Independent Publishing Platform





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGO2133	Course Name : Maintenance Management

L	T	P	Credits
3	-	-	3

Course Description:

This course focuses on importance of maintenance management in the manufacturing organization. Also this course focus on maintenance planning & scheduling, total productive maintenance (TPM), computerized maintenance management systems, safety management and accident prevention etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the role and importance of maintenance management
2. Apply maintenance planning & scheduling technique for better results.
3. Apply total productive maintenance system in a firm.
4. Describe computerized maintenance management system.
5. Manage different issues relating to safety and accident prevention.

Prerequisite:

Basic understanding of operations management, management principles & functions.

Course Content

Unit No	Description	Hrs.
1.	Maintenance Management Framework: Maintenance Management, Challenges of maintenance, Functions of maintenance, Classifications of maintenance system, Organization for maintenance management, MUDA, MURA and MURI	06
2.	Enterprise Asset Management: Design of maintenance system, Preventive Maintenance, Predictive Maintenance, Break down Maintenance, Total Planned Maintenance, Overhauls and shutdown, Inspection and lubrications	06
3.	Maintenance Planning & Scheduling: Planning of different types of maintenance, Scheduling and schedule preparations, Design of maintenance system, Maintenance Cost, Costing and budgeting for maintenance, Cost codes, Cost allocations, Budgetary control, Cost reports, Life cycles of maintenance cost Planned Maintenance, Quality Maintenance, Difficulties faced in TPM implementation	06
4.	Total Productive Maintenance (TPM): Total Productive Maintenance (TPM), Motives of TPM, Overall Equipment Efficiency (OEE), Stages in TPM implementation, TPM Organization Structure, Pillars of TPM, 5S, JISHU HOZEN (Autonomous maintenance),	06





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5.	Computerized Maintenance Management Systems: Equipment Classification, Job Cataloguing, Inspection Scheduling, Repair Planning, Repair Fulfillment Report, Break Down Entry and Analysis, Material Indent Preparation	06
6.	Safety Management and Accident Prevention: During Installation, Commissioning & Maintenance, Safety of Plant and People, Accidents, Causes of Accidents, Fire Hazards, Electrical Hazards, Chemical Hazards, Occupational Diseases, Cost of Accidents, preventions for accidents, Safety Management	06

References

Text Books:

- Mishra R. C., Maintenance Engineering & Management, PHI Publications, New Delhi.

Reference Books:

- Don Nyman & Jiel Levitt, Maintenance Planning, Scheduling and Coordination, Industrial Press Inc., U.S
- Christopher Idhammer, Results Oriented Reliability and Maintenance Management, IDCON Publisher
- Joel Levitt, Complete Guide to Predictive and Preventive Maintenance, Industrial Press Inc., U. S.
- Gopalakrishnan P., Maintenance and Spare Parts Management, Prentice Hall India Learning Pvt.Ltd.





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Class:- Second Year M.B.A.	Semester- III
Course Code : MGO2153	Course Name : Manufacturing Systems Management

L	T	P	Credits
3	-	-	3

Course Description:

The Manufacturing Systems Management course related to recent issues in the area of operations management. This course focuses on the global level operations management. This course includes Just in Time Manufacturing, Benchmarking as quality improvement tool, Flexible Manufacturing Systems, Theory of Constraints, Business Process Reengineering, Green Manufacturing etc.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply just in time manufacturing practices in a firm.
2. Analyze the role & importance of benchmarking quality improvement system.
3. Analyze the planning & implementation of flexible manufacturing systems in a firm.
4. Apply theory of constraints tools in manufacturing for better performance.
5. Apply business process reengineering system and green manufacturing practices for improving overall productivity.

Prerequisite:

Basic understanding of production and operations management.

Course Content

Unit No	Description	Hrs.
1.	Just in Time Manufacturing: Just in Time Manufacturing, JIT Philosophy, Elements of JIT manufacturing, Value Added Analysis, Understanding the waste, Uniform Plant Load, set up time Reduction, Pull & Push System, Kanban, Implementing JIT, Developing a JIT Strategy	06
2.	Benchmarking System: Benchmarking system, types and levels of benchmarking, Seven Steps of Benchmarking Model, focus of benchmarking, Gap Analysis, Hard and Soft system in Benchmarking Process, benefits and limitations of benchmarking	06
3.	Flexible Manufacturing Systems (FMS): Flexible Manufacturing Systems, FMS Components, FMS workstations, FMS Layout Configurations, FMS applications and benefits, FMS Planning and Design Issues, Implementation of FMS, Legible Manufacturing System	06
4.	Theory of Constraints (TOC): Theory of Constraints, TOC Thinking Tools: Current Reality Tree and Core Conflicts, Conflict Clouds, Negative Branch Reservations, Categories of Legitimate Reservation, Layers of Resistance, Simplified Drum, Buffer, Rope,	06





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	TOC applications in Distribution, Replenishment Model, Synchronous Manufacturing	
5.	Business Process Reengineering: Business Process Reengineering, Principles of Reengineering, Application of Reengineering, Three 'R's of Reengineering, Reengineering process & its Requirement, Reengineering in Service industry, Reengineering & TQM, Holonic Business system	06
6.	Green Manufacturing: Green Manufacturing, Green energy, Green products, Green processes in business operations, Forces driving green manufacturing, Areas of applications of green manufacturing, Framework for adopting Green Manufacturing	06

References

Text Books:

- Elwood S. Buffa and Rakesh K. Sarin, Modern Production / Operations Management, Wileyindia Publication

Reference Books:

- Hiroyuki Hirano, JIT Implementation Manual: The Complete Guide to Just-in-Time Manufacturing, Productivity Press
- Don Ajith, Abu Bakar, Industrial Production Management in Flexible Manufacturing Systems, Auris Reference
- Paul Harmon, Business Process Change, Morgan Kaufmann Publications
- Bhattacharya, Rahul Jain, Amar Choudhary, the Boston Consulting Group





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Information Technology Management

Sr. No.	Course Code	Course Name
1	MGS2013	Enterprise Resource Planning
2	MGS2033	Software Project Management
3	MGS2053	Data Warehousing & Data Mining
4	MGS2073	Database Management Systems
5	MGS2093	Information System Audit and Security
6	MGS2113	E-Business
7	MGS2133	Cyber Laws and Cyber Security
8	MGS2153	System Analysis & Design





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGs2013	Course Name : Enterprise Resource Planning

L	T	P	Credits
3	-	-	3

Course Description:

This course examines the evolution of enterprise systems and the issues that managers will need to consider in implementing cross-functional integrated enterprise systems. It helps to study the nature of enterprise and the foundations of enterprise information architectures. This is not a hand on ERP tool-based course; rather it helps to involvement in ERP management, implementation and administration.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply Enterprise tools and its role in integrating business process.
2. Demonstrate knowledge of ERP modules.
3. Summarize the concepts of reengineering.
4. Identify the management challenges to implement ERP.

Prerequisite:

Basic knowledge of information system is required.

Course Content

Unit No	Description	Hrs.
1.	Introduction to ERP: Introduction, evolution of ERP, what is ERP? Reasons for the growth, advantages of ERP, usage of ERP packages, Benefits of ERP.	06
2.	ERP & Related Technologies: Supply Chain Management- the concept, need of SCM, Business Process Reengineering, Management Information System, Pros and cons of ERP implementation	06
3.	ERP Systems: Finance, Manufacturing & Production Planning, Sales & Distribution, Quality Management, Materials Management, Inventory Management	06
4.	ERP Market: Introduction, SAP AG, BAAN, ORACLE corporation, PEOPLESOFT System Software Associates, Inc. (SSA); QA D tools; ORACLE corporation- company profile, technology, PEOPLESOFT- company profile, business management solutions, people tools.	06
5.	ERP Implementation Life Cycle: ERP Implementation Lifecycle: Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap	06





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	Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).	
6.	ERP Present & Future: Introduction, limitations of ERP systems, flexible reporting & analysis, extend the power of ERP using Business Intelligence.	06

References

Text Books:

- Enterprise Resource Planning, Alexis Leon, Tata McGraw Hill
- Enterprise Resource Planning Demystified, Alexis Leon, Tata McGraw-Hill

Reference Books:

- Enterprise Resource Planning, Jyotindra Zaveri, Himalaya Publishing House
- ERP, a curtain raiser, Ashish Pandey, Variety books publishers





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Class:- Second Year M.B.A.	Semester-III
Course Code : MG2033	Course Name : Software Project Management

L	T	P	Credits
3	-	-	3

Course Description:

This course describes the key aspects of a software project. In this course, the focus on the issues that are crucial to the development of good quality software. Learn approaches to the process of software development and issues. Student understand what the important steps in the development of software are and how to perform them. Student learn how to perform the task of software project management. Since any project management task is incomplete without cost and time estimation.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply fundamental principles of Software Project Management.
2. Explain different methods and techniques used for Software project management.
3. Identify issues that could lead to IT project success or failure.
4. Identify and describe the key phases of project management.
5. Describe the responsibilities of IT project managers.

Prerequisite:

Fundamental clarity about software projects.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Software Project Management: Definition of the Project, Principles of Project Management, Project Management Life Cycle, Characteristics of Software Project, importance of software project management.	06
2.	An Overview of Software Project Planning: Introduction to stepwise project planning, select project, identify project scope & objectives, analyze project characteristics, identify project products & activities, identify activity risks, allocate resources.	06
3.	Software Effort Estimation: Introduction, Problems with over & under-estimates, software effort estimation techniques, cost estimation, staffing pattern, Capers Jones estimating rules of thumb.	06
4.	Activity Planning: Introduction, objectives of activity planning, when to plan, project schedules, projects & activities, network planning models, adding the time dimension, identify the critical path.	06
5.	Risk Management: Risk and its implication, categories of risk, framework for dealing with risk, risk Identification, risk assessment, risk planning, risk management, evaluating risks	06





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	to the schedule, PERT techniques, advantages of PERT.	
6.	Software Quality: Attributes of Successful Project Management, Responsibilities of the Project Manager, and Project Management Issues with regard to New Technologies. Software quality and measurement of software quality, place of software quality in project planning, importance of software quality, ISO 9126.	06

References

Text Books:

- Software Project Management, Bob Hughes and Mike Cotterell, McGraw-Hill
- Software Project Management- a concise study, S. A. Kelkar, PHI

Reference Books:

- Software Project Management in Practice, Pankaj Jalote, Pearson Education Asia
- IT Project Management, Joseph Philips, Tata McGraw-Hill
- Quality Software Project Management, Robert T. Futrell, Donald F. Shafer, and Linda I. Shafer, Pearson Education Asia.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGS2053	Course Name: Data Warehousing & Data Mining

L	T	P	Credits
3	-	-	3

Course Description:

This course helps to learn on the introductory module in data warehouse and data mining. Data warehousing and data mining are two major areas of exploration for knowledge in databases. This course will cover a wide spectrum of industry standard techniques using available database. The course aims to cover powerful data mining techniques including clustering, association rules, and classification.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Know the functionality of the various data mining and data-warehousing component.
2. Appreciate the strengths and limitations of various data mining and data warehousing models.
3. Explain the analyzing techniques of various data.
4. Describe different methodologies used in data mining and data ware housing.
5. Know the data-mining concept, application and their usage.

Prerequisite:

Basic understanding of Data Ware housing and Data Mining Concepts.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Data Warehousing: Introduction to data warehousing, Data Ware House characteristics, Data Ware House Architecture and its components, Extraction, Transformation, Loading, Characteristics of data warehouse data, star and snow, Flake Schema.	06
2.	Database Schema: Database schema, Introduction, Dimension table, Multidimensional Schemes. Database Structures, Organizing Relational Data warehouse, Multidimensional (Logical) Data Structures, Dimension Table characteristics.	06
3.	Data Mart: Introduction to Data Mart & Metadata. Data Mart, Introduction, Independent data mart data warehousing, Dependent data mart & Operational data store architecture, Normalizing Dimension Tables, Metadata, Human metadata.	06
4.	Introduction to Data Mining: Why data mining & what is data mining? Database Data, Data Warehouse, Transactional Data, Major issues in data mining- Mining Methodology, User interaction, Efficiency & Scalability, Data Mining & Society.	06





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5.	Data Processing: Data processing: An overview- Major task in data processing, Data cleaning, Data cleaning as a process, Data Integration, Entity identification problem, Data reduction- Overview of data reduction strategies, Data transformation & Data discretization, Overview.	06
6.	Data Warehousing & On-Line Analytical Processing: OLAP: Meaning & tools, Data Warehousing and OLAP. Difference between Operational Database Systems and Data Warehouse. Extraction, Transformation and Loading, Data warehouse models: Enterprise warehouse and Virtual warehouse.	06

References

Text Books:

- Alex Berson and Stephen J. Smith, Data Warehousing, Data Mining & OLAP, Alex Berson and Stephen J. Smith, Tata McGraw,Hill Edition.
- Paulraj Ponnaiah, Data Warehousing Fundamentals, A comprehensive guide for IT professionals, Wiley

Reference Books:

- Jiawei Han & Micheline Kamber, Morgan Kaufmann Publishers, Elsevier, Data Mining – Concepts and Techniques
- Arun K Pujari, Data Mining Techniques Universities Press.
- M.H. Dunham, Data Mining Introductory and Advanced Topics: Pearson Education.
- Jaiwei Han, Micheline Kamber, Data Mining: concepts & Techniques, (The Morgan Kaufmann series in DBMS), Elsevier Publications.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGS2073	Course Name : Database Management Systems	3	-	-	3

Course Description:

This course covers fundamentals of database architecture, database management systems, and database systems. It exposes the student to the fundamental concepts and techniques in database use and development as well provides a foundation for research in databases.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the basic concepts and the applications of database systems.
2. Design ER-models to represent simple database application scenarios.
3. Identify the data models for relevant problems.
4. Explain & use design principles for logical design of databases, including the E -R method and normalization approach.
5. Understand the different issues involved in the design and implementation of a database system.

Prerequisite:

Knowledge of information concepts.

Course Content

Unit No	Description	Hrs.
1.	Data and information: Introduction to databases, Relational Databases, Object Databases, Basic SQL, Data types	06
2.	Database Management: Limitations of Manual Data Processing Advantages of databases- DBMS- Functions of DBA Elements of DBMS: DDL, DML, Entities, Sets and attributes.	06
3.	Introduction and Conceptual Modeling: Introduction to Database systems- Database system structure – Data Models Introduction to Network and Hierarchical Models – ER model – Relational Model.	06
4.	Data Modeling Using the Entity Relationship Model: Entity Types, Entity Sets, Attributes and Keys, Relationships, Relationship Types, Roles, and Structural Constraints, Weak Entity Types.	06
5.	Database Security: Data Security Risk- data tampering, data theft, Identities, Password related threats, Unauthorized Access to table & columns, Unauthorized Access to Rows,	06





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	Lack of Accountability.	
6.	Database Users: Types of Users- Database Administrators, Security officers, Network Officers, Application Developer, Application Administrator, database user	06

References

Text Books:

- Alexis Leon/ Mathecos Leon, Database Systems

Reference Books:

- Raghu Ramakrishna, Database Management System, Tata McGraw-Hill Publishing Company
- Hector Garcia-Molina, Jeffrey D. Ullman and Jennifer Widom, Database System Implementation, Pearson Education.
- Fred R. McFadden, Modern Database Management, Addison Wesley
- Korth, Silberchartz, Sudarshan, Database System Concepts, McGraw Hill publication.
- Ivan Bayross, SQL, PL/SQL the programming language of Oracle, BPB publication.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGS2093	Course Name : Information System Audit and Security	3	-	-	3

Course Description:

This course aims to introduce students to the fundamental concepts in computer and network security, and giving an overview of information security and auditing. Data security, personal security, security management concept explore to students.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Describe fundamental concepts of systems auditing and information security.
2. Analyze the latest trend of computer security threats and defense.
3. Identify security thefts in information systems and rectify them with appropriate security mechanisms.
4. Explain the security controls in the aspects of physical, logical and operational security control.
5. Analyze the security incident with a proven audit procedure.

Prerequisite:

Introduction to Information Security, computer security.

Course Content

Unit No	Description	Hrs.
1.	Information System Audit: Overview of information System Auditing, need of audit of computers effects of computers on auditing, conducting an information system audit, types of audit, audit risks, Overview of steps in an audit.	06
2.	Information System Control: Framework of management control, top management control, evaluating the planning, organizing, leading and controlling function. Basic concept of system development, management controls, operation management controls.	06
3.	System Management Control: Security Management control- Introduction to security, need for security and control, risk to Information system. Computer crimes and virus. Types of security Physical security, Threats to security, environmental hazards. Logical security: Threats to security, access control- identification, authentication, authorization.	06
4.	Data Security: Data Security: Threats to security, access control, Backup and recovery strategies, data input/output control. Telecommunication Security: dials in access security, network management control, authentication protocols, Internet/intranet	06





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	Security.	
5.	Computer configuration and operation security: Hardware/ software security, backup and recovery strategies, personal security, protection from people, protection of employees.	06
6.	Security Policy: Security Planning: Risk and security policy, security audit. Case Studies: Information system organization, Auditing of information system, controls of information system, security measures in system, Backup recovery of information system, Design of security system.	06

References

Text Books:

- Ron Weber, Information System Control & Audit, Pearson Publication.

Reference Books:

- Lucas, Information System Concepts for Manager, McGraw Hill Publication.
- Murdik Robert, Information System for Modern Management, Prentice Hall.
- Neena Godbole, Information System Security, Wiley Publication.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGS2113	Course Name : E-Business	3	-	-	3

Course Description:

Introduction to E-Business explores what an e-business is and how it is managed. E-business is an interdisciplinary topic encompassing both business and technology. Basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities and limitations of this form of business are explored. Students study various issues and risks that exist in the rapidly changing world of e-business.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Describe about the anatomy of e-commerce applications.
2. Demonstrate about the E-commerce consumer applications.
3. Describe about the digital token credit based electronic payment system.
4. Understand about the key multimedia concepts.
5. Analyze the potential impacts of different e-Business strategies.

Prerequisite:

Know the e-commerce basic concept, online process.

Course Content

Unit No	Description	Hrs.
1.	Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- an Overview, Electronic Commerce Framework, Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India.	06
2.	Network Infrastructure: Introduction, Network Infrastructure- an Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web	06
3.	Managing the e-Enterprise: Introduction to e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organization, Organization of Business in an e-Enterprise. Risks of Insecure Systems: An Overview of Risks Associated with Internet Transactions, risks associated with Business Transaction.	06
4.	Electronic Payment Systems:	06





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	Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems.	
5.	Electronic Data Interchange (EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Implementation difficulties of EDI, Financial EDI, EDI and Internet. E-Marketing: The scope of E-Marketing, Internet Marketing Techniques.	06
6.	Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities.	06

References

Text Books:

- Laudon J.P., Management Information Systems: Managing The Digital Firm, PHI.
- Jawadekar. W.S., Management Information Systems, Tata McGraw Hill.

Reference Books:

- C.S.V. Murthy, Electronic Commerce- concepts, models, strategies; Himalaya Publishing House.
- Elias M. Awad, Electronic Commerce, Prentice, Hall of India Pvt. Ltd.
- S. Jaiswal, Electronic Commerce- electronic communication for business, Galgotia Publication.
- Dr. C.S. Rayudu, Electronic Commerce, e-business; Himalaya Publishing House.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGS2133	Course Name : Cyber Laws and Cyber Security	3	-	-	3

Course Description:

Students will learn the basics of Information Security, information Security threats, Fundamentals of Cyber Law through Virtual Training Environment.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss an understanding of information security fundamentals.
2. Identify the applications of cryptography.
3. Illustrate the methods for data recovery.
4. Apply the methods for preservation of digital evidence.
5. Analyze the provisions in laws to deal with cybercrime.

Prerequisite:

Basic understanding of the computers and the internet.

Course Content

Unit No	Description	Hrs.
1.	Information Security Concepts and Security Threats: Information Security, Types of attacks, E-commerce Security, Areas of Internet security, Security threats, Weak / Strong Passwords and Password Cracking, Insecure Network connections, Malicious Code, Programming Bugs, Authentication, firewalls.	06
2.	Cryptography / Encryption: Cryptography / Encryption, Digital Signatures, Approaches to Secure Network, Public Key infrastructure, Applications of Cryptography, Public Key Notation, User for Public Key Crypto, Confidentiality in the Real World, Signature and Non-repudiation, Confidentiality and Non-repudiation, Public Key Infrastructure.	06
3.	Security Management: Causes of Security Breach, Information Classification Process, Security Policy, Risk Identification, Risk Control Strategies, Disaster / Recovery. Zero Knowledge Risk.	06
4.	Information Technology: Concept of internet, internet governance, e-contract, e-forms, data security, cybercrime, Access, addressee, adjudicating officer, appropriate government, certifying authority, certification practice statement, computer network, electronic record.	06





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5.	Regulatory Framework: Authentication of electronic records, legal recognition of digital signatures, use of electronic records and digital signatures in government and its agencies, duties of subscribers, penalties and adjudication	06
6.	Provisions in Indian Laws: Provisions in Indian Laws in dealing with Cyber Crimes and its critical analysis Information Technology Act, 2000, Penalties, Offences Related with Digital and Electronic Signature, Statutory Provisions Establishment of Authorities, their functions & Powers.	06

References

Text Books:

- Ian Lloyd, Information Technology Law, oxford university press.

Reference Books:

- Brian, Craig, Cyber Law: The Law of the Internet and Information Technology, Pearson Education
- Dan Shoemaker, Wm. Arthur Conklin, Cyber security: The Essential Body of Knowledge, Cengage Learning.
- Vivek Sood, Cyber Laws Simplifies, Tata McGraw Hill.
- Seymour Bosworth, M. E. Kabay, Eric Whyne, Computer Security Handbook, Set
- Harish Chander, Cyber Laws & IT Protection, PHI Learning Pvt. Ltd.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGS2153	Course Name : System Analysis & Design

L	T	P	Credits
3	-	-	3

Course Description:

This course covers the information systems development process from the management perspective. This course introduces established and evolving methodologies for the analysis, design, and development of an information system.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the roles and responsibilities of systems analysts and project managers in systems analysis and design.
2. Explain the stages of the system development life cycle model.
3. Analyze and recognize the causes of information related problems and design a new system to allay these problems.
4. Design appropriate information systems (ERD).
5. Manage the development of systems based on system specifications.

Prerequisite:

Basic knowledge of database

Course Content

Unit No	Description	Hrs.
1.	Introduction: System Definition and concepts, characteristics of a system, elements of system, types of system, System Environments and Boundaries. Basic principles of successful systems.	06
2.	Systems Analyst: Introduction, Definition. Historical Perspective: Role and Need of Systems, The Multifaceted Role of the Analyst: Change Agent. Investigator and Monitor. Architect. Psychologist. Salesperson, Motivator, Politician. The Analyst in the MIS.	06
3.	System Development Cycle: Introduction to Systems Development Life Cycle (SDLC), various phases of SDLC: Study, Analysis, Design, Development, Implementation, Post implementation review and Maintenance; Life cycle models (Waterfall model, Prototyping model, Spiral model).	06
4.	System Planning: Data and fact gathering techniques: Interviews, Group Communication Questionnaires, Presentations & Site Visits; System planning & investigation,	06





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	Basis for Planning in Systems Analysis, Dimensions of Planning, Initial Investigation, Needs Identification	
5.	Feasibility: Feasibility study: Technical, Operational, Economic, Cost Benefits Analysis, Schedule, legal and contractual, Political. Modern Methods for determining system requirements- Prototyping, Joint Application Design (JAD), Group Support Systems (GSS), and BPR.	06
6.	Basics of Information Security: Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, and Overview of Risks associated with Internet, Disaster Recovery Plan, Managing Risk, and Information Security Policy.	06

References

Text Books:

- K. C. Laudon and J. P. Laudon, Management Information Systems, Pearson Education.
- System Analysis & Design, Kendall: Pearson.

Reference Books:

- J. Hoffer, Modern Systems Analysis and Design, Second Edition, Joey George and Joseph Valacich, Pearson Education.
- J. Whitten, L. Bentley and K. Dittman, Systems Analysis and Design Methods, Tata McGraw Hill.
- Dennis and B. H. Wixom, Systems Analysis and Design, John Wiley & Sons, Inc.
- Analysis & Design of Information Systems, Senn: McGraw Hill International.





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Rural Management

Sr. No.	Course Code	Course Name
1	MGR2013	Rural Banking and Microfinance
2	MGR2033	Rural Society and Polity
3	MGR2053	Society Up liftment Policies
4	MGR2073	ICT in Development
5	MGR2093	Agribusiness
6	MGR2113	Managing Cooperatives
7	MGR2133	Social Marketing and Social entrepreneurship
8	MGR2153	Governance and Development





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2013	Course Name : Rural Banking and Microfinance

L	T	P	Credits
3	-	-	3

Course Description:

The course on Rural Banking and Micro finance intends to provide the students with adequate knowledge of increased role and potential of rural India in the country's economic development and the role of Banking & other alternatives in the area of rural credit. In this context, Micro finance has emerged as an important mechanism in increasing rural wealth. Thereby it is imperative in the study of Rural Banking.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify and evaluate the complexities of Rural Credit Banking policies. Analyze the role of Credit Cooperatives.
2. Analyze the Functions of Commercial Banks.
3. Evaluate progress, performance & problems of RRBs, Small Finance Bank & Payment Bank.
4. Assess the role of microfinance as a tool of socio economic development.
5. Conduct Social Assessments of MFIs, Loan Disbursement and Repayment.

Prerequisite:

Basic knowledge of finance and Indian financial system.

Course Content

Unit No	Description	Hrs.
1.	Rural Credit Banking Policies: Framework of Rural Financial Institutions (RFIs), Institutional Void, Rural Credit Banking Policies of RBI and Government of India, Functions of Rural Banking –Institutional Support to Cooperatives: NCDC, NABARD, National Horticulture Board and their Role in Rural Development, Financial Inclusion and Priority sector lending.	06
2.	Credit Cooperatives: Evolution of Credit Cooperatives: short, medium & long term, Thrift Cooperatives, Rural Lending Policies & Procedures, Role of Credit Cooperatives in Rural Lending, New Economic Policy & Cooperative Movement. Different Intermediaries' in Credit Cooperatives, Regulatory System.	06
3.	Commercial Banks: Types & Functions of Commercial Banks, Sources of Banks Income, Credit Creation in banks, Consumer & Commercial Credit Analysis, Asset & Liability Management, Trends such as Consolidation & Project Line Expansion, Unit	06





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	Banking Vs Branch Banking, Commercial Banks and Economic development.	
4.	Regional Rural Banks (RRBs): Reasons for establishment of Regional Rural Banks (RRBs), RRBs and Commercial banks, Objectives of RRBs, Organization and Management of RRBs Functions of RRBs, Progress, performance and problems of RRBs, Small Finance Bank and Payment Bank.	06
5.	Microfinance: Banking of unbanked, Rationale for connecting the poor, Role of Microfinance: Global Political Economy & Poverty Reduction, Perils of Poverty, Future at the Bottom of Pyramid, Evolution in India- Present and Future. Microfinance: Risk Management, Delinquency Management, Operational aspects, Legal and Regulatory Measures, Sustainability; Microfinance as a Tool for Development.	06
6.	Micro Finance Institutions (MFIs): Working of SHG Bank Linkage Programme(SBLP)& Problems, Micro Finance Institution Model, Major Micro Finance Institutions (MFIs) SHG, Monitoring and Evaluation, Emerging issues: (Governance, Regional Imbalances & Sustainability) Impact and Social Assessments of MFIs, Loan Disbursement and Repayment.	06

References

Text Books:

- Beatriz Amendariz and Jonathan Morduch, The Economics of Microfinance, the MIT Press.

Reference Books:

- S C Bandyopadhyaya, Rural Banking IIBF-Macmillan India.
- P Arunachalam, Micro finance in India-Serials publications.
- B P Nanda, Micro finance and Rural development in India, Jain Book.
- C K Prahalad, The Fortune of the Bottom of Pyramid, Pearson Education.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2033	Course Name : Rural Society and Polity

L	T	P	Credits
3	-	-	3

Course Description:

The course aims to help students understand the rich diversity in rural society in detail. The focus of industries is now shifting to rural India and the consumers. It is important to understand the rural society and the political institutions there. The course takes care of the same Gender aspects of rural India.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze development of rural economy & rural society and Interdependence between Rural and Urban Sectors.
2. Develop relationship among Rural Communities, Rural Institutions and Rural Environment.
3. Analyze problems of Schedule Cast, Schedule Tribe and Women.
4. Assess the impact of Social Inclusion on development.
5. Analyze the Differences related to gender, Women in Development (WID) and Works and Gender Relation.
6. Evaluate Participatory approaches to rural development and social development.

Prerequisite: Basic understating of Indian Society.

Course Content

Unit No	Description	Hrs.
1.	Rural Areas and Rural Development: Rural area: Definition of urban area, statutory towns, Census town, urban agglomeration (UA), Out Growths (OGs), Methodologies to define rural and Criteria for distinguishing the rural social world from the urban social world; Rural development: Features of rural economy and rural society, Interdependence between Rural and Urban Sectors. Strategies for Rural Development.	06
2.	Rural Society in India: Rural Society: Social Differentiation and Stratification, Ideological, Structural, Functional, Marxian, Subaltern, Non- Brahmanical Perspective, Jajmani System; Rural Communities, Institutions and Environment; Rural Populations: Youth, Life Course of elderly & rural strata, Caste Based System and Issues of Ethnic Minorities.mint and participatory development, Typology of participation.	06





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3.	Development, Social Justice Weaker Sections of Society: Theories of Underdeveloped, Developing and Third World Countries; Social Justice: Frameworks and Theories, As a value of Social work, Intersecting Social Identities and Systems of Privilege/Oppression, Power and Inequality, Coalition and Movement building, Allyship, Self-care, Healing, Coping, Résistance and Resilience; Weaker Sections of Society: Schedule Cast, Schedule Tribe and Women and their problems.	06
4.	Social Exclusion & Social Capital: Multidimensionality of social exclusion, active and passive exclusion. Social Capital: Formation in Rural, Urban and Suburban communities, Gendering Theory, Gift Theory, Importance in Combating Social Exclusion, Impact on Development.	06
5.	Gender and Development: Differences related to gender, Women's triple roles and Gender needs, Women in Development (WID), Works and Gender Relation (Inside/Outside House, Informal/Formal, Globalization & Pay gap), Population and Health Problems in Gender Lenses, HIV/AIDS and Gender, Agriculture, Environment and Gender	06
6.	Participatory approaches to rural development and social development: Participation, Supply Driven Development, Participatory Development, Sustainable Development, Demand/Community Driven Development, People Centered/Controlled Development, Rights Based Approach, shifts in development approaches, Distinction between participation in develop	06

References

Text Books:

- David L. Brown and Kai A. Schafft, Rural People and Communities in 21st Century, Resilience and Transformation, Wiley.

Reference Books:

- Amy E. Guptill, Denise A. Copelton, Betsy Lucal , Food and Society: Principles and Paradoxes, Wiley.
- Vivek P. S, Sociological Perspectives and Indian Sociology, Himalaya Publishing House, Mumbai.
- Das Veena, Critical Events, An Anthropological Perspective on Contemporary India, Oxford University Press, New Delhi.
- Abraham M. F, Modern Sociological Theory, OUP, New Delhi.
- Shah Ghanshyam, Social Movements and the State, Sage Publications, New Delhi.
- Saleem Shaikh, Business Environment, Pearson Education.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2053	Course Name : Society Up-liftment Policies

L	T	P	Credits
3	-	-	3

Course Description:

The course deals with the causes of social problems and how societies attempt to solve them, both nationally and internationally. It discusses why making successful policies is so complex, why patterns of inequality persist and what more can be done to address social problems. Social Policy is concerned with promoting the welfare of citizens. The subject focuses on the 'big five' areas of: poverty, health, housing, education and unemployment.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Identify and evaluate the complexities of Growth Vs Development, Rising Expectations & Development, Challenges & Opportunities in Rural Economy
2. Analyze the impact of Rural Child Development Programme.
3. Evaluate the National Rural Health Mission programme.
4. Analyze the role of Rural Housing Programme on socio economic development of rural areas.
5. Analyze the impact of Rural Women Empowerment programme.
6. Evaluate the National Rural Employment programme.

Prerequisite:

Basic knowledge of Rural India problems.

Course Content

Unit No	Description	Hrs.
1.	Rural Development: Growth Vs Development, Rising Expectations & Development, Dilemmas in Development, Challenges & Opportunities in Rural Economy, Income Distribution, Rural Vs Urban Poverty, Rural Water Supply and Sanitation, Constructionist Theory of Learning & its Implications on Youth Development: Modernization, Dependency, Rosenstein Rodans, Leibensteins Critical Minimum Effort, Lewis Model, Gunnar Myrdal's Thesis. Rural Development: A Critical Analysis- McKinsey Report.	06
2.	Rural Child Development Programme: Theoretical Framework for Childhood Morbidity & Mortality, Integrated Child Development Programmes & its Impact - Anganwadi Scheme, Reproductive & Child Health Programme, Mid-Day Meals Programme, Balika Samriddhi Yojna, Sukanya Samriddhi Account Yojana, Combating Modern Slavery & Child Labour, Women and Child Development.	06





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3.	Rural Health Programme: Health Status of Indian Population: Urban & Rural Perspective, National Rural Health Mission, Guidelines, Impact, Reproductive, Maternal, Newborn, Management of Neonatal Illnesses, Janani Shishu Suraksha Programme, Rastriya Bal Swastha Programme, Child & Adolescent Health, Monitoring at Various Levels.	06
4.	Rural Housing Programme: Town Planning - Social Overview, Rural Housing Programme and its Impact- National Housing Policy, Indira Awas Yojna, Pradhan Mantri Gramodaya Yojna.	06
5.	Rural Women Empowerment Programme: Concepts & Theories of Empowerment: A women orientation, Rural Empowerment Schemes & its Impact- Beti Bachao Beti Padhao, Ujjwala, Sudhar Grah, Indira Gandhi Matritva Sahyog, Working Women Hostel, Narishakti Purushkar, Women Helpline, Crèches for Children of Working Mother, Incidences of Domestic Violence & Prevention Techniques	06
6.	Rural Employment Program: World & Indian Employment Trends, Employment Generation Theoretical Perspective, Keynes Theory of Employment, Employment Generation Program in India, Youth Adolescent Development Program, Industrial Training Centre, Literacy Mission- Digital Literacy, Saakshar Bharat Abhiyan, Farmer's Night School, Rural Employment Scheme & its Impact on Society: TRYSEM, MGNREGS, PMRY, STEP, YIN, SWOP, PRIs	06

References

Text Books:

- Kartar Singh, Rural Publication.

Reference Books:

- S Giriappa, Evaluation of rural development programme, Mohit Publication.
- Joel S GR Bhose, NGOs and Rural Development, Concept Publication.
- Robert Chambers, Ideas for Development, Earth Scan, London.
- D Bary, Dalal-Clayton, David Dent, Oliver Dubois, Rural Planning in Developing Countries-Supporting Natural Resource Management and Sustainable Livelihood, Earthscan.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGR2073	Course Name : ICT in Development	3	-	-	3

Course Description:

The course deals with the prospects, challenges, and roles of information and of information and communications technologies (ICTs) in social and economic development; knowledge and skills to help in the effective planning, development, implementation and management of ICT for development initiatives.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand and analyze importance of Information, Communication and Technology in development.
2. Assess role of ICT in Sustainable development goals.
3. Develop and design ICT as an infrastructure and its relationship in managing development issues.
4. Identify opportunities in E-inclusion and its importance in development.
5. Analyze National E Governance Policy.
6. Examine the impact of ICT in Rural Project Framework.

Prerequisite:

Domain knowledge of ICT.

Course Content

Unit No	Description	Hrs.
1.	ICT for Development: Importance of Information and Communication Technology in Development, Embedding ICT in Development, Transformative ICT Enabled Development Models and Impacts. Rural Connectedness and Personal Capacity Development, Critical Issues in ICT Development.	06
2.	ICT and Sustainable Development Goals: ICT and Sustainable Development, ICTs and the MDGs , MDG-ICT: UN ICT Task Force, UN Development Agenda-Post 2015, MDFGs and SDGs – Post 2015 , End Poverty - UN	06
3.	ICT-Infrastructure and Development: ICT Infrastructure for Rural e governance application. Access to Knowledge (A2K) in Less Developed Countries, ICT as an infrastructure and its relationship in managing development issues. E-readiness, ICT-Vision- India-Planning-Commission-2020, Digital India and Development.	06





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4.	E-Inclusion: Digital-divide – opportunity, Digital Divide to Digital Inclusion, Net Neutrality and Development, Internet of Things (IoT) and Development, Financial Inclusion.	06
5.	E Governance and Development: E-Governance – Indian Context, Decrypting e governance, e-Government Projects, Framework for Citizen Engagement-NeGP, Cyber Kiosks and Dilemma of Social Inclusion.	06
6.	ICT Project Management: ICT Project Management Framework and Project sizing, District Development Index –Transition in economic development, Focus area for select DDI, Civil society and cyber libertarian develop mentalism, Project life cycle, Rural ICT Comprehensive evaluation.	06

References

Text Books:

- Nor Aziah Alias, ICT Development for Social and Rural Connectedness, Springer.

Reference Books:

- Ladislaus Semali, Cases on Developing Countries and ICT Integration: Rural Community Development, Information Science Reference





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2093	Course Name : Agribusiness

L	T	P	Credits
3	-	-	3

Course Description:

This course provides a perspective and understanding of the key components of Agricultural Business management, with a focus on the management tools used to measure business performance. There will be an emphasis on evaluating farm businesses incorporating financial, marketing, production and human resource management tools, decision-making techniques, technology adoption and management of risk.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze global Agribusiness Environment and scope of community-based industry.
2. Estimate demand and plan procurement method.
3. Identify opportunities in organized food retailing.
4. Analyze problems in Agri Input Markets.
5. Analyze ICT application in Agriculture Trade.
6. Create linkage with apex agriculture and farming welfare institution for getting financial assistance and support from latest research.

Prerequisite:

Basic knowledge of agriculture sector

Course Content

Unit No	Description	Hrs.
1.	Agribusiness Environment: Agribusiness Global Environment-WTO Agreement on Agriculture, Procurement and Logistics, Food Safety, Commodity Based Industries such as - Paddy, Dairy, Fish, Sugar, Coconut, Poultry, Horticulture- Floriculture, Floriculture, Permaculture, Strategies of Value Addition to Commodities, Trends in Agriculture Production across the Globe.	06
2.	Procurement Methods: Demand Forecasting, Planning and Scheduling, Quality Management in the Supply Chain, Procurement Methods: e-platform, Contract and Cooperative Farming, Zero Budget Farming, Vertical Integration, Future Markets, Community Based Organization, e - Mandis.	06
3.	Food Retailing: Mandi, Haats and Fairs of India, Retail Success and Key Drivers Organized Food Retailing, Food Retailing Success Stories in India, Foreign Retail Investors, Cash and Carry, Franchising the Entry Route; Franchise in India, Fair Trade, Farmer's Markets - Farm to Fork.	06





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4.	Agriculture Inputs: Policy and Market Environment for Inputs, Agricultural Input, Seed , Genetically Modified Seeds, Fertilizer, Pesticide, Agricultural Machinery. Channel Management in Agriculture Input Industry, Drip Irrigation, Tissue Culture.	06
5.	Agri Information Management and Risk Management: ICT Application in Agriculture Commerce, AGMARKNET, Kisan Call Centre, Project Gyandoot, Village Knowledge Centre, DD Kisan, Risk Management- Production Risk, Marketing Risk, Financial Risk, Legal Risk, Human Resource Risk, Crop Insurance Scheme, Forward Contract, Future Market.	06
6.	Institutional Linkage to Agribusiness: Ministry of Agriculture and Farmer welfare, Department of Agriculture and cooperation, Department of Agricultural Research and Education, Financial Institutions Linkages, RBI, PSU Banks, RRBs, Private Banks, Securities and brokers, Agriculture Insurance Company, NABARD, NCDC, NDDB, APEDA, NAFED, CWC, FCI.	06

References

Text Books:

- Elizabeth Yeager Agribusiness Management Pearson

Reference Books:

- Richard L. Kohis Marketing of Agricultural Products Pearson
- Pingali Venugopal Agri Input Marketing in India Kindle Edition.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : : MGR2113	Course Name Managing Cooperatives	3	-	-	3

Course Description:

Cooperative businesses exist in a wide variety of sectors within the Indian economy, and represent a distinctive model for organizing labor, capital, and knowledge to produce goods and services. Studying cooperatives aids understanding of all aspects of industrial structure and business organization, and challenges conventional thinking about what it means for an economic system to be "capitalist". Fundamentally, a cooperative firm represents a unique form of business ownership.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Differentiate the cooperatives with other business models.
2. Analyze the functions of short, medium and long-term credit cooperative structure and its role in financial inclusion.
3. Identify the challenges in management of cooperatives and suggest better solution for that.
4. Measure the legal aspects integrated with cooperative business.
5. Develop case study on cooperatives business models.

Prerequisite:

Basic understanding of cooperatives

Course Content

Unit No	Description	Hrs.
1.	Overview of Cooperatives: Importance of Cooperatives, Basic Values & Principles of Cooperatives, Cooperatives Vs Capitalism, Cooperative Thoughts: Contribution of Cooperatives in Economic development	06
2.	Growth and Development of Cooperatives: Origin and growth of Cooperative movement in India, Major developments in post-independence period, Short, Medium and Long Term Cooperative Structure, Support of Institutional Finance in Cooperative Development - NDDDB, and NCUI.	06
3.	Cooperative Legislation: Brief layout of Act of 1904, 1912, Constitutional Reform made in 1919, Essential provision of Maharashtra Cooperative Act 1960, Recent Trends in Cooperative legislation -97 th Amendment (Feb, 2013), Need for proper administration. Cooperative	06





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4.	Cooperative Societies: Consumers Cooperatives Society, Producers Cooperatives Society, Cooperative Marketing Society, Cooperative Farming Society, Housing Cooperative Society, Milk Marketing Cooperative Society, Sugar Cooperative Society, Labour Cooperatives, Industrial Cooperatives, Seva Society, Women	06
5.	Management of Cooperatives: Cooperative Management, Principles of Cooperation and Principles of management, Role of Officials in Cooperative Management, Registrar of Co-operative Societies and his Role-General Body of Members, Board of Directors-Managing Committee, Functions of Board of Directors, Powers and Functions of Chairman/ President, Duties and Functions of Secretary of Cooperative Societies. Role of women participation in Cooperative Management	06
6.	Managing Problems of Indian Cooperatives: Modern management and features of Cooperative management. Managerial problems: Sales Promotion of Consumer Cooperatives, Procurement Policies and Sales of Marketing Cooperatives, Transport Management, Processing, Product Development & Marketing of Cooperatives, Professionalism in Cooperatives, Workers Management in Indian Cooperatives	06

References

Text Books:

- Kamat, GS, New Dimensions of Cooperative Management, Himalayas Publishing House

Reference Books:

- Sah, AK, Professional Management in Cooperatives, Vikas Publishing House
- Ansari A A, Cooperative Management Pattern, Anmol Publication
- John Restakis, Humanising the Economy: Cooperatives in the age of Capital, New Society Publishers
- Michael Siegrist, T c Earle and Heinz Gutsher, Trust in Cooperative Risk Management, Earthscan





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2133	Course Name : Social Marketing and Social Entrepreneurship

L	T	P	Credits
3	-	-	3

Course Description:

Social Marketing & Social Entrepreneurship is about creating and leading organizations that advance a social mission using the structures and market place of business. This course offers a practical introduction to social entrepreneurship and involves entrepreneurship, innovation, society, and corporate social responsibility (CSR) issues. The course focuses on key concepts in the emerging field of social entrepreneurship & marketing including organizational learning, sustainability, philanthropy, commercialization, profit and nonprofit development.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze Theories & Approaches in Behavioral Modification.
2. Identify social marketing projects.
3. Manage Social marketing programme.
4. Assess the models of social Entrepreneurship and Enterprise.
5. Analyze impact of social impact investors.

Prerequisite:

Basic knowledge of marketing & entrepreneurship

Course Content

Unit No	Description	Hrs.
1.	Theories & Approaches in Behavioral Modification: Behavior, Objectives & Goals, Adoption of Healthy & Pro-social Behaviours, Theory of Reasoned Action, Theory of Psychological Reactance, Health Belief Model, Social Cognitive Theory, Cognitive Consistency Theory, Social Determinants & Social Capital. Purpose of Social Marketing: Use of Avoid, Terminate & Accommodate Campaigns.	06
2.	Social Marketing: Strategy and Implementation: Social Marketing Strategy & Projects, Implementing, Monitoring & Evaluation. Characteristics of New Media, Digital, proactive, Visible, Real, time & Memory, Ubiquitous, Networks. Impact of social media in political, Informational & Media platforms: Tunisian revolution, Arab Social uprising. Connect between Fear & immigration through use of Social media. Social media & Social Campaigns in Public Service Promotions: Conservative & Influential.	06
3.	Design and application of Social Marketing:	06





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	Research in the Social Marketing Process, Determining Research needs and options, managing a Social Marketing Program, Partnerships, Evidence Based Advocacy for Policy Framework and Regulation.	
4.	Social Entrepreneurship & Enterprise: Social Entrepreneurship-Addressing Social & environmental Challenges, Models of collective action, Collation Building & Movement Building, Public Private Partnership model, Situations, Resources & Business Structure for social enterprise. Sustainability: Impact & Performance. Sensitization to social sector, rectifying social inequalities through inclusive business solution, Role of technology & innovations in developing social enterprises.	06
5.	Financing to Social Enterprises: Financing for Startup, establishment, growth & expansion. Investment of social impact investors, Difference among traditional venture investors, market investors & social impact investor, Measurement of ROI, Exit strategy of social impact investor, contribution of corporations in scaling of social enterprises, Evaluation of "For Profit" social venture models	06
6.	Managing Performance: Business plan development, Analysis of three nonprofit locally, nationally & internationally organizations, Social enterprises-A sustainable model, Scaling up of social enterprises, Regulatory framework & CSR, Successful Social Enterprises.	06

References

Text Books:

- Nancy R Lee & Philip Kotler, Social Marketing Changing Behaviour for Good, Sage

Reference Books:

- R Craig Lefebvre, Social Marketing & Social Change , Strategies & Tools for Health, Well Being & Environment, Wiley
- Schwartz, Beverly. Rippling: How Social Entrepreneurs Spread Innovation Throughout the World. Wiley.
- Grayson, David, McLaren, Melody, Spitzack, Heiko. Social Entrepreneurs-An Extra Force for Sustainability, Canfield University.
- David Bornstein, How to change the world-Social Entrepreneurs and Power of new ideas, OUP.
- Prahalad, C.K. The Fortune at the Bottom of the Pyramid, Wharton School Publishing, Erickson, Gary. Raising the Bar: Integrity and Passion in Life and Business: The Story of Clif Bar, Inc. Clif Bar and Family.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGR2153	Course Name : Governance and Development

L	T	P	Credits
3	-	-	3

Course Description:

This course explores the relationships and intertwining of governance, politics and development interventions. Through a focus on institutions of international, regional and national governance, and aid instruments designed to enhance national capacity for effective and efficient delivery of development outcomes (such as Sector-Wide Approaches, Poverty Reduction Strategy NGOs, CBOs, Trade Unions, and direct budget support), the module explores the politics of development interventions.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the relationship between Governance and Development.
2. Identify the role of environment in Governance.
3. Analyze Governance issues in Modern state and societies.
4. Evaluate Board of Director Roles and responsibilities for better corporate governance.
5. Assess Accountability and Transparency in Governance in CBOs.

Prerequisite:

Basic understanding of corporate governance

Course Content

Unit No	Description	Hrs.
1.	Governance and Development: Foundation of governance, Problems in Governing order and change, Governance in Stateless societies state societies, Relationship between governance and development, Sustainability and Equity Approaches to Development: Green Mail, Poison Pills and golden Parachute.	06
2.	Environment and Governance: Challenges of Global Environmental Change and Concerns, Role of Environmental Governance and Dilemmas, Sustainable Livelihood Practices, Global Environmental Standards in Plural World, Reproducing the Global in Local Context.	06
3.	Governance Issue of Modern State and Society: Liberal democratic polity in post-colonial societies, Totalitarian states, Rights of Men/women and Citizens, Tradition, Civil Society and Intermediate Institutions, NGOs, CBOs, Trade Unions etc., Limitations of Democratic Governance, Social Capital and Democratic governance, Governing Market. Bureaucracy and Democracy, Equity in Governance, Institutional governance at apex level – Executive, Judiciary and Legislature	06





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4.	Corporate governance: Corporate governance policies, processes, and customs assessing the effectiveness and execution of governance roles and responsibilities. Corporate governance: The Cadbury Report, Aditya Birla Report boards of directors and continuum. agency and stewardship theory, the division of profit sharing and various forms of employee and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading.	06
5.	Accountability and Transparency in Governance: Accountability and Transparency, Local Self Governance in India, Panchayat Raj Institutions and Development, Governance in Voluntary organization and CSR, Governance Issues in CBOs, Measures of Governances.	06
6.	Global Governance: Geopolitics and Global Governance, Institutions of Global Governance, Bretton wood Institutions, Emerging Issues: Hybrid Peace Governance, International Migration, Global Governance on water, Politics of international administration, Poverty alleviation and Human	06

References

Text Books:

- Ogburn F. William & Meyer F. Nimk off. The Governing Institutions of Society-A Handbook of Sociology. Eurasia Publishing House (Pvt.) Ltd. N. Delhi

Reference Books:

- Bevir, Mark. Governance: A Very Short Introduction, Oxford University Press
- State. International Encyclopedia of Social Sciences. Vol. 13. The Macmillan Company and the Free Press. New York. Collier- Macmillan Publishers. London.
- Kashyap, S. C. Our Constitution: An Introduction to India's Constitution and Constitutional Law. National Book Trust
- Kaviraj, Sudipta. The Culture of Representative Democracy in India, Oxford University Press. N. Delhi
- Gurcharan Das , The Difficulty of Being Good, Penguin India;
- Choudhary, Kameshwar, Globalization, Governance Reforms and Development. Sage Publications. N. Delhi.
- Ha-Joon Chang. Bad Samaritans: The Myth of Free Trade and the Secret History of Capitalism, Bloomsbury Press. New York.
- Rivero De Oswaldo. 2001. The Myth of Development: The Non-Viable Economics of the 21st. Century. Books for Change. Bangalore.





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Technology Management

Sr. No.	Course Code	Course Name
1	MGT2013	Engineering Management
2	MGT2033	Enterprise Productivity
3	MGT2053	Technology Management
4	MGT2073	R & D Management
5	MGT2093	Value Engineering
6	MGT2113	Engineering Systems Simulation
7	MGT2133	Big Data Analytics
8	MGT2153	Manufacturing Systems





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGT2013	Course Name : Engineering Management	3	-	-	3

Course Description

The Engineering Management Course is designed to provide the background in management science necessary to advance from purely technical positions to supervisory responsibilities in such areas as research and development, production, engineering, design, and technical marketing. The course is open to those students who aspire to be engineering or technically based managers.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

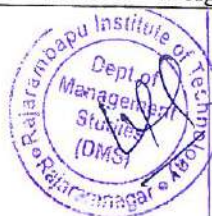
1. Understand various functions of Engineer in the organization
2. Identify the problem and find the optimal solution for that problem.
3. Make Plan for and organize technical activities.
4. Manage production and service activities
5. Understand communication process and Management information system

Prerequisite:

Basic Technical knowledge.

Course Content

Unit No	Description	Hrs.
1.	The field of Engineering Management The functions of the Engineer, Engineer in various type of organization management skills required at various levels, Concept of engineer management, Process of management, Requirements for the engineer manager's job.	06
2.	Decision Making Decision making as management responsibility, Concept of decision making, Decision making process, Approaches in solving problems, Quantitative model for decision making. , Types of plan, Parts of strategic plan.	06
3.	Planning technical activity: Nature of planning, planning at various management level, Developing tactic or strategies to reach the goal	06
4.	organizing technical activities: Organizing, Purpose of structure, Types of organizational structure, Reason for organizing.	06
5.	Managing Production and Service operations: Operation, production process, Operation management, operation and Engineer manager, Productive System- Product design, Production planning and	06





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	scheduling, purchasing and material management, Inventory control, Work flow layout, Quality control.	
6.	Communication: Communication, Functions of communication, Communication process, Forms of communication, Barriers to communication, Techniques for communicating in organizations, Management information system.	06

References

Text Books:

- Engineering Management- Ayonkay R. Medina, e-book

Reference Books:

- Roger Kinsky ,Engineering Management, McGraw-Hill Education





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGT2033	Course Name :: Enterprise Productivity

L	T	P	Credits
3	-	-	3

Course Description:

Enterprise Productivity course is designed to impart the knowledge of implementing, managing, measuring and sustaining a productivity improvement drive. The course aims to equip management students with tools and techniques to drive productivity. This includes the basic know-how on an in-house productivity drive, engagement of workers and how to sustain the efforts in productivity with the goal to improve operation productivity.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand and explain Enterprise level and micro level productivity
2. Apply different type technology to increase productivity
3. Understand and Explain different productivity models
4. Apply different productivity models in business.

Prerequisite:

No formal prerequisites are required however; a basic understanding of management functions may be useful.

Course Content

Unit No	Description	Hrs.
1.	Introduction Productivity concepts, Macro and Micro factors of productivity, productivity benefit model, productivity cycles.	06
2.	Enterprise level and micro level productivity: Enterprise level and micro level productivity, productivity and economic growth, Role of workers, Trade unions and management productivity.	06
3.	Productivity in Agriculture and Industrial sectors: Productivity in Agriculture and Industrial sectors, Indian scenario for productivity, Reasons for low productivity, Areas for improving productivity- low cost technology, appropriate technology, energy resources, Import substitution, and flexible production.	06
4.	Productivity Models: Productivity Measurement at International, National and organization level, total productivity models. Productivity Management in manufacturing and service sector.	06





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5.	Work Measurement: Computation of Standard Time, Elements, Types of Elements Performance Rating, Allowances, Need for Allowances, Types of Allowances.	06
6.	Industrial engineering and productivity techniques: Industrial engineering and productivity techniques, Historical growth of Industrial engineering, Technology-Based Productivity Improvement Techniques, Robotics, Laser Technology, Energy Technology, Group Technology, Rebuilding Old Machinery, Energy-Conservation Technology (ECT)	06

References

Text Books:

- Productivity engineering and management - Sumanth, D.J. – Tata McGraw-Hill, New Delhi.

Reference Books:

- Organizational transformation and process re-engineering - Edsomwan, J.A., - British Library Cataloging in Pub.data.
- ProductivityPlus: How Today's Best Run Companies Are Gaining the Competitive Edge - John G., Jr. Belcher - Butterworth-Heinemann





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGT2053	Course Name : Technology Management	3	-	-	3

Course Description:

This course focus on integrating technology with business and emphasize the ways in which technology affects business operations. Different matters of importance related to Technology Management are discussed. It discusses various aspects of technological innovation and subsequent diffusion.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand role of technology and core competence
2. Explain technology cycle and understand technology change
3. Identifying and evaluating the impact of relevant changing technology and managing those changes.
4. Analyze trend and understand role of TIFAC
5. Identify different patterns of technological changes

Prerequisite:

No formal prerequisites are required however; a basic understanding of management concept may be useful.

Course Content

Unit No	Description	Hrs.
1.	National and International Business Scenario: Competitiveness, Role of technology and core competence, Bench marking and re-engineering, Technology management approach, Integration of Technology and other resources to succeed.	06
2.	Products, product lines and technology life Cycles: Introduction to PLM, PLM in factory and applications, Technology cycle and understanding technologies change, Responding to technological changes, Adoption of technology, Overcoming resistance, different approaches.	06
3.	Technology and industry: Technology origin and evolution, Tailoring technology to fit specific industry requirements, Organization redesign, Organizational re-engineering, Financial considerations for technology Planning.	06
4.	Acquiring Technology from Outside: planning obtaining technology, Types of alliances, Acquisition and Mergers, Key issues in for successful acquisition of technology, acquisition capabilities, Negotiation, Metrics, Gap analysis, Case study	06





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5.	Technology forecasting: Technology Forecasting, Need, Methodologies: Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System dynamic, S-curve, Role of Technology Information Forecasting and Assessment Council (TIFAC)	06
6.	Patterns of Technological Change: Managing Technological Transitions Disruptive Technologies, The Reconfiguration of Existing Product Technologies and the Failure of Established Firms, S-curve" and the "Chasm"	06

References

Text Books:

- M.A. White and G.D. Bruton. The management of technology and Innovation, Cengage Learning.

Reference Books:

- John Howells. The Management of Innovation and Technology, Sage Publications, Insight in Innovation-Managing Innovation by understanding the laws of Innovation, Elsevier publications
- Chris Floyd, Managing Technology for Corporate Success, Gower publishing limited.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGT2073	Course Name : R & D Management	3	-	-	3

Course Description:

This course will explain how managing an R&D organization is largely the art of integrating the efforts of diverse, creative, intelligent, and independent individuals. It will offer a concise, yet effective, overview of the management issues and their solutions. The ideas presented in this course consist of the work of a multitude of experts and focuses on ways to improve the productivity of R&D. It is designed to bring the attendees to a stage where they can apply this information and to foster excellence and innovation in their R&D organization.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand different Managerial aspects of Innovation function.
2. Develop innovative strategy in business.
3. Measure Performance of R&D management
4. Do R & D project.
5. Understand Intellectual Property Rights

Prerequisite:

No formal prerequisites are required however; a basic understanding of management concept may be useful.

Course Content

Unit No	Description	Hrs.
1.	Introduction & Managerial aspects of Innovation function: Introduction, Components of Innovation, Types of Innovations, Models of Innovation Processes,	06
2.	Innovation Management: Evolution and characteristics of Innovation Management, Key drivers of Innovation, Factors influencing Innovation, organizing for Innovation, Factors influencing organizational design, Developing Innovation Strategy, Characteristics of creative of creative organization.	06
3.	Research and Development Management: Introduction, Meaning, Objectives, Significance, Classification of R&D according to R&D type, process phase, measurement level, purpose of measurement and measurement perspective.	06
4.	Performance of R&D management: Performance of R&D management in Indian scenario. Financial Evaluation of R&D Projects, Cost effectiveness of R&D financial forecasts,	06





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5.	R & D Projects: Project selection, Evaluating R&D ventures, conflicting views of managers, Allocation of resources, R&D programme planning and control	06
6.	Understanding of Intellectual Property Rights: Introduction of IPR, History of Patent Protection, Rationale behind Patent System, WTO, TRIPS and WIPO	06

References

Text Books:

- R&D Management (Management for Professionals) K B Akhilesh Springer.

Reference Books:

- The Valuation of Technology, Business and Financial Issues in R&D F. Peter Boer, Wiley)
- WIPO Reading Material on Intellectual Property, WIPO, Geneva.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGT2093	Course Name : Value Engineering

L	T	P	Credits
3	-	-	3

Course Description:

This course will explain a systematic and organized approach to providing the necessary functions in a project at the lowest cost. It will offer a concise, yet effective, overview of the management issues and their solutions. The course give the brief information of value engineering job plan, value engineering programme, and value analysis.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate cost, worth and value.
2. Create value engineering job plan
3. Evaluate value engineering projects
4. Initiate value engineering programming
5. Use tools of value analysis

Prerequisite:

No formal prerequisites are required however; a basic understanding of management concept may be useful.

Course Content

Unit No	Description	Hrs.
1.	Introduction: Definition, value-engineering recommendations, programmes, advantages, Evaluation of function, determining function, classifying function, evaluation of costs, evaluation of worth, determining worth, evaluation of value.	06
2.	Value Engineering Job Plan: Introduction, orientation, information phase, Function phase, creation phase, evaluation phase, Investigation phase, implementation phase, speculation phase, analysis phase.	06
3.	Selection of Evaluation of Value Engineering Projects: Project selection, Methods selection, value standards, application of Value Engineering methodology	06
4.	Initiating Value Engineering Program: Introduction, training plan, career development for Value Engineering specialties. Fast Diagramming: Cost models, life cycle costs	06
5.	Value engineering level of Effort: Value Engineering team, Co-coordinator, designer, different services, definitions, construction management contracts, value-engineering case studies.	06





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6.	Value Analysis: Concept, tools of value analysis, approach of value analysis, roadblocks to good value, case studies	06
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References

Text Books:

- S.S.Iyer, Value Engineering A how to Manual, New age International Publishers

Reference Books:

- E. Mudge, Value Engineering: A Systematic Approach Arthur, McGraw-Hill
- L. D. Miles, Techniques of Value Analysis and Engineering.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGT2113	Course Name : Engineering Systems Simulation	3	-	-	3

Course Description:

The application of computer simulation to industrial settings is taught. Areas covered include system structure, system analysis, model construction, data collection, and computer simulation languages. The application of simulation to facilities layout for manufacturing is emphasized.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand system stimulation
2. Apply random numbers in simulating systems.
3. Explain engineering systems modeling and simulation
4. Conduct simulation experiments
5. Analyze simulation output

Prerequisite:

Basic knowledge of statistics and probability

Course Content

Unit No	Description	Hrs.
1.	Introduction to System Simulation: Introduction to system simulation, Applications, Discrete and Continuous simulation, Simulation models, Simulation procedure, Simulation Examples, General Principles, Simulation software.	06
2.	Random Numbers: Random number generation, Testing of Random numbers, Techniques for generating random numbers- Random Variate Generation, Inverse transform techniques-Acceptance Rejection techniques, Special properties	06
3.	Principles of engineering systems modeling and simulation: Different types of computer modeling and simulation: continuous, kinematics, and discrete-event simulations	06
4.	Applications of simulation techniques: utility as design, analysis, problem-solving, and decision-support tools for complex engineering systems.	06
5.	Simulation Modeling: Queuing models, statistical models, selecting input probability distribution, building valid credible models, design and conduct of simulation experiments building valid credible models, design and conduct of simulation experiments	06





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6.	Simulation output analysis: Statistical analyses of output, Verification and validation of simulation models	06
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References

Text Books:

- Averill M. Law and W David Kelton, Simulation Modeling and Analysis, McGraw Hill,

Reference Books:

- W David Kelton, Randoll P Sadowski, and Debroah a Sasowski, Simulation with ARENA, McGraw Hill.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGT2133	Course Name : Big Data Analytics

L	T	P	Credits
3	-	-	3

Course Description:

This course provides a basic introduction to big data and corresponding quantitative research methods. The objective of the course is to familiarize students with big data analysis as a tool for addressing substantive research questions. The course begins with a basic introduction to big data and discusses what the analysis of these data entails, as well as associated technical, conceptual and ethical challenges.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain Challenges of Conventional Systems
2. Explain Stream Data Model and Architecture
3. Handle the Hadoop Distributed File System
4. Develop a Map Reduce Application
5. Set up a Hadoop Cluster

Prerequisite

Basic knowledge of statistics and mathematics

Course Content

Unit No	Description	Hrs.
1.	Introduction to Big Data: Introduction to Big Data Platform, Challenges of Conventional Systems - Intelligent data analysis, Nature of Data, Analytic Processes and Tools, Analysis vs Reporting, Modern Data Analytic Tools, Statistical Concepts: Sampling Distributions - Re-Sampling, Statistical Inference, Prediction Error.	06
2.	Mining Data Streams: Introduction to Streams Concepts, Stream Data Model and Architecture, Stream Computing, Sampling Data in a Stream, Filtering Streams, Counting Distinct Elements in a Stream, Estimating Moments, Counting Oneness in a Window ,Decaying Window - Real Time Analytics Platform(RTAP) Applications	06
3.	Hadoop: History of Hadoop- The Hadoop Distributed File System, Components of Hadoop Analyzing the Data with Hadoop- Scaling Out- Hadoop Streaming, Design of HDFS-Java interfaces to HDFS Basics	06
4.	Map Reduce: Developing a Map Reduce Application-How Map Reduce Works-Anatomy of a Map Reduce Job Run, Failures-Job Scheduling-Shuffle and Sort, Task execution ,Map Reduce Types and Formats- Map Reduce Features	06





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5.	Hadoop Environment: Setting up a Hadoop Cluster, Cluster specification, Cluster Setup and Installation , Hadoop Configuration, Security in Hadoop, Administering Hadoop, HDFS, Monitoring Maintenance, Hadoop benchmarks- Hadoop in the cloud	06
6.	Frameworks: Applications on Big Data Using Pig and Hive, Data processing operators in Pig , Hive services, Hive QL, Querying Data in Hive, fundamentals of H Base and Zoo Keeper, IBM Info Sphere Big Insights and Streams. Visualizations, Visual data analysis techniques, interaction techniques; Systems and applications	06

References

Text Books:

- Michael Berthold, David J. Hand, Intelligent Data Analysis, Springer.

Reference Books:

- Tom White Hadoop: The Definitive Guide, O'reilly Media.
- Chris Eaton, Dirk De Roos, Tom Deutsch, George Lapis, Paul Zikopoulos, Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data, Mc Graw Hill Publishing.
- Anand Rajaraman and Jeffrey David Ullman, Mining of Massive Datasets, Cambridge University Press.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGT2153	Course Name : Manufacturing Systems	3	-	-	3

Course Description:

This course provides ways to analyze manufacturing systems in terms of material flow and storage, information flow, capacities, and times and durations of events. Course give brief information about FMS and CIM system. It focus on automated material handling systems & advanced manufacturing systems.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain fundamentals of manufacturing and automation
2. Analyze flow lines without storage and with storage buffer
3. Develop and implement FMS
4. Understand functions and components of CIM system
5. Plan and Schedule Functions in CIM System

Prerequisite

Basic knowledge of operation management

Course Content

Unit No	Description	Hrs.
1.	Fundamentals of Manufacturing and Automation: Production operations and Automation in Production Systems, types of automation, Automation Principles & Strategies, Advance mfg. techniques like Digital manufacturing, RPT etc. multistage assembly machines.	06
2.	High -Volume Production Systems: Automated flow lines, methods of work part transport, transfer mechanisms, buffer storage, analysis of flow lines without storage and with storage buffer, assembly systems, automated assembly system and its types, parts feeding devices, analysis of single stage and	06
3.	Development and implementation of an FMS: Planning phase, Integration, System configuration, FMS layouts, Simulation, FMS Project development steps. Project management, Equipment development, Host system development, planning, Hardware & Software development.	06
4.	Functions and Components of CIM System: Concept of CAD/CAM and CIMS; Software Technology for CIM System: Business Database System: File processing, Data Processing and Database Design, File Organization and Relational Analysis; Decision Support System, Personal/Distributed Computing and Local Area Network.	06





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5.	Planning and Scheduling Functions in CIM System: Aggregate Production Planning (APP), Master Production Schedule (MPS), Material Requirement Planning (MRP), Capacity Requirement Planning (CRP), Manufacturing Resource Planning (MRPII), Just-In-time Production Systems and Concept of Enterprise Resource Planning (ERP).	06
6.	Automated Material Handling Systems & Advanced Manufacturing Systems: Industrial Robots, Conveyors, AGVs, Automatic Storage and Retrieval Systems; Lean Manufacturing Systems, Agile Manufacturing Systems, Reconfigurable Manufacturing Systems, Holonic Manufacturing Systems and Agent-Based Manufacturing Systems.	06

References

Text Books:

- Groover, M.P: Automation, Production System and CIM, Prentice-Hall of India.

Reference Books:

- Vajpayee, Principles of CIM, Prentice-Hall of India.
- Ranky, Paul G, Computer Integrated Manufacturing, Prentice-Hall of India.
- David Bedworth, Computer Integrated Design and Manufacturing, TMH, New Delhi.
- P. Radhakrishnan & S. Subramanian, CAD/CAM/CIM, New age international publishers.





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International Business Specialization

Sr. No	Course Code	Course Name
1	MGI2010	India's Foreign Trade And Policy
2	MGI2030	Export Import Procedures, Documentation And Logistics
3	MGI2050	International Economics
4	MGI2070	Global Competitiveness Analysis
5	MGI2090	Global Marketing Strategies
6	MGI2110	Management of International Logistics
7	MGI2130	Globalization and Indian Business Scenario
8	MGI2150	Management of Trans-National Corporations





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGI2010	Course Name : India's Foreign Trade And Policy

L	T	P	Credits
3	-	-	3

Course Description:

The course aims to provide students to understand the relevance of India's foreign trade policy and practices in growth and development perspectives. It enables students to study the core aspects of the India's foreign trade policy and its related concepts. The course is relevant to understand the Instruments of Import Policy, Import Substitution, Import Restrictions, licensing policies, export promotion policies, Trade promoting Institutions in India. The course is best suited to the basic understanding of India's Trade and Policy.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Analyze the global business environment in terms of economic, social and legal aspects
2. Explain the concepts in trade documentation in international business with respect to foreign trade
3. Discuss Instruments of import policy and the concepts related to imports substitution and restrictions.
4. Evaluate various types of Tariffs in international trade.

Prerequisite

Basic knowledge of International trade.

Course Content

Unit No	Description	Hrs.
1.	Indian's Foreign Trade: Trends and developments, Commodity composition and direction, Foreign Trade Policy and Control in India	06
2.	India's foreign trade in global context: Policy making body and institutions, Exchange control in Institutions; Exchange control in Indian-objectives and definition.	06
3.	Import Substitution and Export Promotion Policies: Export Incentives-duty exemption schemes, EPCG, Duty draw backs; Role of commercial banks in foreign trade; Deferred payment system; EXIM Bank; Export credit insurance and ECGC.	06
4.	Infrastructure Support for Export Promotion: Export promotion councils, Commodity board/Products export development authorities, Specific service institutions, State trading organizations Export and Trading Houses, Export Processing Zones/Special Economic Zone (EPZ/SEZ);	06





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	Export Oriented units (EOUs).	
5.	Foreign Investment Policy : Indian Joint ventures abroad Multilateralism and Bilateralism in India's foreign trade.	06
6.	Trade Promotion Institutions: (a) S T C & Other Trading Corporations (b) Export Councils (c) Commodity Boards. (d) Development Authority (APEDA, MPEDA)	06

References

Text Books:

- Verma M.L. Foreign Trade Management in India, Vikas Publishing House, New Delhi
- Bhashyam S, Export Promotion in Indian-The Institutional Infrastructure, Commonwealth Pub. New Delhi
- Chaudhuri B.K., Finance of Foreign Trade and Foreign Exchange, Himalaya Publication, New Delhi

Reference Books:

- Mahajan V.S., India's foreign Trade and Balance of Payments, Deep & Deep Publications, New Delhi.
- Vershney R.L, India's Foreign Trade, Mahal, Allahabad.
- Export-Import Policy, Ministry of Commerce, Government of India, New Delhi.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGI2030	Course Name : Export Import Procedures, Documentation And Logistics

L	T	P	Credits
3	-	-	3

Course Description:

The course aims to provide international business personalities with knowledge, Skills, Procedures, Practices, Documentation and acumen to understand the complexities of Export and Import procedures, documentation and logistics. The course give emphasis on risks associated with export and imports. Besides, it gives the importance of registration with trade organizations both private and government sectors, quality controls, reshipment and freight forwarding.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Comprehend export procedure and documentation.
2. Discuss importance of exports determinants and schemes in India.
3. Explain guidelines for international business negotiations.
4. Analyze nature and pattern of registration of exporters and importers and related concepts.
5. Explain Various Risks in export trade.

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Policy framework for International Trade: Trade policy options for developing countries. Instruments of Trade policy. India's foreign trade policy. Policy initiatives and incentives by the state government. - WTO and India's export promotion measures.	06
2.	Export-Import Documentation: Pre-shipment documentation: Commercial (Principal and Auxiliary) and regulatory documents. Aligned Documentation System, Commercial Invoice, Shipping Bill, Certificate of Origin, Consular Invoice, Mates Receipt, Bill of Lading, GR Form, Letter of Credit, Bill of exchange, ISO 9000: Procedure for obtaining ISO 9000. BIS 14000 Certification. Types of Marine Insurance Policies. Import Documents, Transport Documents, Bill to Entry, Certificate of Inspection, Certificate of Measurements, Freight Declaration.	06
3.	Export-Import Procedures: Export transaction framework, Steps in Export Procedure, Export Contract, Forward Cover, Export Finance, Institutional framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Pre-shipment Inspection	06





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	Marine Insurance, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System, Negotiation of Documents, Realization of Exports Proceeds. Pre-Import Procedure, Steps in Import Procedure, Legal Dimensions, Customs Formalities, Warehousing of Imported goods, Exchange Control Provisions for Imports, Retirement of Export Documents.	
4.	Policy and Institutional Framework for Exports and Imports: Foreign Trade Policy, Special Focus Initiatives, Duty Drawback, Deemed Exports, Assistance to States for Developing Export Infrastructure and Allied Activities, Market Access Initiative & Market Development Assistance, Star Export Houses, Town of Export Excellence, EPCG Scheme, Incentives for Exporters. Export Promotion Councils, Commodity Boards, Federation of Indian Export Organization, Indian Institute of Foreign Trade, Export Oriented Units, SEZ, International Trade Promotion Organization, ECGC, EXIM Bank	06
5.	Insurance : Cargo Insurance, Its Importance, Basic Principles, Types of Cover, Types of Losses, Determination of Premium.	06
6.	Terms of delivery in international trade transactions: E terms: Departure terms, F terms: Shipment terms, main carriage unpaid, C terms: Shipment terms, main carriage paid, D terms: Delivery terms.	06

References

Text Books:

- Rakesh Mohan Joshi, International Business, Oxford University Press
- Manab Thakur, Gene Burton and B. N. Srivastava, International Management: Concept and Cases, Tata Mc Graw Hill Publication

Reference Books:

- Sumati Varma, International Business, Pearson Publication
- Francis Cherunilam, International Business, Prentice Hall India Publication
- John J. Capela, Import/Export for Dummies. Wiley Publishing
- Jennifer Dorsey, Start Your Own Import/Export Business, Entrepreneur Press
- Carl A. Nelson, Import/Export: How to Take Your Business Across Borders, McGraw Hill





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGI2050	Course Name : International Economics

L	T	P	Credits
3	-	-	3

Course Description:

This course offers an overview of various aspects of international economics as a discipline specific open elective for the students interested in the international business specialization. The course is the foundation for next discipline specific courses.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the introductory international economics and the terminology adopted in international economics;
2. Describe various International Trade Theories
3. Illustrate the Factor Price and trade concepts
4. Differentiate between various BOP accounts
5. Analyze the factors influencing the exchange rates.

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Introduction to International Economics: Nature, Scope and Importance of International Economics. Features of International Economics and Trade. Gains from International Trade. Economic Growth and International Trade. International Trade Vs. Domestic Trade. Reasons of International Economic Theories and Policies. Current International Economic Opportunities and Challenges.	06
2.	International Trade Theories: Adam Smith's Theory of Absolute Cost Advantage. Ricardian Theory of Comparative Cost Advantage. Haberfer's Theory of Opportunity Cost. Heckscher-Ohlin Theory of International Trade. Leontief's paradox, Samuelson's Factor Equalization Theorem.	06
3.	International Trade and Factor Price: Porter's Theory of Competitive Advantage of Nations. Terms of Trade – Concept and Types of Terms of Trade. Theory of Reciprocal Demand. Marshall – Edgeworth Offer Curves. Factors Affecting Terms of Trade. Trade of Developing Nations	06





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4.	Balance of Payment and Capital Movements: Nature and Importance of Balance of Trade and Balance of Payments. Structure of Balance of Payments. Disequilibrium in Balance of Payments – Kinds, Causes and Measures. International Capital Movements – Meaning, Classification and Role International Capital Movements. Foreign Direct Investment – Concept, Significance and Impact	06
5.	Foreign Exchange Concepts: Meaning and Importance of Foreign Exchange, Mint Parity Theory, Purchasing Power Parity Theory and Balance of Payments Theory. Exchange Control: Meaning, Objectives, Methods and Effects of Exchange Control.	06
6.	New International Economic Order: New International Economic Order and WTO Regimes and Its Impact on Specific Export Items and Industry.	06

References

Text Books:

- F.P. Stutz and B. Warf, The World Economy: Resources, Location, Trade, and Development, Pearson Prentice Hall

Reference Books:

- Krugman, Paul R. & Obstfeld Maurice, International Economics, Theory and Policy , Pearson Education
- Salvatere, Dominick, International Economics, John Coileyacons
- Chacholiades, Miltiades, International Economics, Mc Graw-Hill
- Mithani, D.M., International Economics, Himalaya Publishing House
- Agrawal, Raj, International Trade, Excel Books
- Jhingan, M.L. , International Economics, Vrinda Publications
- Vaish, M.L. & Singh, S., International Economics
- Varshney R.L. & Maheshwari, International Economics





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Class:- Second Year M.B.A.	Semester- III
Course Code : MGI2070	Course Name : Global Competitiveness Analysis

L	T	P	Credits
3	-	-	3

Course Description:

This module will introduce the concept of competitiveness and examine the historical evolution of the concept. Participants should deduct main characteristics and become aware of the fact that competitiveness is an extremely multifaceted concept. Competitiveness is regarded as a crucial prerequisite of success, and expected to bring about economic growth, sustained development and increase in the standard of living of populations. By the same token, there are concerns about the links between competitiveness and economic prosperity and the level of poverty, in particular of developing countries.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Discuss the complexity and the elusiveness of "competitiveness", for any country.
2. Examine the links between the concepts of competitiveness and development of a country.
3. Explain the economic, political and social determinants of competitiveness and their interdependencies.
4. Analyze different quantitative and qualitative approaches regarding the creation and measurement of competitiveness.
5. Summarize strategic and tactical decisions taken by firms to enter and compete in international markets

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Global Competitiveness Index : The 12 pillars of global competitiveness : Country specific analysis, Providing background & overview of the global competitiveness, the global competitiveness index (GCI)	06
2.	Measuring Competitiveness of a sector: Price and cost competitiveness – Elucidate basic concepts of competitiveness with respect to price and cost, analytical details	06
3.	Developing Policy Analysis Matrix (PAM): Definition, Representation and Meaning of PAM, Analyzing in details concepts, purposes & meaning of PAM, understanding Framework for Agricultural Policy Analysis, private & social profitability	06





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4.	Domestic Resource Cost Ratio: DRCR, an analytical framework, concepts of DRCR, its calculation and implications. Estimating private and social prices, Concepts of private and social prices, methodology of estimation & implications	06
5.	Revealed Comparative Advantage: Concept and meaning, trade creation and trade diversion, concepts of trade creation & trade diversion and their implications through historical as well as contemporary events/incidents, country studies	06
6.	Estimating RCA using excel: Comparative advantages (RCAs) Calculation in excel, their implications and use in international economics & trade, conceptual understanding of RCAs	06

References

Text Books:

- Ajitabh, Global Competitiveness, Excel Publications.

Reference Books:

- B.S. Bhatia & B. Dogra, Global Competitiveness and Productivity, Deep & Deep Publications
- Porter Michael, Competitive Advantage of Nations, Simon & Schuster





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGI2090	Course Name : Global Marketing Strategies

L	T	P	Credits
3	-	-	3

Course Description:

The course is designed to nurture the students with upcoming trends in Global marketing and its implications for Global Companies to re-design their Global Marketing strategies to succeed in the competitive environment. The course primarily aims to provide the students with thorough understanding of ever changing Global Markets, the role of Governments in restructuring the goods and services taxes on Products crossing across Borders. The course facilitates the students understanding of Global markets with focus on various types of Orientations of Companies operating in various regions across the Globe.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Differentiate between Domestic markets, International Markets and Global Markets with their key characteristics and differentiation
2. Identify the Global Trading Environment with focus on social, cultural environment and regulatory issues in foreign markets
3. Relate with Global demographic profiles of ever-changing Global markets and formulate requisite pricing strategies to sustain in Globalization
4. Categorize the factors impacting pricing and media communication in global environment
5. Identify the role of Mobile commerce and digital global marketing in the 21st century trading environment and its role in handling security aspects of global trade

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Global Marketing Environment: Domestic, International, Transnational, Global company, Global Trade environment, Global Economic and Trade Environments, Social and Cultural Environments	06
2.	Global Markets and Segmentation: Global market Segmentation, Targeting & Positioning, Target Market strategy Options, Global market entry mode, Product Market decisions	06
3.	Global Strategic partnerships: Portfolio Analysis , PLC, Portfolio model of analysis, BCG Matrix, GE & McKinsey Matrix, Generic Strategies, Growth Strategies	06





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4.	Global Pricing Strategies: Brand and Product Decisions in Global Marketing, Global Packaging and Labeling, Pricing Decisions, Dumping and Marketing Channels Environmental influences on Pricing decisions	06
5.	Global Strategy and Leadership: Global Marketing and the Digital Revolution, Mobile Commerce and Wireless connectivity, Role of WTO in Global Trade facilitation, I.M.F and International Liquidity,	06
6.	Agency, Briefing, Settings and Directing Agency: Achievement of Objectives Agency Remuneration system and Norms Clients and Agency: Areas of Conflict Types of Advertising and their importance Issues concerning advertising, Advertising Law, Ethics, Public Relations	06

References

Text Books:

- Keegan, W. J. & Green, M. C., Global marketing. Pearson/ Prentice Hall.

Reference Books:

- Johansson, Johny K., Global Marketing, Tata McGraw Hill.
- Rakesh Mohan Joshi, International marketing (Oxford)





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGI 2110	Course Name : Management of International Logistics

L	T	P	Credits
3	-	-	3

Course Description:

The course facilitates an insight to provide an opportunity to learn the fundamentals of logistics and relate the concepts to real life business and to become efficient suppliers. It will help to learn about global Supply Chain, Operations, Channels of Distribution fit in to various types of Business also the management components of global supply chain management.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the issues in International Logistics.
2. Discuss Sales Contract in International Logistics.
3. Analyze models of Forecasting in Supply Chain Management.
4. Explain various methods for Demand Forecasting.
5. Apply skills for inventory management.

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Marketing Logistics: Concept, objectives, and scope; System elements; Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement; Factors influencing Distribution Logistics.	06
2.	International Logistics: Managing the Supply Pipeline for Global Trade Flows, The Global Logistics Operators, Comparison between National (Domestic) and International Logistics, International Transport, Globalization and International Trade Environment. Factors Driving Global Supply Chain Management, Customs and Global Supply Chain Management.	06
3.	Export Sales Contract in International Logistics: Constituents of the Export Sales Contract, Contract of Affreightment: Terms of Delivery & Incoterms standards. International Purchasing Systems, Constituents/Strategy and its Interface with the Management of the Global Supply Chain, Negotiating the Contract, Selecting the International Logistics Operator, Criteria of Selecting the Third-Party Logistics Operator, Contract Logistics.	06
4.	Integrating International Logistics with Supply Chain: Trade-Offs in International Logistics, Multi-Modalism, Key Factors in a Transport Mode(s) & Trade-Off. Considerations of Speed, Frequency, Packing	06





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	and Insurance in International Transportation. Warehousing & Benchmarking in Global Supply Chain Management, Supply Chain Cycle Time Reduction, Demand-Driven Supply Network in International Logistics.	
5.	International Transport Systems: Introduction to International Transport System- Basic Terms, Characteristics and Relations, Significance of Transportation Services, Characteristics of Modes of Transports -Road Transportation, Rail Transportation, Maritime Transport, Air Transport. Intermodal Transportation, Technical performance & Transport Economic Indicators, Maritime Routing Patterns, The Containerization of Commodities, Transcontinental Bridges.	06
6.	Cost and Economy of International Logistics: International Transport and Economic Development, Transportation and Commercial Geography International Transport Costs, International Transport Supply and Demand, Location Analysis, Market Area Analysis, The Nature of International Transport Policy, International Transport Planning, International Transport Safety and Security, Traffic Counts and Traffic Surveys, Cost / Benefit Analysis.	06

References

Text Books:

- Alan E. Branch, Global Supply Chain Management and International Logistics(Routledge)

Reference Books:

- Jean-Paul Rodrigue, Claude Comtois and Brian Slack, "The Geography of Transport Systems", New York: Routledge,
- Douglas Long: International Logistics Global Supply chain management, Kluwer academic publishers
- Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.
- Lambert, D et al: Strategic Logistic Management, Tata McGraw Hill, New Delhi.
- Morlok, Edward K. "The Freight Transportation System," Excerpted from CRC Engineering Hand Book.
- DeGarmo E. Paul, et.al. Engineering Economy, Macmillan,





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGI2130	Course Name : Globalization and Indian Business Scenario	3	-	-	3

Course Description:

The purpose of this course is to examine the effects of various international economic policies on India's domestic business. The focus will be on studying the implications of international trade in goods and services in terms of threats, opportunities and preparedness.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Describe the structural features of India's foreign trade
2. Explain the domestic response to globalization at a disaggregated sectorial level
3. Illustrate various threats and opportunities in doing business from an India-centric perspective in some emerging fields of global business
4. Classify the policy environment in India facilitating and/or inhibiting international business
5. Understand various policies which regulate Indian Business Environment

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	Characteristics of India's Foreign trade: India's International Trade-Present Scenario, Trends in composition of India's foreign trade, Factors contributing to recent changes	06
2.	Domestic policy response to globalization: Manufacturing Sector: Concepts of Non-Agricultural Market Access, Most Favored Nation, National Treatment, Anti-dumping duties	06
3.	Domestic policy response to globalization: Service Sector: Implications of GATS; Agriculture, forestry and fisheries Sector: Implications of subsidies, tariff and non-tariff barriers in international agri-bus, Media industry: Implications of Globalizations for Entertainment, Advertising, Print and News Industries	06
4.	Sunrise sectors in international business: Energy, entertainment, retail trade and India's position thereof, Education, Health services, ITES and India's position thereof, Agro-processing, tourism and hospitality and India's position thereof	06





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5.	India's policy environment for international business: Industrial policy, Agricultural policy, Forest & Environment policy, Land Acquisition policy and Labour policy	06
6.	Pricing decision for international market: Introduction ; Pricing decisions ; Pricing approaches for international markets; Factors influencing pricing decision in international markets	06

References

Text Books:

- Garg Pawan Kumar, Export of India's major products: Problem & Prospects, New Century Publications
- Datta, Samar K. & Deodhar Satish, Implications of WTO Agreements for Indian Agriculture, Oxford & IBH Company, N.Delhi, , CMA Monograph

Reference Books:

- Datta, Samar K. & Chakrabarti, Milindo, A Note on the Definition of a Resource Poor-Farmer, Implications of WTO Agreements for Indian Agriculture, Oxford & IBH Company, N.Delhi, CMA Monograph
- Datta, Samar K., Nilkanthan, R & Chakrabarti, Milindo, Towards Evolving Agricultural Policy Matrix in a Federal Structure – The Post- WTO Scenario in India: Allied Publishers, New Delhi





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGI2150	Course Name : Management of Trans-National Corporations	3	-	-	3

Course Description:

Globalization is the single most significant development changing business dynamics in this century. With the improvements in transportation and communication technologies there is a sea change in the way the companies are run. This module explores these issues through a variety of perspectives from different strands of literature. This allows students to capture the essence of the transnational corporation, but at the same time appreciate the differences in the nature of management practice across the globe.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Implement the conceptual tools to navigate through the mass of information about how international competition takes place.
2. Classify the differences between multi-domestic, global, International and Transnational corporations.
3. Evaluate the global strategies that will help enhance the firm's long-term profitability and value.
4. Illustrate the management of a global workforce and the challenges in managing global business across different cultures.
5. Interpret the effects of economic, cultural, financial, political, and social factors on TNCs management decisions.

Prerequisite

Basic knowledge of international business.

Course Content

Unit No	Description	Hrs.
1.	TNCs and International Business: Understanding and Managing the TNC, Home Country and International Competitive Advantage, Distance & Global Strategy: Host-Country Choices.	06
2.	Controlling and Coordinating Multinationals: Managing the Value Chain across Borders: The Coordination, Cross-Border Mergers and Acquisitions (M&As), Negotiating Globally: Cross-cultural Negotiation.	06
3.	Corporate Governance: Corporate Governance and Sarbanes Oxley Act 2002: An Overview, Impact of Sarbanes Oxley (SOX) Act on Midsize and Big Four Accounting Firms,	06





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	International Corporate Governance.	
4.	TNCs and International Human Resource Management (IHRM): Concept of direction- nature and scope, IHRM from the Host Country Perspective; Industry and Organizational level IHRM; Challenges in HRM in MNCs, HRM practices in MNCs (multinationals) operating in the People.	06
5.	TNCs and Cultures: Cultures Evolve Socialization and Cultural Identity, The Cultures of TNCs; The Reemergence of Indian TNCs.	06
6.	Agency, Briefing, Settings and Directing Agency: Achievement of Objectives Agency Remuneration system and Norms Clients and Agency: Areas of Conflict Types of Advertising and their importance Issues concerning advertising, Advertising Law, Ethics, Public Relations	06

References

Text Books:

- Letto-Gillies G, Transnational Corporations and International Production, Concepts Theories and Effects, Edward Elgar.

References:

- J. Iqbal, Management of Multinational Corporations, Global Vision Publishing House
- Bartlett Christopher A., Transnational Management: Text, Cases & Readings in Cross-Border Management, McGraw Hill Higher Education





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Banking and Insurance Management

Sr. No.	Course Code	Course Name
1	MGB2010	Insurance Planning & Management
2	MGB2030	Risk Management For Banks And Insurance Companies
3	MGB2050	Retail Banking
4	MGB2070	General Insurance
5	MGB2090	Banking Services Operations
6	MGB2110	Treasury Management
7	MGB2130	Law's Governing Banking and Insurance
8	MGB2150	Funds Management in Banking and Insurance





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2010	Course Name : Insurance Planning & Management

L	T	P	Credits
3	-	-	3

Course Description:

Many Financial Products and Services have been innovated and introduced in financial markets over centuries. One of the Prominent Financial Products is Insurance. Being the need of every individual and organization, knowledge of its spread, systems and operations is essential for every person planning a career in Finance. This Course is introduced to provide a broad based knowledge about various insurance products and the operational procedures associated with the major products.

Course Learning Outcomes:

On completion of the course, students will be able to,

1. Comprehend the various forms of insurance and their suitability.
2. Analyze criteria for selection of various insurance products.
3. Explain the pricing mechanism of insurance products.
4. Discuss systems and procedures associated with various forms of insurance.

Prerequisite

Basic knowledge of Insurance business.

Course Content

Unit No	Description	Hrs.
1.	Introduction To Insurance: Introduction, Meaning, Origin and Development of Insurance, Characteristics, Purpose and Need, Benefits, Functions and Importance of Insurance, Principles and Nature of Insurance Contract, Types of Insurance Contracts, Fundamentals of Insurability, Classifications of Insurance, Structure of Insurance Industry in India.	06
2.	Life Insurance, Need and Policy Analysis: Introduction, Motives of Purchasing Life Insurance Policy, Life's need analysis, Determining the amount of Life Insurance, Human value approach, Need's approach, Capital retention approach, Life Insurance Policy, Types of Life Insurance Policy, Benefits of Life Insurance, Policy selection, Determining the cost of Life Insurance, Factors to consider while buying Life insurance.	06
3.	Medical Insurance: Health Insurance Policy, Health Insurance Policies in India - An Overview, Types of Health Insurance, Types of Coverage, Personal Accidents/Disability Income Insurance, Factors to consider while buying Medical Insurance	06





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4.	Personal Property And Liability Insurance: Home Owner's Insurance, Coverage Types, Claims procedure, Motor Vehicle Insurance - Types, Overseas and Travel Insurance-Types, Travel Insurance Policy exclusion.	06
5.	Insurance Pricing: Pricing Objectives, Rate making, Life Insurance Pricing elements, Objectives of Rate making, Basis of rating in Indian context, calculation of Premium, Rate making in property and Liability Insurance, Methods of Loading	06
6.	Policy Servicing and Claims Settlement: Insurance Documents, Nomination, Alterations, Revival, Policy loans, Surrender value and Paid up value, Issue of Duplicate Policies, Cost Policies, Claim settlement Objectives, Types and Steps in Settlement of Claim, Claim settlement process for Life Insurance, Health Insurance, Re-Insurance, Need, Types and Alternatives.	06

References

Text Books:

- Jatinder Loomba, Risk Management and Insurance Planning PHI
- Misra M.N and Misra S.R, Insurance Principles and Practice, S.Chand and Co. New Delhi

Reference Books:

- P.K. Gupta, Insurance and Risk Management, Himalaya publishing house
- Jave S. Trieschimam, Sandra G. Guatarson, Robert E Houyt, Risk Management and Insurance, Thomson Sowlla Western Singapore
- Black, Kenneth and Horord D Shipper, Life and Health Insurance, Pearson Education, New Delhi
- Ganguly, Anad, Insurance Management, New Age International, New Delhi





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2030	Course Name : Risk Management for Banks and Insurance Companies

L	T	P	Credits
3	-	-	3

Course Description:

Like every business, banks and insurance companies are exposed to risks. However, the risks are very unique and most of the times beyond prediction, guess or even comprehension. While 'risk-taking' is an integral part of both banking and insurance business, managing risk to boost performance is a matter of challenge. This courses provides an outline of 'risk management' among banks and insurance companies, highlighting the best practices in Indian and global context.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain risks faced by banking and insurance companies.
2. Discuss the challenges in managing banks.
3. Analyze the risk management strategies for banks and insurance companies.
4. Discuss the best practices in India and other parts of the world, in respect of 'risk management'.

Prerequisite

Basic knowledge of Insurance business.

Course Content

Unit No	Description	Hrs.
1.	Overview Of Risk Management In Banks: Risk concept- Importance, The changing face of risk in banks, Types of Risks, Risk Management framework, Organizational structure, Risk Identification- Risk measurement/- Sensitivity, Risk monitoring and Control- Risk Reporting	06
2.	Managing Credit Risk: Defining Credit risk, The Basel Committee's Principles of Credit risk Management, Measuring Credit risk, Credit rating framework, Introduction to some popular credit risk models: Credit risk transfers- Securitization, Loan sales, Covered bonds and Credit Derivatives, Managing credit risk	06
3.	Capital Risk - Regulation And Adequacy: Concepts of Economic and Regulatory capital, Why regulate bank capital? Risk based Capital Standards- Regulatory capital: Basel Accord- I, II, III	06
4.	Interest Rate And Liquidity Risk: Introduction, Asset- Liability Management, Managing and Measuring Interest rate risk, Methods to reduce Interest rate risk, Managing Interest rate with Interest rate derivatives, Liquidity risk- Sources, Approaches, Measuring Liquidity risk	06





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5.	Managing Market Risk – Banks Investment Portfolio: Basic concepts, The Treasury functions, Risks and Returns of Investment securities, Measuring Interest rate risk with VAR, Approaches to VAR Computation, The Interplay between Market and Credit risk	06
6.	Risk Management In Insurance Companies: Risk Management : Meaning and objectives, Basic categories risk, Methods of managing risk/ Risk mitigation, Enterprise risk management, Risk management process, Different scenarios and Risk management strategies, Personal risk management, Risk control and Risk financing, Insurance market dynamics, Loss Forecasting	06

References

Text Book:

- Padmalatha Suresh and Justin Paul, Management of Banking and Financial Services, Pearson
- P.K. Gupta, Insurance and Risk Management, Himalaya publishing house

Reference Books:

- Harold D Stephen and W Jean Kwon, Risk Management and Insurance, Blackwell Publishing co., New York
- Jave S. Trieschimam, Sandra G. Guatarson, Robert E Houyt, Risk Management and Insurance, Thomson Sowlla Western Singapore
- K.C Shekhar and Lekshmy Shekhar, Banking Theory and Practice, Vikas Publication
- JatinderLoomba, Risk Management and Insurance Planning PHI
- L.M. Bhole and Jitendra Mahakud, Financial Institutions and Markets, Mac Millan
- G. S. Popli and S. K. Puri, Strategic Credit Management in Banks, PHI





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2050	Course Name : Retail Banking

L	T	P	Credits
3	-	-	3

Course Description:

The rapidly growing business in India is turning to Banks for their credit needs; which suggests that the country's banking sector is also poised for strong growth. This growth is paving way for many career opportunities in the banking sector such as in retail banking for well-educated manpower. This course enables the students to capture dynamic realities of Financial Inclusion while emphasizing on various aspects of Banking, prospecting and CASA acquisition, complaint resolution and other elements of customer service.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Impart basic banking operation skills and understanding banking types.
2. Analyze different delivery channels for banking services & products.
3. Perform activities related to Marketing/Selling of retail banking Products.
4. Create Customer Relationship Management plan for retail banking organization.
5. Solve business problems related to retail banking organization.

Prerequisite

Basic understanding of banking business.

Course Content

Unit No	Description	Hrs.
1.	Introduction: History and definition, Role within the bank Operations- Applicability of retailing concepts - Distinction between Retail and Corporate/wholesale Banking	06
2.	Retail Products Overview: Customer requirements, products development Process Liabilities and assets, Description of assets, Approval process for retail loans, Credit scoring. Important Assets products Home loans- Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, procedure, Auto/vehicle loans- Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments/collection. Personal Loans-Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, procedure, Educational Loans- Eligibility, Purpose, Amounts, Security, procedure, Credit/Debit cards-Credit Vs Debit cards, Eligibility, Purpose, Amounts, Margins, Security, Process of Using the cards, Billing Cycle, Credit points. Other Products-Remittances/Funds Transfer	06





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3.	Marketing/Selling of Retail Products: Retail strategies; Tie-up with Institution For Personal loans/Credit cards/Educational loans, with OEMs/Authorized Dealers for auto/vehicle loans and with builders/developers for home loans	06
4.	Delivery Channels: Branch, Extension counters, ATMs, POS, Internet banking, M banking. Selling process in retail products-Direct selling Agents.	06
5.	Customer Relationship Management: Role and Impact of Customer relationship management, Stages in Customer Relationship management process. Regulations and compliance technology for Retail banking-Static information, Account opening, Basic loan origination data etc. Updated information like income details at different frequencies, Transaction information from disbursement till final settlement of the loan amount. Analytics/Alerts. Accounting entries-Loan Process and the relevant accounting including EMI computation	06
6.	Other issues related to retail Banking: Securitization, mortgage based securities. Trends in Retailing-New products like insurance DEMAT services, online/phone Banking, property services, investment advisory/wealth management, Reverse Mortgage. Growth of E-banking, Cross selling opportunities. Recovery of Retail loans-Defaults, Rescheduling, Recovery process. SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents- RBI guidelines.	06

References

Text Books:

- Mittal R.K., Saini A.K. & Dhingra Sanjay , Emerging Trends in the Banking Sector, Macmillan
- Retail Banking, Shroff, T.F., Northern Book Centre, Daryaganj, New Delhi

Reference Books:

- Ohammed, Peeru and a Sagadevan, Customer Relationship Management, Vikas Publishing House, Delhi
- Paul Greenberge, CRM-Essential Customer Strategies, Tata McGraw Hill
- Scot O., Contemporary Business Communication. Biztantra, New Delhi





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2070	Course Name : General Insurance

L	T	P	Credits
3	-	-	3

Course Description:

The course helps the students to gain adequate conceptual knowledge on the Products in general insurance, particularly the personal policies, while giving due emphasis on underwriting and claims management. The course also provides an insight into the commercial general insurance, particularly Motor, Fire, Engineering and Marine Insurance.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Implement the principles of General Insurance
2. Identify & Suggest the Insurance policies with risk management
3. Fix problem related to reinsurance & customer retention
4. Identify the risk management techniques in Insurance marketing & Servicing.

Prerequisite

Awareness about types of general insurance.

Course Content

Unit No	Description	Hrs.
1.	Principles of General Insurance: Financial System and Insurance, Insurance and Financial Security, Risks and their Classification, Risk Management and Insurance, Principles of Insurance, Differences between Life and General Insurance, Recent Developments	06
2.	Personal Policies: Family Risk Management, Identifying areas of Potential Losses, Measurement of Loss Potential, Personal Accident and Health Insurance, Mediclaim Policy, Overseas Mediclaim policy, Cancer Insurance, Critical illness insurance	06
3.	Motor Insurance & Marine Insurance: Origin, application of Principles of Insurance, types of Motor Vehicles, Types of Policies, Motor Tariffs, Premiums, Registration and Insurance, Motor trade Policies, Underwriting, and Claims. Classifications of Marine Insurance, Institute Cargo Clauses, War Clauses, Strike Clauses, Contract of Marine Insurance, Marine Insurance Policy, Warranties, Marine Cargo Policy, Marine Losses, Transit Clauses.	06





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4.	Fire Insurance & Engineering Insurance: Standard Fire Policy, Express Conditions and Warranties of a fire Policy, Mortgage Clause, Other Insurance, Contribution, Co-insurance duties, Rights and Limitations of the Parties, Fire Hazards, Measures of Preventing Fire Hazards. Engineering Insurance: Policies for Constructional Phase, Contractors All Risks Insurance, Erection all Risks Insurance, Marine cum Erection Insurance, Advance Loss of Profits Insurance, Machinery Insurance, Contractors' Plant and Machinery Insurance, Boiler and Pressure Plant Insurance, Machinery Loss of Profit Insurance, Electronic Equipment Insurance	06
5.	Insurance of Property and Liability: Fire Insurance or Insurance of Property, Package Policies, Liability Insurance, Workmen's Compensation Policy, Terminology, Perils, Clauses and Covers. Risk Assessment, Underwriting and Rate Making: Need for Risk Assessment- Risk Assessment by Insurance Companies- Risk Rating, Premium, Basic Statistical Tools for Risk Evaluation, Underwriting of Different Hazards. Product Design, Development and Evaluation: Role of Regulations, Other Factors in Product Development, Product Design, Development and Evaluation New Products, Problems in Product Development.	06
6.	Marketing and Servicing: Risk Management Technique, Factors that affect Marketing of Insurance, Options available for Insurance Services, Distribution Methods of Insurance, Market Research, Sources of primary and secondary source Information. Reinsurance: Need and Importance, Types and Methods, Relative Advantages and Disadvantages, Reinsurance Management Strategy, Reinsurance of Large Risks and Catastrophes, Fixing of Retentions and Reinsurance for Personal Lines.	06

References

Text Books:

- Rudradath and K.P.M.Sundaram, Indian Economy S.cand & Co. Limited, New Delhi
- S.K.Mitra & V.K.Puri, Indian Economy, Himalaya Publishing House, Mumbai
- I.C.Dingra, Rural Banking in India, S.cand & Co. Limited, New Delhi
- A.N.Agarwal and Kundana Lal, Rural Economy of India, Vikas publilshing House Ltd., New Delhi

Reference Boks:

- R.D.Bedi, Theory, Histroy and Practice of Co-operation, Loyal Book Depot, Meerut
- Dr.B.S.Mathur, Co-operation in India, Sahitya Bhawan, Agra
- Rais Ahmad, Rural Banking and Economic Development, Mittal publications, New Delhi





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2090	Course Name : Banking Services Operations	3	-	-	3

Course Description:

This Program is a comprehensive introduction to how banks work. The focus of the course is directed towards the various operation performed in banks and the different ways of managing risk faced by banks. It gives understanding of the wide variety of activities undertaken and services provided by banks, how they operate and are regulated, and explains why banks are so important and how their activities impact on modern life.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Evaluate the banking operations with products & services.
2. Impart electronic banking skills and technology
3. Identify the risk factors & need of security in e-banking
4. Develop the sense of record maintenance & risk management.
5. Impart the ability of risk management strategies in banking sector

Prerequisite

Awareness about the banking business and its working.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Banking Operations: The Changing Nature of Banking Operations, Importance of Customer Relationship Management in Banks, Role of Technology in Banking Operations. Services Design and Delivery Strategies in Banks: Products and Services Offered by Banks, Response of Banks with Newer Services and Delivery Mechanisms & Delivery Strategies in a Bank, Implications of Service Intangibility	06
2.	Introduction to Electronic Banking: Role of Technology, Significance of Computerization in Banks, Finance Portals for the Banking Industry, Multi-channel Operations (Remote Banking), Regulatory Framework. Electronic Banking, Market Assessment, Introduction to e- Banking, Internet: e- Commerce, e-Banking, e-Banking in India, Internet Banking Strategy, Risks in e-Banking. The Branch Renaissance, The Migration to an Online Environment, Customer Relationship through Portals, The Digital Age of Banking, Core Banking Solution, Universal Banking etc.	06
3.	Security Considerations in e-Banking: The Need for Security, Sources and Types of Risks; Causes of Risks, Control Measures at System Level and Network Level, Disaster Recovery and	06





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	Contingency Plans, Legal Aspects and Framework, Security Policy. Facilities Management: Payment and Settlement Systems in India and abroad, RTGS and Clearing House: Emerging (US & Europe- CHIPS, CHAPS, FedWire, TARGET & CIPA etc.) Clearing House: Manual, MICR, High Value & National Clearing, Clearing Corporation of India Ltd. Etc. Emerging New System: ECS (Debit & Credit) EFT, MEFT, RTGS; LERM, Remittances through non- banking Channels, etc. Remittance Channels; INFINET, BANKNET, SWIFT etc.	
4.	Operational Controls: Banking Regulations and Supervision, Maintenance of Documents and Records, Adequate Information Storage and Retrieval Mechanism, Maintenance of CRAR, Reporting, Asset-Liability Management System, Organizational Structure, Audit and Vigilance. Introduction to Risk Management: Basic Purpose of Risk Management in Banks, its Process, Types of Risks in Banks, Overview of Enterprise-wide Risk Management in Banks The New Basel Accord-Implication for Banks: An Overview, Basel II Framework, The Three Pillar Architecture, Organizations Affected by Basel II, Impact of Basel II	06
5.	Risk Management Strategies: Operational Risk Management Strategies at Banks, Financial Risk Management Strategies, Systemic Risk Management Strategies, Risk Limitation, Management of IT Implementation risks. Operational Risk Management: Operational Risk and its Evolution, Major Sources of Operational Risk in Banks, Measurement of Operational Risk, Management of Operational Risk	06
6.	Risk and Capital Management: Bank Balance Sheet & Insurance Balance Sheet, Current Capital requirements for Insurance companies, Alignment between Risk and Capital Management, Emerging role of risk and capital management, Critical success factors of risk and capital management, Differences in risk management per line of business.	06

References

Text Books:

- Sundaram & Varshney, Banking Theory Law and Practice, Sultan Chand and Sons
- Vasant Joshi, Managing Indian Banks: Challenging Ahead, Joshi, Sultan Chand and Sons

Reference Books:

- Vinay V., Banking Law and Practice in India, Sage Publications
- M.L Students General Bank Management IIBF, Macmillan.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2110	Course Name Treasury Management	3	-	-	3

Course Description:

The objective of the course is to help the student gain insight into the myriad functions of a treasurer ranging from cash and liquidity management, reserves management, funds management to transfer pricing, and risk management.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Understand the concepts and functional framework treasury management
2. Apply the decisions and types of bill
3. Evaluate the operational functions of Bills financing and securities
4. Illustrate the treasury operations and manage customer investor relationships.

Prerequisite

Awareness about various banking operations.

Course Content

Unit No	Description	Hrs.
1.	Scope and Functions of Treasury Management: Treasury Management; Structure and Organization of Treasury Management; Role of CFO; Functions of a Controller; Functions of a Treasurer; Responsibilities of a Treasure	06
2.	Credit Market & Short Term Instruments: Credit Facilities in the credit Market; Risks Involved and Pricing Decisions. Introduction to Money Markets. The money Market Instruments; Regulatory Framework; Recent Developments in the Monetary and Credit Policy. Call Money: Features of Call Market; Developments in Indian Call Markets; Treasury Bills: Features of Treasury Bills; Types of Treasury Bills; Issuing procedure of Treasury Bills; Primary Market and settlement Procedures. Certificate of Deposits (CDs): Feature of CDs; Guidelines	06
3.	Bill Financing & Gilt-Edged Securities: Concept and Features of Bills of Exchange; Types of Bills; Procedure of Bill Financing; Foreign Bills; Discounting of Bills by NBFC's; Commercial Bill Financing. Repurchase Agreements (REPO's): Nature and Purpose of Repo's; Features of Repo's; Issuing procedure of Repo's. Regulatory Framework .Gilt-Edged Securities Market: Feature of Government securities; Primary Market; Trends in the Government securities Market; Issuing Procedures and Redemptions; Role of RBI	06





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4.	Financial Guarantees: Guarantee; Sources of Guarantees; Specialized Institutions offering Guarantees such as DICGC and ECGC; Policies Covered by DICGC and ECGC.	06
5.	Treasury Operations: Operations of Treasury; Dealing and Settlement Procedures. Forex markets & its products. Derivative Markets & Products. Internal Treasury Control: Structure and Organization of Treasury; Accounting and control; Various Measures of Controls; Insight into Information systems and Reporting Standards; Measuring Treasury Performance.	06
6.	Managing Customer and Investor Relationships: Services rendered by Banks; The Indian Banking Services; Investor Relations Programs; Disseminating Information; planning for contingencies; Dealing with Hostile Press.	06

References

Text Books:

- Higgins, Robert C, Analysis for Financial Management, McGraw-Hill/Irwin
- Van Horne, James C, Fundamentals of Financial Management, Prentice Hall
- William R. Thomson, Practical Financial Management, Lasher, South -Western
- R Bhaskaran, An Introduction to Fund & Investment BIRD Lucknow Management in Banks

Reference Books:

- The Treasury's Hand Book J P Morgan Fleming Foreign Exchange and Treasury
- Euro Money Year Book Management Handbook Treasury & Risk Management IIBF & MacMillan
- Anthony / Cornet, Marcia Millan, Financial Markets and Institutions & Risk Saunders, Tata Management Approach, Macraw Hill





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGB2130	Course Name- Law's Governing Banking and Insurance

L	T	P	Credits
3	-	-	3

Course Description:

Banking and Insurance are two sectors, which are fast evolving and witnessing a transformational change. Banks are the backbone of all activities, because every transaction where money is involved, the bank is the main character. Insurance business is one of the prominent financial services in modern times. Keeping these aspects in mind, this Course has been designed to develop students in legal aspect concerning to Banking and Insurance. The Course has incorporated the significant changes that have taken place related to rules & regulation in these two sectors. This course has attempted to offer to students a fundamental tool, which will enhance their understanding of various laws governing Banking and Insurance sector.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Explain the nature and development of banking and laws.
2. Discuss Regulatory Framework related to banking and insurance businesses.
3. Apply the rules and regulations in the establishment of banking and insurance companies.
4. Demonstrate the knowledge of understanding of important provisions of major acts related to banking and insurance businesses.
5. Apply due process in claim settlements and understand semi judiciary role of insurance Board in claim settlement

Prerequisite

Awareness about various banking operations.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Banking and Insurance Laws: Need of regulation in banks and insurance companies; development of banking and insurance laws, Bank and insurance companies as legal personality; memorandum of association; articles of association; application for registration; capital requirements; categorization of banks and insurance companies; Relevant provisions of Banks and Financial Institutions Act and Insurance Act in the registration of banks and insurance companies	06
2.	Regulatory Framework and Compliances: Provisions of RBI Act 1935, Banking Regulation Act 1949, Prevention of Money Laundering Act, 2002. Government and RBI's Powers Opening of New Banks and Branch Licensing Constitution of Board of Directors and their Rights Banks Share Holders and their Rights CRR and SLR- Concepts Cash Currency	06





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	Management Winding up, Amalgamation and Mergers Powers to Control Advances, Selective Credit Control, Monetary and Credit Policy Audit and Inspection Supervision and Control, Board for Financial Supervision, its Scope and Role Disclosure of Accounts and Balance Sheets Submission of Returns to RBI, Corporate Governance.	
3.	Legal Aspects of Banking Operations: Case Laws on Responsibility of Paying and Collecting Banker Indemnities or Guarantees, Scope and Application, Obligations of a Banker, Precautions and Rights, Laws relating to Bill Finance, LC and Deferred Payments, Laws Relating to Securities, Valuation of Securities, Modes of Charging Securities - Lien, Pledge, Mortgage, Hypothecation etc., Registration of Firms/Companies, Creation of Charge and Satisfaction of Charge.	06
4.	Banking Related Laws: Law of Limitation- Provisions of Bankers Book Evidence Act -Special Features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993 TDS Banking Cash Transaction Tax Service Tax, Asset Reconstruction Companies, The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, The Consumer Protection Act, 1986, Banking Ombudsman Lok Adalats, Lender's Liability Act	06
5.	Legal Framework of Insurance: Insurance and the law of contract: general requirements of an enforceable contract; void and voidable; special legal characteristics of insurance contract: insurance as a contract of indemnity, insurance as a personal contract, insurance as a unilateral contract, insurance as a conditional contract, insurance as a contract of adhesion, and insurance as a contract of utmost good faith.	06
6.	Regulation of Insurance Industry: Goals of insurance regulation; current regulatory structure; federal versus state regulation; areas of regulation: solvency regulation, market regulation, regulation of rates; claim procedures and settlement; breach of contract; disputes of insurance; semi judiciary role of Insurance Board in claim settlement; and ombudsman.	06

References

Text Books:

- Indian Institute of Banking and Finance. Legal and regulatory aspects of banking. New Delhi: McMillan India
- Gupta, P. K. Legal aspects of insurance, Bombay: Himalayan Publishing House

Reference Books:

- Gordon E., Banking theory law and practice. Bombay: Himalaya Publishing House
- Vaughan, E. J. & Vaughan, T. M. Fundamentals of risk and insurance. John Wiley.
- Regda, E. George. Principles of Risk Management and Insurance. New Delhi.





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Class:- Second Year M.B.A.	Semester-III	L	T	P	Credits
Course Code : MGB2150	Course Name: Funds Management in Banking and Insurance	3	-	-	3

Course Description:

Funds management in banking and insurance course provide a greater in-depth knowledge of different aspects of Insurance, Banking and a thorough understanding of the practical application of the theory. This course provides the student an insight into the various aspects of management of funds in Banking and Insurance sector, which includes liquidity management, management of reserves, fundamentals of insurance & risk management etc. This course focus on inculcating training and practical approach among the students by using modern technologies, and to give an adequate exposure to operational environment in the field of Banking and Insurance.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Get an insight into the liquidity management in commercial Banking business and discuss the necessity of adequate capital fund.
2. Explain different types of reserves & different factors affecting on its requirement.
3. Understand the different aspects related with Management of Bank loan.
4. Evaluate the performance of Bank on the basis of deposit mobilization, credit deployment & profitability.
5. Discuss different functions & principles of life & non-life insurance. Also describe role of insurance & risk management policies related with non-life insurance.

Prerequisite

The prerequisite for this course is awareness about the banking & insurance business and its working.

Course Content

Unit No	Description	Hrs.
1.	Introduction to Banking & Bank Lending: Introduction to Banking Business, Characteristics, Types and Structure of the Indian Banking System, Principles of lending, Fund Based Lending, Lending guidelines, Loan Appraisal, Documentation	06
2.	Management of Capital & Reserves: Objectives of Capital management, Meaning, Functions & Necessity of Capital Funds, Capital Adequacy Standards, Nature and Purpose of Primary Reserves and Secondary Reserves, Factors influencing Secondary reserves, Three-pillar approach to Bank Capital requirements.	06
3.	Management of Bank Deposits: Management of Bank Loans, Characteristics of Bank Loans, Loan Policy in a	06





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Department of Management Studies (MBA)

	Commercial Bank, Evaluation of Loan Application, Credit Information, Credit Analysis, Credit Decision. Priority Sector lending policies of Commercial Banks in India	
4.	Liquidity Management: Concept of Liquidity Management, Bank business model & Insurance business model. Priorities in the Employment of Bank Fund, Problems in Resource Allocation in India	06
5.	Principles and Practice of Insurance: Meaning & Nature of Insurance, Purpose and Need of Insurance, Indian Insurance Market, Types of Life Insurance and Non-Life Insurance	06
6.	Risk and Capital Management: Bank Balance Sheet & Insurance Balance Sheet, Current Capital requirements for Insurance companies, Alignment between Risk and Capital Management, Emerging role of risk and capital management, Critical success factors of risk and capital management, Differences in risk management per line of business.	06

References

Text Books:

- E. Gordon & K. Natarajan, Banking Theory, Law & Practice, Himalaya Publishing House.

Reference Books:

- Prasad S. Vipradas & Dr. J.K.Syan, Bank Lending, Himalaya Publishing House.
- S. Murali & K.R. Subbakrishna, Bank Credit Management, Himalaya Publishing House.
- K.C. Shekhar & Lakshmy Shekhar, Banking Theory & Practice, Vikas Publishing House
- Vasant Desai, Bank & Institutional Management, Himalaya Publishing House.
- P.K. Gupta, Fundamentals of Insurance, Himalaya Publishing House.
- M.N.Mishra & Dr. S.B.Mishra, Insurance Principles & Practice, S.Chand & Company
- O.P.Agarwal, Banking & Insurance, Himalaya Publishing House.





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGC2053	Course Name: Capstone Project Phase II

L	T	P	Credits
-	-	4	4

Course Description:

The Capstone Project provides an opportunity to learn in a real world context. This provides a vehicle for integration of learning across functions and disciplines. The project must be organization-based, not based entirely on secondary data or library work. It must be multifunctional and multidisciplinary in nature. Capstone project provides an opportunity for the student to use their acquired theoretical knowledge into practical experience and reveal an understanding of the ideas, concepts and skills gained through their MBA program. The project focuses on a relevant Industry / Business / NGO / Government or a functional area that is of interest

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Prepare the research design and preparation of tool of data collection
2. Use acquired theoretical knowledge into practical experience and reveal an understanding of the ideas, concepts and skills gained through their MBA program.
3. Formulate innovative approaches, models and supports actions that enhance innovation

Prerequisite:

Students should have basic knowledge of industrial environment

Course Content

Unit No	Description	Hrs.
1.	(Two weeks): The student is expected to get acquainted with the organizational procedures in the chosen field of study.	06
2.	(Two weeks): Identification and formulation of the problem. Preparation of the research design and preparation of tool of data collection (if required).	06
3.	(Three weeks): Data Collection and Analysis	06
4.	(Two weeks): Report preparation for the industry where 50 % evaluation is by industry & 50 % at RIT.	06
5.	(Before completion of semester): Publication of one research paper based on the work done in a reputed conference or journal.	06
6.	Presentation of the report as per the schedule displayed by the department	06





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Class:- Second Year M.B.A.	Semester-III
Course Code : MGC2073	Course Name : Summer Internship Project

L	T	P	Credits
-	-	2	6

Course Description:

An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply knowledge and skills learned in the classroom in a work setting.
2. Develop a greater understanding about career options while more clearly defining personal career goals.
3. Analyze the activities and functions of business professionals.
4. Develop and refine oral and written communication skills.
5. Identify areas for future knowledge and skill development

Prerequisite:

Sound Knowledge of Fundamentals of Management.

Course Content Description

Between the end of the first year and the beginning of the second year, all First year MBA students are required to work on a summer internship for a minimum of seven weeks (45days). Interns are governed by the following rules:

- Students are evaluated by the project guide of the respective organizations along with a final evaluation at the institute by external panel
- A student is required to get a satisfactory rating on the evaluation to complete the programme.
- Immediately after the completion of the internship, it is the prime responsibility of the students to submit the filled-in Summer Internship Evaluation Reports: weekly progress report and sealed evaluation report duly signed by the project guide, to the placement office
- If a student embarks on a Summer Internship, but does not complete the required seven weeks, he/she will have to repeat the Summer Project the following year.
- Students are required to submit one hard copy and a CD of the project within the prescribed deadline, failing which it is deemed that the student has not fulfilled the academic requirement.
- All summer internship formalities must be completed by the student before arriving on campus for the next semester.





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Class:- Second Year M.B.A.	Semester-IV	L	T	P	Credits
Course Code : IPMB2YYY	Course Name : Online Course- I/Self learning course-I	-	-	-	2

Course Description:

Online/Certification Course:

Students enrolled for Internship and project track must select an online/Certification course. It should be approved by Dean Academics.

Platforms for the online courses are given below.

- 1) Coursera <https://www.coursera.org>
- 2) NPTEL <http://nptel.ac.in>
- 3) Udemy <https://www.udemy.com/>
- 4) edX <https://www.edx.org/>
- 5) SoloLearn <https://www.sololearn.com/>
- 6) Udacity <https://in.udacity.com/>
- 7) FutureLearn <https://www.futurelearn.com/>
- 8) Alison <https://alison.com/>
- 9) Cognitive Class <https://cognitiveclass.ai/> While selecting online or self-study course students must follow guidelines given below:
 - 1) Course must have an certification exam by platform.
 - 2) Duration of the course must be a minimum 6 weeks or 24 hours.
 - 3) Course must be completed in the span of three months.
 - 4) Selected course must belong to one of the given platforms. If selected course belongs to a different platform than that in the given list, *it can be adopted after approval by Dean Academics.*
 - 5) Selected course must be in line with the area of the project undertaken by a candidate.

Self-Study Course:

If Online Course related to project is not available, student can select self-study course designed by College mentor and approved by Departmental Program Committee (DPC) & Dean Academics. If a student selects a self-study course, he/she needs to appear for ISE, UT1, UT2, and ESE as per regular courses.

Evaluation:

- 1] Online course should have the certification exam of selected platform. Certificate and mark sheet presented by a student will be used for evaluation of ESE of this course. Student needs to produce a certificate of online or certification course at the time of ESE. If a student fails to produce this certificate, he or she will not be eligible to give ESE of this course. ESE will be Oral/Viva.
- 2] If selected course is Self-Study type designed by college Mentor; student needs to appear for ISE, UT1, UT2, ESE as per regular courses.





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Class:- Second Year M.B.A.	Semester-IV
Course Code : IP2043	Course Name : Project Management (Online Course)

L	T	P	Credits
3	-	-	3

Course Description:

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements. Project Management is an organized venture for managing projects. It involves scientific application of modern tools and techniques in planning, financing, implementing, monitoring, controlling and coordinating unique activities or tasks to produce desirable outputs in accordance with the pre-determined objectives within the constraints of time and cost.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Acquire an understanding of the fundamentals of project management.
2. Analyze the projects proposal by applying feasibility studies.
3. Take decisions relating to project cost management.
4. Identify and manage different issues relating to human aspect in projects.
5. Taking decisions based on risk management in the projects.

Prerequisite:

Basic understanding of management principles & functions, operations management.

Course Content

Unit No	Description	Hrs.
1.	Project Management: Project Management, Responsibilities and Competencies of the Project Manager, Interpersonal Skills of a Project Manager, Project Life Cycle and Uncertainty, Organizational Influences on Project Management	06
2.	Project Feasibility Studies: Project Identification, Market and Demand Analysis, Technical Analysis, Financial Estimates and Projections, Commercial Appraisal, Economic Appraisal, Financial Appraisal of Single Project, Financial Appraisal of Multiple Projects	06
3.	Project Cost Management: Estimate Project Cost, Components of Capital Cost of Project, Sources of Project Finance, Role of Financial Institutes in Project Financing, Decisions based on computation of Payback method / NPV / IRR	06
4.	Managing Human Aspect in Projects: Project Organization, Acquire Project Team, Project Leadership, Motivations in Project Management, Conflict in Project Management, Five stage team development models, Managing virtual project teams	06





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5.	Project Time Management: Project scheduling, Application of Network Analysis, Graphical Evaluation & Review Techniques (GERT), Slack Time, Estimating Activity Time (to,tm,tp) , Total Project Time, PERT & CPM	06
6.	Project Risk Management: Risk Management, Decision making under Certainty, Risk & Uncertainty, Risk Management Process, Monte Carlo Process for managing risk, Project Termination, Types, Termination Strategies	06

References

Text Books:

- Gray C. F., & Larson, E. W., Project Management: The Managerial Process, Tata McGraw Hill Publications, New Delhi.

Reference Books:

- Harold Kerzner, Project Management: A systems approach to planning, scheduling & controlling, Wiley India Pvt. Ltd., New Delhi.
- Lester, A., Project Management Planning and Control, Elsevier Publication, New Delhi,
- Prasanna Chandra, Projects – Planning, Analysis, Selection, Financing, Implementation & Review, McGraw Hill Education (India) Pvt. Ltd., New Delhi
- Rory Burke, Project Management – Planning and Control Techniques, Wiley India Pvt. Ltd. New Delhi

Note: -

Being online course, lecture videos of each unit will be made available through college platform to the students. For each unit there will be separate assignment. Students need to submit all assignments within specified time. Weightage: 25% weightage for unit wise assignments + 75% weightage for final exam. Final exam will be held at college campus.





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Class:- Second Year M.B.A.	Semester-IV	L	T	P	Credits
Course Code : IP2063	Course Name : Internship & Project	-	-	-	10

Course Description:

Internship is designed to expand the depth and breadth of academic learning of students in their particular areas of study. It is an opportunity for students to receive experience in applying theories learned from the classroom to specific experiences with the community and work world. An internship can also heighten awareness of community issues, motivate students to create opportunities, embrace new ideas, and give direction to positive change. A successful internship can give valuable information in making decisions about the direction of future studies or employment. An internship is an opportunity not only to use and develop industry-related knowledge and skills, but also to enhance some of the skills that are transferable to any professional work setting. Students from Final year B.Tech are eligible to do this internship. Selected candidates by college will be permitted for internship of minimum 20 weeks in 8th semester. During this Internship, it is expected that students should identify the problems arising in the industry related to Engineering, and they have to give the solution to the company.

Course Learning Outcomes:

1. Internship

After the successful completion of the IIP- II the student should be able to

1. Examine the functioning of the company on the terms of inputs, transformation process and the outputs (products and services)
2. Develop an attitude to adjust with the company culture, work norms, code of conduct.
3. Recognize and follow the safety norms, Code of conduct.
4. Demonstrate the ability to observe, analyse and document the details as per the industry practices.
5. Interpret the processes, systems and procedures and to relate to the theoretical concepts-studies.
6. Develop the leadership abilities, communication.
7. Demonstrate project management and finance sense

2. Project

After the successful completion of the project, the student should be able to;

1. Identify the project/problem in the domain of a program relevant for the company.
2. Compile the information to the pertaining to the problem identified.
3. Analyse the information using the statistical tools/ techniques.
4. develop the feasible solution for given problem.
5. Analyse the impact of the project on the performance of company/department.





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Course Content

I. Internship :

During Internship, Students should follow guidelines given below.

1. After joining the industry students should learn all the departments and their workings. Furthermore, student should understand how each department of industry is interlinked with one another.
2. Student should correlate the theoretical aspects learned in academics with industry practices.
3. Students should gain a knowledge of new technologies which industry follows.
4. Students should follow the professional codes and ethics.
5. Students should follow all rules and regulations of industry. Special care should be taken regarding safety.

• **Work Diary:**

Work Diary will be provided to each student, which contains details regarding internship, do's and don'ts and evaluation scheme. Student is required to write the Diary regularly and get it signed by the industry guide periodically. During the visit of Mentor, assigned to the student should be able to go through the Diary to access the work done and write the remarks/ instruction. At the end of internship, student should submit the duly completed diary to the department.

• **Duration:**

The internship duration is of one complete semester (approximately 20 weeks) between 1st January to 30th May of the respective academic year. Biometric attendance on working days is compulsory.

II. Project :

Students should select technical problems occurring within the industry as a project in consult with industry & Institute mentors.

• **Evaluation**

Faculty Mentor will be assigned to each student by the Institute who will monitor the progress of internship and project and help the student to sort-out any issues/ problems arising. Mentor of student from college will visit the industry as per the schedule given below.

Sr.No.	Evaluation	Period
1.	At the beginning of the program for orienting Students to the company and finalize the project	During 2 nd Week
2.	Review-I (ISE-1)	During 10 th week
3.	Review-II (ISE-2)	During 15 th week
4.	Review-III (ESE)	During 20 th week

*Review-III is end semester examination (ESE), which will be conducted at institute.

*During ESE, students should submit, Project & internship report, Work diary, Internship & project completion certificate issued by industry etc. to respective departments.





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Class:- Second Year M.B.A.	Semester-IV
Course Code : ED2023	Course Name : Project Management (Online Course)

L	T	P	Credits
3	-	-	3

Course Description:

To improve and update knowledge of new entrepreneurs in the areas of project preparation & appraisal techniques; decision-making process in the sector of industrial, infrastructure & sustainable opportunities that would lead to improved viability, returns and effective investment decisions. Writing a business plan which can gain interest of the fund providers like venture capitalists and other sources of funding.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Acquire an understanding of the fundamentals of project management.
2. Analyze the projects proposal by applying feasibility studies.
3. Take decisions relating to project cost management.
4. Identify and manage different issues relating to human aspect in projects.
5. Taking decisions based on risk management in the projects.

Prerequisite:

General knowledge of economics & clear concept about own business model.

Course Content

Unit No	Description	Hrs.
1.	Project Management: Project Management, Responsibilities and Competencies of the Project Manager, Interpersonal Skills of a Project Manager, Project Life Cycle and Uncertainty, Organizational Influences on Project Management	06
2.	Project Feasibility Studies: Project Identification, Market and Demand Analysis, Technical Analysis, Financial Estimates and Projections, Commercial Appraisal, Economic Appraisal, Financial Appraisal of Single Project, Financial Appraisal of Multiple Projects	06
3.	Project Cost Management: Estimate Project Cost, Components of Capital Cost of Project, Sources of Project Finance, Role of Financial Institutes in Project Financing, Decisions based on computation of Payback method / NPV / IRR	06
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5.	Project Time Management: Project scheduling, Application of Network Analysis, Graphical Evaluation & Review Techniques (GERT), Slack Time, Estimating Activity Time (to,tm,tp) , Total Project Time, PERT & CPM	06
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References

Text Books:

- Gray C. F., & Larson, E. W., Project Management: The Managerial Process, Tata McGraw Hill Publications, New Delhi.

Reference Books:

- Harold Kerzner, Project Management: A systems approach to planning, scheduling & controlling, Wiley India Pvt. Ltd., New Delhi.
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Class:- Second Year M.B.A.	Semester-IV
Course Code : ED2043	Course Name : New Venture Finance Startup Funding For Entrepreneurs

L	T	P	Credits
2	-	-	2

Course Description:

Course focusing on financing entrepreneurial companies, especially start-up and early-stage ventures. The course aim at both students wishing to start their own businesses or work for a start-up and students wishing to pursue careers in venture capital and other forms of start-up financing.

Course Learning Outcomes:

After completion of course students will be able to

1. Apply the strategic aspects of entrepreneurial finance.
2. Identify various sources of finance from sources like venture capital, angel financier, private equity and hedge funds and their working procedures,
3. Conduct valuation of companies by venture capitalist
4. Compare different sources of finance and select the appropriate source for financing needs.

Prerequisite:

General knowledge of business & clear concept about own business model.

Course Content

Unit No	Description	Hrs.
1.	The Early Stage Investment Landscape: Insights into the investment landscape, how investors and lenders evaluate new ventures. Key terminology and principle.	04
2.	Sources of Capital for the Early Stage Company: Personal Investment or Personal Savings, Venture Capital. Business Angels. Assistant of Government. Commercial Bank Loans and Overdraft. Financial Bootstrapping. Buyouts.	04
3.	Getting Funded: Steps in the Funding Process Techniques and tools to secure funding for a new venture. insights into how entrepreneurs can create a comprehensive funding strategy for their new venture.	04
4.	Recognizing and Valuing Opportunities: Recognize Opportunity & Evaluate its Potential Fit/Risk-Return Key Parties/Players Associated with Opportunity Value Opportunity Negotiate Terms of Investment	04
5.	Venture Capital and Private Equity:	04





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	Venture capital, Angel financiers, Private Equity, Hedge funds, Their classification and their different characteristics. History of Venture capital, Angel financiers, Private Equity, Hedge funds, in India. Different models of VC, PE and hedge funds in India. Correlation of means of finance with project life cycle.	
6.	Valuing companies: Methods of valuation and its role throughout the venture capital process. Valuing companies with options: Real options. Difference in approach and evaluation process, Venture capitalist with Banks and financial institutions	04

References

Text Books:

- Khan, M.Y., Financial Services. New Delhi : Tata Mc Graw Hill
- Bhole , L.M., Financial Institutions and Markets, Structure, Growth and Innovation. Noida: Tata Mc Graw Hill.

References Books:

- Guruswamy,S, Financial markets and Institutions. New Delhi: Tata Mc Graw Hill.
- Guruswamy,S., Merchant Banking and Financial Services. New Delhi: Tata Mc Graw Hill.
- Taneja Satish., Venture Capital In India. New Delhi: Galgotia Publishing.
- Machiraju, H.R., Merchant Banking. New Delhi: New Age International (P) Ltd.
- Sampson, Guy Fraser., Private Equity as an asset class. England: John Wiley & Sons ltd





K.E. Society's
Rajarambapu Institute of Technology, Sakharale
(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
Syllabus (Theory & Practical Courses)
To be implemented from 2023-25 NEP Batch
Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester-IV
Course Code : ED2063	Course Name : Entrepreneurship Development Program (EDP)

L	T	P	Credits
-	-	-	1

Course Description:

Student will attend short term intensive EDP program organized either in house or by any authorized agency approved by CIIED.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply knowledge of management, economics, marketing and finance for formulation of business plan, starting & managing new business.

Course Content:

1. Student will undergo training programs organized by CIIED.
Programs on marketing, Finance management, project report preparation by professional agencies. Students are required to apply this knowledge for preparing final project report.
2. Student will complete online certification course- **Entrepreneurial & Employability Skill Development Program** by Singapore polytechnic in association with Jugad Funda & Shivaji University, Kolhapur or any other approved agencies.

Evaluation- ISE 50 marks by mentor for-

1. Completion of online certification course- **Entrepreneurial & Employability Skill Development Program** by Singapore polytechnic in association with Jugad Funda & Shivaji University, Kolhapur or any approved agencies.
2. Active participation in programs by completing various activities/assignments in program.





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Syllabus (Theory Courses)
 To be implemented from 2023-25 NEP Batch
Department of Management Studies (MBA)

Class:- Second Year M.B.A.	Semester-IV
Course Code : ED2083	Course Name: Entrepreneurship Development Project

L	T	P	Credits
-	-	7	8

Course Description:

Student will prepare technically feasible and economically viable detailed project report including market survey.

Course Learning Outcomes:

After successful completion of the course, students will be able to,

1. Apply knowledge of Management for preparation of project report.
2. Make commercial, technical and financial appraisal of project.

Course Content:

Student will start working on collection of data required for business plan. During semester he may require to visit various support organizations, similar industries, suppliers of raw materials, machinery, special service providers. He has to conduct market survey. For this student can go out of campus with prior permission of mentor. Mentor should maintain this record. Students are required to work independently by taking guidance from mentor/Head CIIED/faculty on expert panel of CIIED.

Product prototype & execution of business operation is must & it should be validated by Departmental ED committee.

Continuous efforts taken by student should be observed by mentor for ISE evaluation. At the end of semester detailed project report will be presented before Expert committee for ISE evaluation of 100 marks.

Then student will appear for ESE. Project report evaluation & assessment will be done by a panel of experts appointed by COE.

Evaluation	Weightage	Particulars	converted Marks
ISE	10%	Preliminary project report	10
	20%	Market Survey	20
	20%	Completion of Legal Aspects	20
	50%	Final Report	50
ESE	100%	ESE -Final Report	100

